

# Middle East and Africa Robo-advisory Market (2015-2023)

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## Abstracts

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### Middle East and Africa Robo-advisory Market

Robo-advisory market of the Middle East and Africa is expected to catch up with other regions during the forecast period. The Middle East and Africa robo-advisory market is anticipated to grow at an overall compound annual growth rate (CAGR) of 55.94% and will be worth of USD 3.80 Bn by 2023.

The U.A.E. and Saudi Arabia majorly drive the robo-advisory market of the Middle East and Africa. The U.A.E. is the most significant contributor to this market regarding revenue in the Middle East and Africa. Thus, it is expected to drive the demand of various robo-advisors in this region.

By type, the Middle East and Africa robo-advisory market is classified into hybrid robo-advisors and pure robo-advisors. Countries like the U.A.E. and Saudi Arabia dominate the hybrid robo-advisors market in Middle East and Africa. The advancement of robo-advisors in this region is anticipated to change the banks' customer relations radically.

By types of client assets, the mass affluent segment held the largest market share regarding revenue generation in 2017, generating 30.24% revenue. However, owing to high market penetration, the market is expected to experience a promising growth rate in the coming years.

### Key growth factors

The increasing maturity of digital advice technology with low financial assistance fee is driving the market for the Middle East and Africa robo-advisors.

Rapid change in the financial service sector with evolving requirements of clients is also a significant factor for the growth of the Middle East and Africa robo-advisory market.

### Threats and key players

Lack of personalized support or direct contact with the client is predicted to restrain the demand for robo-advisors to some extent.

The key players in this market are Sarwa and Wahed Invest.

### What is covered in the report?

1. Overview of the Middle East and Africa robo-advisory market.
2. The current and forecasted market size data for the Middle East and Africa robo-advisory market.
3. The current and forecasted market size data for the segments of the market, by type – hybrid robo-advisors and pure robo-advisors.
4. The current and forecasted market size data for the segments of the market, by types of client assets – mass affluent, high-net-worth individuals, pension funds, insurance companies, and sovereign wealth funds.
5. The current and forecasted market size data for the segments of the market, by country – the U.A.E., Saudi Arabia, South Africa and the rest of the Middle East and Africa
6. Market trends in the Middle East and Africa robo-advisory market.
7. Market drivers and challenges in the Middle East and Africa robo-advisory market.
8. Analysis of competitor profiles of major players operating in the market.

### Why buy?

Understand the demand for the Middle East and Africa robo-advisors to determine the viability of the market.

Identify the developed and emerging markets where robo-advisory services are

offered.

Identify the challenge areas and address them.

Develop strategies based on the drivers, trends and highlights for each of the segments.

Evaluate the value chain to determine the workflow and to get an idea of the current position where you are placed.

Recognize the key competitors of this market and respond accordingly.

Knowledge of the initiatives and growth strategies taken up by the major companies and decide on the direction for further growth.

Define the competitive positioning by comparing the products and services with the key players in the market.

#### Customizations Available

With the given market data, Netscribes offers customizations according to specific needs.

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**Note:** The Table of Contents (Toc) provided above contains the targeted coverage. The coverage is subject to change as we progress with the research.

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