

# **Crowdfunding Platforms Market Forecasts to 2034 – Global Analysis By Funding Model (Reward-Based Crowdfunding, Donation-Based Crowdfunding, Debt-Based Crowdfunding, Equity-Based Crowdfunding and Other Funding Models), Campaign Type, Platform Capability, Deployment Mode, and End User**

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## **Abstracts**

According to Statistics MRC, the Global Crowdfunding Platforms Market is accounted for \$2.11 billion in 2026 and is expected to reach \$5.91 billion by 2034 growing at a CAGR of 13.7% during the forecast period. Crowdfunding Platforms are digital marketplaces that enable individuals and organizations to raise funds from a large number of contributors, typically via the internet. These platforms support various funding models, including donation-based, reward-based, debt-based, and equity-based crowdfunding. They provide tools for campaign creation, payment processing, and investor communication. Crowdfunding expands access to capital for startups, entrepreneurs, and social causes. Growing digital adoption and interest in alternative funding sources are driving the expansion of crowdfunding platforms globally.

Market Dynamics:

Driver:

Growing preference for alternative funding

Entrepreneurs and creative projects are increasingly turning to crowdfunding as a way to bypass traditional financing channels. Platforms provide access to diverse investor pools, enabling capital raising without reliance on banks or venture capital firms.

Customers benefit from transparent funding processes and community-driven support.

Institutions gain visibility and validation for new ideas through successful campaigns. As demand for flexible financing grows, crowdfunding platforms are becoming essential in the global funding ecosystem.

#### Restraint:

##### Limited investor trust and awareness

Limited investor trust and awareness act as a significant restraint in this market. Many potential backers remain cautious about the credibility of campaigns and the reliability of returns. Lack of financial literacy and limited exposure to crowdfunding models reduce participation rates. Smaller platforms struggle to build brand recognition and investor confidence. Fraud risks and unsuccessful campaigns further discourage new investors. Without stronger awareness initiatives, adoption of crowdfunding platforms may remain constrained.

#### Opportunity:

##### Integration with social media channels

Platforms leveraging social networks can amplify campaign visibility and attract wider audiences. Institutions benefit from improved engagement and faster fundraising through viral campaigns. Customers value interactive features that allow them to share, promote, and track projects in real time. Vendors integrating analytics and influencer partnerships strengthen adoption across industries. As social media continues to dominate digital communication, crowdfunding platforms will expand rapidly through integrated channels.

#### Threat:

##### Fraudulent campaigns and platform misuse

Unscrupulous actors exploit crowdfunding systems to raise funds without delivering promised outcomes. Such incidents undermine trust and damage platform reputation. Institutions face challenges in implementing robust verification and monitoring mechanisms. Regulators intensify scrutiny when fraudulent activity impacts investor protection. Without effective safeguards, misuse risks may hinder the credibility and growth of crowdfunding platforms.

#### Covid-19 Impact:

The Covid-19 pandemic reshaped crowdfunding dynamics as individuals and businesses sought alternative funding during economic disruptions. Campaigns related to healthcare, community support, and digital innovation gained significant traction. Platforms offering remote engagement and flexible funding models saw increased adoption. However, the pandemic also highlighted challenges such as uneven campaign success and heightened investor caution. Institutions recognized the importance of resilient crowdfunding ecosystems to sustain fundraising activity. The startups & business funding segment is expected to be the largest during the forecast period

The startups & business funding segment is expected to account for the largest market share during the forecast period as institutions increasingly value platforms that strengthen entrepreneurial financing. Businesses benefit from improved access to

diverse investor pools and reduced reliance on traditional funding. Vendors reinforce adoption by offering tools for campaign analytics and investor communication. The rise of innovation-driven ventures further accelerates demand for crowdfunding solutions. Institutions embed these platforms into broader startup ecosystems to enhance growth opportunities.

The analytics & reporting segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the analytics & reporting segment is predicted to witness the highest growth rate due to increasing reliance on data-driven campaign management. Institutions value platforms that provide adaptive insights aligned with evolving investor expectations. Regulators encourage adoption of transparent reporting systems to strengthen accountability. Vendors offering scalable, cloud-native analytics tools accelerate adoption across global markets. The rise of digital-first fundraising further reinforces demand for reporting-focused solutions.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to its mature startup ecosystem and strong digital adoption. U.S. and Canadian institutions actively deploy crowdfunding platforms to support entrepreneurial ventures and creative projects. The presence of established providers reinforces regional innovation and credibility. Adoption is further supported by integration of crowdfunding systems with venture capital and angel investor networks. Customers increasingly prefer digital-first fundraising models, strengthening demand. With robust infrastructure and established investor communities, North America will remain the leading region in crowdfunding platforms.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid entrepreneurial growth and rising demand for alternative financing. Countries such as India, China, and Southeast Asia are investing heavily in platforms tailored to diverse business ecosystems. Expanding middle-class demographics and increasing smartphone penetration accelerate adoption. Government initiatives promoting startup funding and digital inclusion further reinforce demand. Institutions value platforms that deliver scalable solutions across fragmented markets.

Key players in the market

Some of the key players in Crowdfunding Platforms Market include Kickstarter, PBC, Indiegogo, Inc., GoFundMe, Inc., Patreon, Inc., Crowdcube Ltd., Seedrs Ltd., Fundable LLC, StartEngine Crowdfunding Inc., Wefunder Inc., MightyCause, Ketto, Milaap Social Ventures, ImpactGuru, Republic and Crowdfunder Ltd.

Key Developments:

In April 2026, Kickstarter officially launched its integrated Pledge Manager and Release

Notes Hub to centralize the entire campaign journey within a single interface. This product launch allows creators to message followers at any stage, manage secret add-ons, and distribute digital files directly through the platform, removing the historical reliance on fragmented third-party tools.

In February 2026, Crowdcube finalized a landmark partnership with the London Stock Exchange to provide retail investor access to the Private Securities Market via the PISCES framework. This collaboration enables high-growth scale-ups to offer secondary liquidity to a broader pool of investors, bridging the gap between private ownership and public market trading standards.

Funding Models Covered:

Reward-Based Crowdfunding

Donation-Based Crowdfunding

Debt-Based Crowdfunding

Equity-Based Crowdfunding

Other Funding Models

Campaign Types Covered:

Startups & Business Funding

Creative Projects

Social Causes & Nonprofits

Personal Funding Campaigns

Other Campaign Types

Platform Capabilities Covered:

Campaign Management Tools

Payment Processing & Escrow

Investor/Backer Engagement Tools

Analytics & Reporting

Other Platform Capabilities

Deployment Modes Covered:

Web-Based Platforms

Mobile-Based Platforms

Hybrid Platforms

Other Deployment Modes

End Users Covered:

Startups & Entrepreneurs

Individuals

Nonprofit Organizations

Small Businesses

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

## Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

## Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL CROWDFUNDING PLATFORMS MARKET, BY FUNDING MODEL**

- 5.1 Reward-Based Crowdfunding
- 5.2 Donation-Based Crowdfunding
- 5.3 Debt-Based Crowdfunding
- 5.4 Equity-Based Crowdfunding
- 5.5 Other Funding Models

## **6 GLOBAL CROWDFUNDING PLATFORMS MARKET, BY CAMPAIGN TYPE**

- 6.1 Startups & Business Funding
- 6.2 Creative Projects
- 6.3 Social Causes & Nonprofits
- 6.4 Personal Funding Campaigns
- 6.5 Other Campaign Types

## **7 GLOBAL CROWDFUNDING PLATFORMS MARKET, BY PLATFORM CAPABILITY**

- 7.1 Campaign Management Tools
- 7.2 Payment Processing & Escrow
- 7.3 Investor/Backer Engagement Tools
- 7.4 Analytics & Reporting
- 7.5 Other Platform Capabilities

## **8 GLOBAL CROWDFUNDING PLATFORMS MARKET, BY DEPLOYMENT MODE**

- 8.1 Web-Based Platforms
- 8.2 Mobile-Based Platforms
- 8.3 Hybrid Platforms
- 8.4 Other Deployment Modes

## **9 GLOBAL CROWDFUNDING PLATFORMS MARKET, BY END USER**

- 9.1 Startups & Entrepreneurs
- 9.2 Individuals

9.3 Nonprofit Organizations

9.4 Small Businesses

9.5 Other End Users

## **10 GLOBAL CROWDFUNDING PLATFORMS MARKET, BY GEOGRAPHY**

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

10.3.10 Vietnam

10.3.11 Rest of Asia Pacific

10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

- 10.4.5 Peru
- 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
  - 10.5.1 Middle East
    - 10.5.1.1 Saudi Arabia
    - 10.5.1.2 United Arab Emirates
    - 10.5.1.3 Qatar
    - 10.5.1.4 Israel
    - 10.5.1.5 Rest of Middle East
  - 10.5.2 Africa
    - 10.5.2.1 South Africa
    - 10.5.2.2 Egypt
    - 10.5.2.3 Morocco
    - 10.5.2.4 Rest of Africa

## **11 STRATEGIC MARKET INTELLIGENCE**

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

## **12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES**

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

## **13 COMPANY PROFILES**

- 13.1 Kickstarter, PBC
- 13.2 Indiegogo, Inc.
- 13.3 GoFundMe, Inc.
- 13.4 Patreon, Inc.
- 13.5 Crowdcube Ltd.
- 13.6 Seedrs Ltd.
- 13.7 Fundable LLC

13.8 StartEngine Crowdfunding Inc.

13.9 Wefunder Inc.

13.10 MightyCause

13.11 Ketto

13.12 Milaap Social Ventures

13.13 ImpactGuru

13.14 Republic

13.15 Crowdfunder Ltd.

## List Of Tables

### LIST OF TABLES

- Table 1 Global Crowdfunding Platforms Market Outlook, By Region (2023-2034) (\$MN)
- Table 2 Global Crowdfunding Platforms Market, By Funding Model (2023–2034) (\$MN)
- Table 3 Global Crowdfunding Platforms Market, By Reward-Based Crowdfunding (2023–2034) (\$MN)
- Table 4 Global Crowdfunding Platforms Market, By Donation-Based Crowdfunding (2023–2034) (\$MN)
- Table 5 Global Crowdfunding Platforms Market, By Debt-Based Crowdfunding (2023–2034) (\$MN)
- Table 6 Global Crowdfunding Platforms Market, By Equity-Based Crowdfunding (2023–2034) (\$MN)
- Table 7 Global Crowdfunding Platforms Market, By Other Funding Models (2023–2034) (\$MN)
- Table 8 Global Crowdfunding Platforms Market, By Campaign Type (2023–2034) (\$MN)
- Table 9 Global Crowdfunding Platforms Market, By Startups & Business Funding (2023–2034) (\$MN)
- Table 10 Global Crowdfunding Platforms Market, By Creative Projects (2023–2034) (\$MN)
- Table 11 Global Crowdfunding Platforms Market, By Social Causes & Nonprofits (2023–2034) (\$MN)
- Table 12 Global Crowdfunding Platforms Market, By Personal Funding Campaigns (2023–2034) (\$MN)
- Table 13 Global Crowdfunding Platforms Market, By Other Campaign Types (2023–2034) (\$MN)
- Table 14 Global Crowdfunding Platforms Market, By Platform Capability (2023–2034) (\$MN)
- Table 15 Global Crowdfunding Platforms Market, By Campaign Management Tools (2023–2034) (\$MN)
- Table 16 Global Crowdfunding Platforms Market, By Payment Processing & Escrow (2023–2034) (\$MN)
- Table 17 Global Crowdfunding Platforms Market, By Investor/Backer Engagement Tools (2023–2034) (\$MN)
- Table 18 Global Crowdfunding Platforms Market, By Analytics & Reporting (2023–2034) (\$MN)
- Table 19 Global Crowdfunding Platforms Market, By Other Platform Capabilities (2023–2034) (\$MN)

Table 20 Global Crowdfunding Platforms Market, By Deployment Mode (2023–2034) (\$MN)

Table 21 Global Crowdfunding Platforms Market, By Web-Based Platforms (2023–2034) (\$MN)

Table 22 Global Crowdfunding Platforms Market, By Mobile-Based Platforms (2023–2034) (\$MN)

Table 23 Global Crowdfunding Platforms Market, By Hybrid Platforms (2023–2034) (\$MN)

Table 24 Global Crowdfunding Platforms Market, By Other Deployment Modes (2023–2034) (\$MN)

Table 25 Global Crowdfunding Platforms Market, By End User (2023–2034) (\$MN)

Table 26 Global Crowdfunding Platforms Market, By Startups & Entrepreneurs (2023–2034) (\$MN)

Table 27 Global Crowdfunding Platforms Market, By Individuals (2023–2034) (\$MN)

Table 28 Global Crowdfunding Platforms Market, By Nonprofit Organizations (2023–2034) (\$MN)

Table 29 Global Crowdfunding Platforms Market, By Small Businesses (2023–2034) (\$MN)

Table 30 Global Crowdfunding Platforms Market, By Other End Users (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

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