

# **Alternative Credit Scoring Market Forecasts To 2032 – Global Analysis By Data Type (Telecom & Mobile Usage Data, Geolocation & Mobility Data, Payment & Transaction Data, E-Commerce & Spending Behavior, Utility & Rental Payment Data, Public Records & Alternate Public Datasets, Social Media & Digital Footprints, And Behavioral & Psychometric Data), Component, Deployment Mode, Technology, Application, End User And By Geography**

<https://marketpublishers.com/r/A0A7DC7861E2EN.html>

Date: December 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: A0A7DC7861E2EN

## **Abstracts**

According to Statistics MRC, the Global Alternative Credit Scoring Market is accounted for \$4.55 billion in 2025 and is expected to reach \$9.44 billion by 2032 growing at a CAGR of 11.0% during the forecast period. Alternative Credit Scoring is a method of assessing a borrower's repayment ability using unconventional data instead of relying solely on traditional credit reports. It analyzes factors like rent and utility bill payments, mobile usage patterns, online financial activity, and employment or social indicators. By tapping into broader datasets, lenders can evaluate individuals with minimal credit history, promote wider access to financial services, and make better-informed lending decisions supported by richer, behavior-based insights.

Market Dynamics:

Driver:

Lender demand for deeper risk assessment

Financial institutions increasingly rely on non-traditional data to gain a clearer picture of borrower reliability. This helps reduce information asymmetry, especially for thin-file and unbanked customers. Lenders are leveraging AI and machine learning to uncover hidden risk signals beyond conventional credit reports. Enhanced analytics support more accurate approvals and lower default probability. As competition grows, deeper risk insights are becoming essential for lenders to improve portfolio quality.

#### Restraint:

##### Risk of embedded bias and discrimination

Algorithms trained on biased datasets may inadvertently reinforce discrimination against vulnerable groups. Regulatory scrutiny is increasing, with policymakers demanding transparency and accountability in scoring methodologies. Lenders must invest in ethical AI frameworks and bias-mitigation strategies to maintain credibility. Failure to address these concerns could erode consumer trust and invite legal repercussions. Ensuring equitable outcomes remains a critical restraint on widespread adoption.

#### Opportunity:

##### Integration with open banking initiatives

By accessing standardized financial data through secure APIs, firms can build more accurate and dynamic borrower profiles. This integration enhances transparency and empowers consumers to share data selectively with lenders. Collaboration between fintechs and banks is accelerating innovation in credit risk assessment. As interoperability improves, scoring models can incorporate real-time insights from diverse financial ecosystems. The convergence of open banking and alternative scoring represents a major growth catalyst for the industry.

#### Threat:

##### Competition from enhanced traditional models

By incorporating new datasets and advanced analytics, they are narrowing the gap with alternative providers. Established players benefit from brand recognition, regulatory familiarity, and extensive customer bases. This entrenched position makes it difficult for newer entrants to achieve scale. High switching costs and lender reliance on conventional scores further intensify competitive pressure. Without clear differentiation,

alternative scoring firms risk being overshadowed by enhanced traditional models.

#### Covid-19 Impact:

The pandemic reshaped credit markets, accelerating demand for adaptive scoring solutions. Economic uncertainty exposed weaknesses in conventional credit assessments, as many borrowers lacked stable income histories. Alternative models proved valuable by incorporating dynamic data such as payment behavior and digital activity. Lenders turned to these tools to better evaluate risk during volatile conditions. However, budget constraints and cautious investment slowed adoption in some regions. Post-pandemic, hybrid financial ecosystems continue to sustain interest in flexible, data-driven scoring approaches.

The purchase & payment data segment is expected to be the largest during the forecast period

The purchase & payment data segment is expected to account for the largest market share during the forecast period. Transaction-level insights provide a granular view of consumer behavior and repayment capacity. Lenders value this data for its ability to capture real-time financial health. Payment histories across utilities, e-commerce, and subscriptions enhance predictive accuracy. The breadth and reliability of these datasets make them indispensable for alternative scoring models. As digital payments proliferate, this segment remains the cornerstone of market expansion.

The fintech firms segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the fintech firms segment is predicted to witness the highest growth rate, due to their digital-first approach allows seamless integration of innovative scoring tools. Agile operations and customer-centric models enable fintechs to experiment with diverse datasets. Rising demand for inclusive lending solutions aligns with fintech strategies to serve underserved populations. Venture funding and regulatory support further accelerate their expansion.

#### Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. The region benefits from advanced financial infrastructure and high digital adoption. Regulatory clarity supports experimentation with alternative scoring models.

Major banks and fintechs are actively investing in data-driven risk assessment. Consumer willingness to embrace digital financial services further boosts adoption. With strong institutional backing, North America remains the dominant hub for alternative credit scoring.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Rapid urbanization and digitalization are fueling demand for innovative credit solutions. Large populations with limited access to traditional credit create fertile ground for alternative models. Governments are promoting financial inclusion through supportive policies and digital ecosystems. Local startups and global players are expanding aggressively to capture this opportunity.

Key players in the market

Some of the key players in Alternative Credit Scoring Market include Experian, CreditVidya, TransUnion, Cignifi, Equifax, Tala, FICO, Branch Int, LexisNexis, LenddoEFL, Zest AI, CredoLab, Upstart, Socure, and Nova Cre.

Key Developments:

In November 2025, TransUnion announced a strategic partnership with Snappt, a leader in multifamily fraud detection and income verification. This alliance integrates Snappt's Applicant Trust Platform™ directly into TransUnion's TruVision™ Resident Screening, providing property managers with a unified solution that enhances income verification and helps build greater confidence in leasing decisions.

In February 2023, Select Medical announced a joint venture agreement with AtlantiCare to own and manage operations of a new inpatient rehabilitation hospital and 13 outpatient physical therapy centers throughout the southeastern region of New Jersey

Data Types Covered:

Telecom & Mobile Usage Data

Geolocation & Mobility Data

Payment & Transaction Data

E-Commerce & Spending Behavior

Utility & Rental Payment Data

Public Records & Alternate Public Datasets

Social Media & Digital Footprints

Behavioral & Psychometric Data

#### Components Covered:

Solutions

Services

#### Deployment Modes Covered:

Cloud

On-Premises

Hybrid

#### Technologies Covered:

Machine Learning Models

Apis And Scoring Platforms

Artificial Intelligence Scoring Systems

Explainable AI (XAI) Models

Hybrid Scoring Systems

### Applications Covered:

- Consumer Credit
- SME Credit Assessment
- Financial Inclusion Programs
- Microfinance & Micro-Loans
- Digital Lending Platforms
- BNPL Credit Assessment
- Telecom Lending & Device Financing
- Insurance Underwriting Support

### End Users Covered:

- Banks & Financial Institutions
- Payment Service Providers
- Fintech Companies & Neobanks
- Telecom Operators
- Nbfcs
- Credit Bureaus
- Microfinance Institutions

### Regions Covered:

## North America

US

Canada

Mexico

## Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

## Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

## Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Technology Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL ALTERNATIVE CREDIT SCORING MARKET, BY DATA TYPE**

- 5.1 Introduction
- 5.2 Telecom & Mobile Usage Data
- 5.3 Geolocation & Mobility Data
- 5.4 Payment & Transaction Data
- 5.5 E-Commerce & Spending Behavior
- 5.6 Utility & Rental Payment Data
- 5.7 Public Records & Alternate Public Datasets
- 5.8 Social Media & Digital Footprints
- 5.9 Behavioral & Psychometric Data

## **6 GLOBAL ALTERNATIVE CREDIT SCORING MARKET, BY COMPONENT**

- 6.1 Introduction
- 6.2 Solutions
  - 6.2.1 Scoring Engines
  - 6.2.2 Risk Analytics Platforms
  - 6.2.3 Decisioning Platforms
- 6.3 Services
  - 6.3.1 Integration & Deployment
  - 6.3.2 Support & Maintenance
  - 6.3.3 Consulting & Training

## **7 GLOBAL ALTERNATIVE CREDIT SCORING MARKET, BY DEPLOYMENT MODE**

- 7.1 Introduction
- 7.2 Cloud
- 7.3 On-Premises
- 7.4 Hybrid

## **8 GLOBAL ALTERNATIVE CREDIT SCORING MARKET, BY TECHNOLOGY**

- 8.1 Introduction
- 8.2 Machine Learning Models
- 8.3 Apis And Scoring Platforms
- 8.4 Artificial Intelligence Scoring Systems
- 8.5 Explainable AI (XAI) Models

## 8.6 Hybrid Scoring Systems

# **9 GLOBAL ALTERNATIVE CREDIT SCORING MARKET, BY APPLICATION**

## 9.1 Introduction

## 9.2 Consumer Credit

## 9.3 SME Credit Assessment

## 9.4 Financial Inclusion Programs

## 9.5 Microfinance & Micro-Loans

## 9.6 Digital Lending Platforms

## 9.7 BNPL Credit Assessment

## 9.8 Telecom Lending & Device Financing

## 9.9 Insurance Underwriting Support

# **10 GLOBAL ALTERNATIVE CREDIT SCORING MARKET, BY END USER**

## 10.1 Introduction

## 10.2 Banks & Financial Institutions

## 10.3 Payment Service Providers

## 10.4 Fintech Companies & Neobanks

## 10.5 Telecom Operators

## 10.6 Nbfcs

## 10.7 Credit Bureaus

## 10.8 Microfinance Institutions

# **11 GLOBAL ALTERNATIVE CREDIT SCORING MARKET, BY GEOGRAPHY**

## 11.1 Introduction

## 11.2 North America

### 11.2.1 US

### 11.2.2 Canada

### 11.2.3 Mexico

## 11.3 Europe

### 11.3.1 Germany

### 11.3.2 UK

### 11.3.3 Italy

### 11.3.4 France

### 11.3.5 Spain

### 11.3.6 Rest Of Europe

## 11.4 Asia Pacific

11.4.1 Japan

11.4.2 China

11.4.3 India

11.4.4 Australia

11.4.5 New Zealand

11.4.6 South Korea

11.4.7 Rest Of Asia Pacific

## 11.5 South America

11.5.1 Argentina

11.5.2 Brazil

11.5.3 Chile

11.5.4 Rest Of South America

## 11.6 Middle East & Africa

11.6.1 Saudi Arabia

11.6.2 UAE

11.6.3 Qatar

11.6.4 South Africa

11.6.5 Rest Of Middle East & Africa

## 12 KEY DEVELOPMENTS

12.1 Agreements, Partnerships, Collaborations And Joint Ventures

12.2 Acquisitions & Mergers

12.3 New Product Launch

12.4 Expansions

12.5 Other Key Strategies

## 13 COMPANY PROFILING

13.1 Experian

13.2 Creditvidya

13.3 Transunion

13.4 Cignifi

13.5 Equifax

13.6 Tala

13.7 FICO

13.8 Branch International

13.9 Lexisnexis Risk Solutions

13.10 Lenddoefl

13.11 Zest AI

13.12 Credolab

13.13 Upstart

13.14 Socure

13.15 Nova Credit

List Of Tables

Table 1 Global Alternative Credit Scoring Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Alternative Credit Scoring Market Outlook, By Data Type (2024-2032) (\$MN)

Table 3 Global Alternative Credit Scoring Market Outlook, By Telecom & Mobile Usage Data (2024-2032) (\$MN)

Table 4 Global Alternative Credit Scoring Market Outlook, By Geolocation & Mobility Data (2024-2032) (\$MN)

Table 5 Global Alternative Credit Scoring Market Outlook, By Payment & Transaction Data (2024-2032) (\$MN)

Table 6 Global Alternative Credit Scoring Market Outlook, By E-Commerce & Spending Behavior (2024-2032) (\$MN)

Table 7 Global Alternative Credit Scoring Market Outlook, By Utility & Rental Payment Data (2024-2032) (\$MN)

Table 8 Global Alternative Credit Scoring Market Outlook, By Public Records & Alternate Public Datasets (2024-2032) (\$MN)

Table 9 Global Alternative Credit Scoring Market Outlook, By Social Media & Digital Footprints (2024-2032) (\$MN)

Table 10 Global Alternative Credit Scoring Market Outlook, By Behavioral & Psychometric Data (2024-2032) (\$MN)

Table 11 Global Alternative Credit Scoring Market Outlook, By Component (2024-2032) (\$MN)

Table 12 Global Alternative Credit Scoring Market Outlook, By Solutions (2024-2032) (\$MN)

Table 13 Global Alternative Credit Scoring Market Outlook, By Scoring Engines (2024-2032) (\$MN)

Table 14 Global Alternative Credit Scoring Market Outlook, By Risk Analytics Platforms (2024-2032) (\$MN)

Table 15 Global Alternative Credit Scoring Market Outlook, By Decisioning Platforms (2024-2032) (\$MN)

Table 16 Global Alternative Credit Scoring Market Outlook, By Services (2024-2032) (\$MN)

Table 17 Global Alternative Credit Scoring Market Outlook, By Integration & Deployment (2024-2032) (\$MN)

Table 18 Global Alternative Credit Scoring Market Outlook, By Support & Maintenance (2024-2032) (\$MN)

Table 19 Global Alternative Credit Scoring Market Outlook, By Consulting & Training (2024-2032) (\$MN)

Table 20 Global Alternative Credit Scoring Market Outlook, By Deployment Mode (2024-2032) (\$MN)

Table 21 Global Alternative Credit Scoring Market Outlook, By Cloud (2024-2032) (\$MN)

Table 22 Global Alternative Credit Scoring Market Outlook, By On-Premises (2024-2032) (\$MN)

Table 23 Global Alternative Credit Scoring Market Outlook, By Hybrid (2024-2032) (\$MN)

Table 24 Global Alternative Credit Scoring Market Outlook, By Technology (2024-2032) (\$MN)

Table 25 Global Alternative Credit Scoring Market Outlook, By Machine Learning Models (2024-2032) (\$MN)

Table 26 Global Alternative Credit Scoring Market Outlook, By Apis And Scoring Platforms (2024-2032) (\$MN)

Table 27 Global Alternative Credit Scoring Market Outlook, By Artificial Intelligence Scoring Systems (2024-2032) (\$MN)

Table 28 Global Alternative Credit Scoring Market Outlook, By Explainable AI (XAI) Models (2024-2032) (\$MN)

Table 29 Global Alternative Credit Scoring Market Outlook, By Hybrid Scoring Systems (2024-2032) (\$MN)

Table 30 Global Alternative Credit Scoring Market Outlook, By Application (2024-2032) (\$MN)

Table 31 Global Alternative Credit Scoring Market Outlook, By Consumer Credit (2024-2032) (\$MN)

Table 32 Global Alternative Credit Scoring Market Outlook, By SME Credit Assessment (2024-2032) (\$MN)

Table 33 Global Alternative Credit Scoring Market Outlook, By Financial Inclusion Programs (2024-2032) (\$MN)

Table 34 Global Alternative Credit Scoring Market Outlook, By Microfinance & Micro-Loans (2024-2032) (\$MN)

Table 35 Global Alternative Credit Scoring Market Outlook, By Digital Lending Platforms (2024-2032) (\$MN)

Table 36 Global Alternative Credit Scoring Market Outlook, By BNPL Credit

Assessment (2024-2032) (\$MN)

Table 37 Global Alternative Credit Scoring Market Outlook, By Telecom Lending & Device Financing (2024-2032) (\$MN)

Table 38 Global Alternative Credit Scoring Market Outlook, By Insurance Underwriting Support (2024-2032) (\$MN)

Table 39 Global Alternative Credit Scoring Market Outlook, By End User (2024-2032) (\$MN)

Table 40 Global Alternative Credit Scoring Market Outlook, By Banks & Financial Institutions (2024-2032) (\$MN)

Table 41 Global Alternative Credit Scoring Market Outlook, By Payment Service Providers (2024-2032) (\$MN)

Table 42 Global Alternative Credit Scoring Market Outlook, By Fintech Companies & Neobanks (2024-2032) (\$MN)

Table 43 Global Alternative Credit Scoring Market Outlook, By Telecom Operators (2024-2032) (\$MN)

Table 44 Global Alternative Credit Scoring Market Outlook, By Nbfcs (2024-2032) (\$MN)

Table 45 Global Alternative Credit Scoring Market Outlook, By Credit Bureaus (2024-2032) (\$MN)

Table 46 Global Alternative Credit Scoring Market Outlook, By Microfinance Institutions (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Alternative Credit Scoring Market Forecasts To 2032 – Global Analysis By Data Type (Telecom & Mobile Usage Data, Geolocation & Mobility Data, Payment & Transaction Data, E-Commerce & Spending Behavior, Utility & Rental Payment Data, Public Records & Alternate Public Datasets, Social Media & Digital Footprints, And Behavioral & Psychometric Data), Component, Deployment Mode, Technology, Application, End User And By Geography

Product link: <https://marketpublishers.com/r/A0A7DC7861E2EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A0A7DC7861E2EN.html>