

Fractional Investing Market Forecasts to 2032 - Global Analysis By Asset Class (Equities/Stocks, Exchange-Traded Funds (ETFs) & Index Funds, Real Estate Investment Trusts (REITs) & Real Estate, Cryptocurrencies & Digital Assets, Mutual Funds, and Bonds), Platform Type, Investor Demographics, End User, and By Geography

<https://marketpublishers.com/r/F7233DA0D592EN.html>

Date: January 2026

Pages: 200

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

ID: F7233DA0D592EN

Abstracts

According to Statistics MRC, the Global Fractional Investing Market is accounted for \$14.3 billion in 2025 and is expected to reach \$66.3 billion by 2032, growing at a CAGR of 24.5% during the forecast period. Fractional investing allows investors to purchase partial ownership of assets such as stocks, ETFs, real estate, art, or collectibles. Digital trading platforms enable it by breaking down assets into smaller units. Growth is fueled by more everyday investors getting involved, using mobile trading apps, lower minimum investment amounts, the need for varied investment options, and more young and first-time investors wanting affordable ways to access valuable assets.

Market Dynamics:

Driver:

Democratization of access to high-value assets

The primary driver for this market is the removal of capital barriers, allowing retail participants to enter high-stakes environments like commercial real estate and premium equities. Historically, assets such as "Magnificent Seven" stocks or Grade-A office spaces required substantial upfront capital, often excluding the average earner.

Fractional platforms solve the above problem by partitioning ownership into affordable units. This change has given a new generation of younger, tech-savvy investors the tools they need to build diverse portfolios with little money. Furthermore, the ability to invest by dollar amount rather than whole shares simplifies the psychological and financial hurdles of wealth creation.

Restraint:

Platform fees eating into returns on small investments

While the entry price is low, many platforms charge flat transaction fees, management percentages, or subscription costs that can disproportionately erode the percentage of total returns for small-scale investors. For instance, a fixed five-dollar fee on a fifty-dollar fractional purchase represents a ten-percent immediate loss in value. Additionally, maintenance and operational expenses in real estate fractionalization can further dilute dividends. Consequently, high expense ratios may deter long-term participation if the net yields do not significantly outperform traditional savings.

Opportunity:

Expansion into alternative asset classes

The market is ready to grow by adding non-traditional asset classes like fine art, vintage collectibles, and intellectual property. In addition to stocks and real estate, platforms are increasingly tokenizing rare assets, which is a unique way to protect and diversify your portfolio. Moreover, as blockchain technology matures, the ability to trade fractions of private equity or venture capital funds presents a massive untapped frontier. This diversification allows investors to align their portfolios with niche interests and inflation-resistant assets. Additionally, integrating these alternatives into mainstream apps could attract a broader demographic looking for non-correlated market returns.

Threat:

Market volatility deterring new retail investors

Heightened market volatility remains a persistent threat, as it can cause rapid fluctuations in the value of fractionalized holdings, often unnerving inexperienced participants. Unlike seasoned institutional players, retail investors are frequently more susceptible to "panic selling" during downturns, which can lead to significant realized

losses. Furthermore, the inherent lack of liquidity in certain fractionalized private assets means that during a market crash, investors might find it difficult to exit their positions quickly. This systemic risk is exacerbated by global economic uncertainties, which may cause new entrants to retreat toward more traditional, guaranteed-return financial instruments.

Covid-19 Impact:

The fractional investing sector experienced a dual catalyst due to the COVID-19 pandemic. Initially, global lockdowns caused severe market shocks and a temporary plunge in asset values. However, the subsequent "stay-at-home" trend led to a massive surge in retail trading activity as individuals sought digital avenues for income and engagement. This period accelerated the adoption of commission-free fractional apps, as investors capitalized on lower entry points during the recovery. Ultimately, the pandemic fast-tracked digital transformation across the financial industry, solidifying fractional ownership as a mainstream investment vehicle.

The equities/stocks segment is expected to be the largest during the forecast period

The equities/stocks segment is expected to account for the largest market share during the forecast period because of the high liquidity and established regulatory frameworks surrounding public markets. Stocks offer instant trading, making them the preferred entry point for most fractional investors. Furthermore, the global popularity of high-priced technology stocks has created a natural demand for fractional shares among those unable to afford full units. This segment benefits from a vast ecosystem of brokerage apps that have integrated fractional trading as a standard feature, ensuring sustained dominance. equities/stocks segment is expected to account for the largest market share during the forecast period

The individual investors segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the individual investors segment is predicted to witness the highest growth rate due to the rising financial literacy among millennials and Gen Z. These groups of people are moving away from traditional savings accounts and toward more aggressive, diversified investment strategies that are available on mobile platforms. Additionally, the proliferation of social media-driven financial education has significantly lowered the barrier to entry for the average person. Platforms continue to simplify the user experience and lower minimum requirements, causing the influx of

retail capital to outpace growth in institutional segments.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, anchored by a mature financial ecosystem and the presence of industry-leading fintech giants. The United States has been a pioneer in fractional trading regulations, with major brokerages offering these services for years. Moreover, a high level of disposable income and a culturally ingrained "equity culture" provide a steady stream of capital. The advanced technological infrastructure in the region also facilitates the seamless execution and settlement of fractional transactions, maintaining its position as the global hub for fractionalized asset management.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR as a result of rapid urbanization and a burgeoning middle-class population across emerging economies like India and China. The increasing penetration of smartphones and affordable internet has allowed fintech startups to reach millions of unbanked or underbanked individuals. Furthermore, a growing interest in US-based equities and local real estate fractionalization projects is driving explosive growth. Additionally, favorable government initiatives aimed at digitizing financial services are creating a supportive environment for platforms to scale rapidly across this diverse and populous geographic landscape.

Key players in the market

Some of the key players in Fractional Investing Market include Fidelity Investments, Charles Schwab Corporation, Interactive Brokers LLC, Robinhood Markets, Inc., eToro Group Ltd., Revolut Ltd., Trading 212 Ltd., Freetrade Limited, SoFi Technologies, Inc., Public Holdings, Inc., Vanguard Group, Inc., Stake (Stake Technology Ltd.), Fundrise, LLC, RealT Platform LLC, CrowdStreet, Inc., Masterworks.io, Inc., RealtyMogul, Inc., and Arrived Homes, Inc.

Key Developments:

In December 2025, Stake launched new campaigns and AI-powered investing tools, while continuing fractional share trading from \$10.

In January 2025, IBKR confirmed it offers fractional trading on 10,500+ U.S. stocks and ETFs, starting from \$1, the largest selection among brokers.

In October 2023, Revolut expanded fractional stock trading to 70+ European-listed companies across the EEA, with minimum investments of ?1

Asset Classes Covered:

Equities/Stocks

Exchange-Traded Funds (ETFs) & Index Funds

Real Estate Investment Trusts (REITs) & Real Estate

Cryptocurrencies & Digital Assets

Mutual Funds

Bonds

Platform Types Covered:

Dedicated Fractional Investing Apps

Traditional Brokerage Platforms with Fractional Features

Robo-Advisory Platforms

Direct-to-Consumer (D2C) Platforms from Asset Managers

Investor Demographics Covered:

Retail Investors

High-Net-Worth Individuals (HNWIs)

Beginner/First-Time Investors

Experienced Retail Investors

End Users Covered:

Individual Investors

Businesses & SMEs

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 End User Analysis
- 3.7 Emerging Markets
- 3.8 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 FRACTIONAL INVESTING MARKET, BY ASSET CLASS

- 5.1 Introduction
- 5.2 Equities/Stocks
- 5.3 Exchange-Traded Funds (ETFs) & Index Funds
- 5.4 Real Estate Investment Trusts (REITs) & Real Estate
- 5.5 Cryptocurrencies & Digital Assets
- 5.6 Mutual Funds
- 5.7 Bonds

6 GLOBAL FRACTIONAL INVESTING MARKET, BY PLATFORM TYPE

- 6.1 Introduction
- 6.2 Dedicated Fractional Investing Apps
- 6.3 Traditional Brokerage Platforms with Fractional Features
- 6.4 Robo-Advisory Platforms
- 6.5 Direct-to-Consumer (D2C) Platforms from Asset Managers

7 GLOBAL FRACTIONAL INVESTING MARKET, BY INVESTOR DEMOGRAPHICS

- 7.1 Introduction
- 7.2 Retail Investors
- 7.3 High-Net-Worth Individuals (HNWIs)
- 7.4 Beginner/First-Time Investors
- 7.5 Experienced Retail Investors

8 GLOBAL FRACTIONAL INVESTING MARKET, BY END USER

- 8.1 Introduction
- 8.2 Individual Investors
- 8.3 Businesses & SMEs

9 GLOBAL FRACTIONAL INVESTING MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America
 - 9.2.1 US
 - 9.2.2 Canada
 - 9.2.3 Mexico
- 9.3 Europe

- 9.3.1 Germany
- 9.3.2 UK
- 9.3.3 Italy
- 9.3.4 France
- 9.3.5 Spain
- 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 Japan
 - 9.4.2 China
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 New Zealand
 - 9.4.6 South Korea
 - 9.4.7 Rest of Asia Pacific
- 9.5 South America
 - 9.5.1 Argentina
 - 9.5.2 Brazil
 - 9.5.3 Chile
 - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 Qatar
 - 9.6.4 South Africa
 - 9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 Fidelity Investments
- 11.2 Charles Schwab Corporation
- 11.3 Interactive Brokers LLC

- 11.4 Robinhood Markets, Inc.
- 11.5 eToro Group Ltd.
- 11.6 Revolut Ltd.
- 11.7 Trading 212 Ltd.
- 11.8 Freetrade Limited
- 11.9 SoFi Technologies, Inc.
- 11.10 Public Holdings, Inc.
- 11.11 Vanguard Group, Inc.
- 11.12 Stake (Stake Technology Ltd.)
- 11.13 Fundrise, LLC
- 11.14 RealT Platform LLC
- 11.15 CrowdStreet, Inc.
- 11.16 Masterworks.io, Inc.
- 11.17 RealtyMogul, Inc.
- 11.18 Arrived Homes, Inc.

List Of Tables

LIST OF TABLES

Table 1 Global Fractional Investing Market Outlook, By Region (2024?2032) (\$MN)

Table 2 Global Fractional Investing Market Outlook, By Asset Class (2024?2032) (\$MN)

Table 3 Global Fractional Investing Market Outlook, By Equities / Stocks (2024?2032) (\$MN)

Table 4 Global Fractional Investing Market Outlook, By ETFs & Index Funds (2024?2032) (\$MN)

Table 5 Global Fractional Investing Market Outlook, By REITs & Real Estate (2024?2032) (\$MN)

Table 6 Global Fractional Investing Market Outlook, By Cryptocurrencies & Digital Assets (2024?2032) (\$MN)

Table 7 Global Fractional Investing Market Outlook, By Mutual Funds (2024?2032) (\$MN)

Table 8 Global Fractional Investing Market Outlook, By Bonds (2024?2032) (\$MN)

Table 9 Global Fractional Investing Market Outlook, By Platform Type (2024?2032) (\$MN)

Table 10 Global Fractional Investing Market Outlook, By Dedicated Fractional Investing Apps (2024?2032) (\$MN)

Table 11 Global Fractional Investing Market Outlook, By Traditional Brokerage Platforms with Fractional Features (2024?2032) (\$MN)

Table 12 Global Fractional Investing Market Outlook, By Robo-Advisory Platforms (2024?2032) (\$MN)

Table 13 Global Fractional Investing Market Outlook, By Direct-to-Consumer (D2C) Platforms (2024?2032) (\$MN)

Table 14 Global Fractional Investing Market Outlook, By Investor Demographics (2024?2032) (\$MN)

Table 15 Global Fractional Investing Market Outlook, By Retail Investors (2024?2032) (\$MN)

Table 16 Global Fractional Investing Market Outlook, By High-Net-Worth Individuals (HNWIs) (2024?2032) (\$MN)

Table 17 Global Fractional Investing Market Outlook, By Beginner / First-Time Investors (2024?2032) (\$MN)

Table 18 Global Fractional Investing Market Outlook, By Experienced Retail Investors (2024?2032) (\$MN)

Table 19 Global Fractional Investing Market Outlook, By End User (2024?2032) (\$MN)

Table 20 Global Fractional Investing Market Outlook, By Individual Investors

(2024?2032) (\$MN)

Table 21 Global Fractional Investing Market Outlook, By Businesses & SMEs

(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: Fractional Investing Market Forecasts to 2032 - Global Analysis By Asset Class (Equities/Stocks, Exchange-Traded Funds (ETFs) & Index Funds, Real Estate Investment Trusts (REITs) & Real Estate, Cryptocurrencies & Digital Assets, Mutual Funds, and Bonds), Platform Type, Investor Demographics, End User, and By Geography

Product link: <https://marketpublishers.com/r/F7233DA0D592EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F7233DA0D592EN.html>