

Fraud Detection and Prevention (FDP) in BFSI Market by Fraud Type (Investment, Payment), Use Case (Banking (Account Takeover Detection & Prevention), Financial Services (Payment & Remittance, Crypto & Digital Asset), Insurance) - Global Forecast to 2031

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Abstracts

The global fraud detection and prevention in BFSI market is projected to grow from USD 7.78 billion in 2026 to USD 15.06 billion by 2031, at a CAGR of 14.1% during the forecast period. The market growth is primarily driven by rising financial fraud losses across the BFSI sector and advancements in AI-driven predictive fraud analytics. As digital transactions become increasingly complex, financial institutions are deploying artificial intelligence and machine learning to identify suspicious activities in real time while reducing false positives. For example, Mastercard's Decision Intelligence Pro leverages generative AI to strengthen transaction risk assessment and fraud detection across global payment networks.

“By services, the managed services segment is expected to witness the highest CAGR during the forecast period.”

Managed services are projected to grow at the fastest rate in the FDP market in BFSI during the forecast period, as financial institutions increasingly seek specialized expertise to combat sophisticated fraud while reducing operational complexity. The rapid expansion of digital payments, evolving regulatory requirements, and the shortage of skilled cybersecurity professionals are encouraging banks and insurers to outsource FDP monitoring, incident response, and platform management to managed service providers. Additionally, managed services enable continuous fraud monitoring, faster deployment of AI-driven FDP capabilities, and regular solution updates without significant in-house investments. IBM highlights that organizations facing cybersecurity

skills shortages increasingly rely on managed security services to access specialized expertise and improve operational efficiency.

“By offering, solutions are projected to hold the largest market share during the forecast period.”

Solutions are expected to hold the largest market share in the fraud detection and prevention in BFSI market during the forecast period, driven by the increasing need for real-time fraud detection across digital banking, card payments, lending, and insurance transactions. Financial institutions are prioritizing integrated fraud detection and prevention platforms that combine AI, machine learning, behavioral analytics, and risk-based authentication to detect and prevent increasingly sophisticated fraud. These solutions also support regulatory compliance, centralized fraud monitoring, and seamless integration across multiple banking channels, making them a critical component of enterprise fraud strategies. For example, NICE Actimize continues to expand its AI-powered fraud prevention platform with advanced analytics and real-time monitoring capabilities to help financial institutions detect emerging financial crime more effectively.

By organization size, the SMEs segment is expected to lead the market during the forecast period.

Small and medium-sized enterprises (SMEs) are expected to register the highest growth rate in the fraud detection and prevention in BFSI market during the forecast period, driven by the rapid adoption of digital banking, fintech platforms, and cloud-based financial services. As SMEs increasingly offer digital payment, lending, and insurance services, they face growing exposure to account takeover, payment fraud, and identity-based attacks while often operating with limited in-house fraud management expertise. This is accelerating the adoption of cloud-native, AI-powered fraud detection and prevention solutions that provide enterprise-grade protection with lower upfront investment and faster deployment. For example, Microsoft's Fraud Protection platform enables financial institutions and digital businesses to strengthen fraud prevention using AI-driven risk assessment and scalable cloud-based capabilities.

Breakdown of Primaries

The study draws insights from a range of industry experts, including component suppliers, Tier 1 companies, and OEMs. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 40%, Tier 2 – 35%, and Tier 3 – 25%

By Designation: C-level Executives – 30%, Directors – 40%, Others – 30%

By Region: North America – 35%, Europe – 25%, Asia Pacific – 25%, Middle East & Africa – 10%, Latin America – 5%

Major vendors in the fraud detection and prevention in BFSI market include FIS Global (US), Fiserv (US), TransUnion (US), LexisNexis (US), ACI Worldwide (US), Experian (Ireland), SAS Institute (US), NICE Actimize (US), BioCatch (US), Feedzai (US), RSA Security (US), Equifax (US), SIFT (US), DataVisor (US), IBM (US), GBG (UK), Featurespace (England), XTN Cognitive (Italy), PIPL (US), JuicyScore (UAE), Amani Technologies (UAE), Cleafy (Italy), Alpha Group (Italy), and FUGU-IT (Israel).

The study includes an in-depth competitive analysis of the key players in the fraud detection and prevention in BFSI market, their company profiles, recent developments, and key market strategies.

Research Coverage

The report segments the fraud detection and prevention market and forecasts its size based on Offering (Solutions (Fraud Analytics, Authentication, Governance, Risk, and Compliance (GRC), Services (Professional Services, Managed Services)), Fraud Type (Check Fraud, Identity Fraud, Insider Fraud, Investment Fraud, Payment Fraud, Insurance Fraud, Friendly Fraud, Others), Organization Size (Large Enterprises, SMEs), Use Case (Banking (Account Opening, Account Access And Re-Authentication, High-Value Transaction Authorization, Account Takeover Detection And Prevention, Customer, Employee And Agent Identity Verification), Financial Services (Payment & Remittance, Lending & Credit Management, Crypto & Digital Asset Exchange, Investment, Wealth Management & Brokerage, Others), Insurance (Customer Onboarding & eKYC, Claims Management, Policy Issuance, Reinsurance, Others)) and region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America).

The study also includes an in-depth competitive analysis of the market's key players, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report will help market leaders/new entrants with information on the closest approximations of revenue numbers for the overall fraud detection and prevention in BFSI market and its subsegments. This report will help stakeholders understand the competitive landscape and gain valuable insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of critical drivers (Rising financial fraud losses across the BFSI sector, Expansion of digital banking and real-time payment ecosystems, Increasing regulatory emphasis on fraud prevention and governance), restraints (High deployment and operational costs, Complexity of integrating endpoint security with legacy IT environments), opportunities (Advancements in AI-driven predictive fraud analytics, Growing adoption of digital identity and behavioral authentication, Expansion of collaborative fraud intelligence platforms), and challenges (Balancing fraud prevention with seamless customer experience, Continuous adaptation to emerging fraud techniques).

Product Development/Innovation: Detailed insights on upcoming technologies, research development activities, new products, and service launches in the fraud detection and prevention in BFSI market.

Market Development: Comprehensive information about lucrative markets – the report analyses the fraud detection and prevention in BFSI market across varied regions.

Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the fraud detection and prevention in BFSI market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players, such as FIS Global (US), Fiserv (US), TransUnion (US), LexisNexis (US), ACI Worldwide (US), Experian (Ireland), SAS Institute (US), NICE Actimize (US), BioCatch (US), and Feedzai (US), in the fraud detection and prevention in BFSI market.

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