

# **Financial App Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Software (Audit, Risk & Compliance, BI & Analytics Application, and Business Transaction Processing), By Application (Budgeting & Cost Tracking Saving, Investing, Tracking Debts, Taxes, and Others), By Region, By Competition, 2019-2029F**

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## **Abstracts**

Global Financial App Market was valued at USD 2.56 billion in 2023 and is expected to reach USD 6.05 billion by 2029 with a CAGR of 15.24% during the forecast period. The financial app market encompasses a diverse range of software applications designed to assist individuals and businesses in managing their financial activities effectively and efficiently. These applications offer functionalities that span personal finance management, investment tracking, budgeting, expense tracking, payment processing, and financial planning. As consumers increasingly seek convenience and real-time access to their financial information, financial apps have gained popularity, enabling users to monitor their accounts, track spending habits, and plan for future financial goals from their smartphones or tablets. The COVID-19 pandemic has accelerated the adoption of digital finance solutions, as more individuals and businesses sought contactless and remote methods for managing their finances. This shift has prompted financial institutions to enhance their digital offerings and invest in developing comprehensive financial apps to meet evolving consumer demands. Regulatory changes also play a crucial role in shaping the financial app market, as governments worldwide implement policies to promote transparency, security, and consumer protection within the financial services sector. As a result, financial apps must comply with various regulations related to data privacy, anti-money laundering, and security measures, which can influence their design and functionality.

## Key Market Drivers

### Increasing Adoption of Mobile Banking

The global financial app market is significantly driven by the increasing adoption of mobile banking solutions among consumers and businesses alike. With the proliferation of smartphones and the growing reliance on digital platforms, individuals are seeking convenient and accessible ways to manage their finances on the go. Mobile banking applications allow users to perform various financial transactions, such as checking account balances, transferring funds, and paying bills, all from the convenience of their mobile devices. This shift towards mobile banking is further fueled by the need for instant access to financial information and services, as consumers demand real-time updates on their accounts and transactions. Furthermore, the COVID-19 pandemic has accelerated this trend, as social distancing measures and lockdowns prompted many consumers to shift their banking activities online, leading to an increased reliance on financial apps. As a result, financial institutions are investing heavily in developing user-friendly and secure mobile banking applications to attract and retain customers. Additionally, the rise of neobanks—digital-only banks that operate without physical branches—has introduced a new level of competition in the financial services sector, prompting traditional banks to enhance their mobile offerings to meet evolving customer expectations. The integration of advanced technologies, such as biometric authentication and artificial intelligence, into these apps not only enhances security but also improves the overall user experience, further driving adoption. As more consumers become accustomed to using mobile banking solutions, the demand for innovative financial apps that offer seamless integration with other financial services, personalized features, and enhanced security will continue to grow, propelling the financial app market forward.

### Rising Demand for Financial Literacy and Management Tools

Another key driver for the global financial app market is the rising demand for financial literacy and management tools among consumers. As individuals become increasingly aware of the importance of financial wellness and the need for effective budgeting and investment strategies, there is a growing desire for tools that can assist them in managing their finances more effectively. Financial apps that offer budgeting features, expense tracking, and investment advice are gaining popularity as users seek to take control of their financial futures. This trend is particularly pronounced among younger generations, such as millennials and Gen Z, who prioritize financial education and seek

to make informed decisions about their spending, saving, and investing habits. Financial literacy initiatives, both from government agencies and private organizations, have further fueled this demand by promoting the importance of understanding personal finance concepts. As consumers become more knowledgeable about financial management, they are increasingly turning to apps that provide personalized insights, analytics, and educational resources to enhance their understanding of financial matters. Moreover, the rise of gamification in financial apps, which uses game-like elements to engage users and incentivize positive financial behaviors, has also contributed to this trend. By providing users with tools that simplify complex financial concepts and offer actionable insights, financial apps are helping to empower consumers to make informed decisions and achieve their financial goals. Consequently, the growing emphasis on financial literacy and management tools is driving the expansion of the financial app market, as more users seek solutions that align with their financial aspirations.

### Integration of Advanced Technologies

The integration of advanced technologies into financial applications is a significant driver of growth in the global financial app market. Technologies such as artificial intelligence (AI), machine learning, blockchain, and data analytics are revolutionizing the way consumers and businesses engage with financial services. AI and machine learning, for instance, are being utilized to enhance personalization and automate financial management processes. Financial apps that leverage these technologies can analyze user behavior and transaction patterns to provide tailored recommendations and insights, allowing users to make better financial decisions. Additionally, chatbots and virtual assistants powered by AI are improving customer support within financial apps, providing users with instant assistance and information without the need for human intervention. Furthermore, the incorporation of blockchain technology is enhancing security and transparency in financial transactions, addressing concerns related to data breaches and fraud. This is particularly important in an era where consumers are increasingly concerned about the security of their personal and financial information. Moreover, the use of data analytics allows financial apps to gather and analyze vast amounts of data, enabling them to identify trends, assess risk, and improve service offerings. As consumers become more accustomed to the benefits of these advanced technologies, the demand for financial apps that utilize them will continue to rise, driving innovation and competition within the market. Consequently, the integration of advanced technologies is a crucial factor propelling the growth of the financial app market, as users seek solutions that offer enhanced functionality, security, and user experience.

## Key Market Challenges

### Security and Data Privacy Concerns

One of the primary challenges facing the global financial app market is the heightened security and data privacy concerns associated with the handling of sensitive financial information. With the increasing reliance on digital platforms for banking and financial transactions, consumers are more aware than ever of the potential risks involved. Cybersecurity threats, including data breaches, phishing attacks, and identity theft, pose significant risks to financial apps, which can lead to the compromise of user data and financial loss. Regulatory bodies across the globe have implemented stringent data protection laws, such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States, compelling financial app developers to prioritize compliance and security measures. Failure to adhere to these regulations not only jeopardizes consumer trust but can also result in hefty fines and legal repercussions for companies. As a result, financial app developers must invest substantially in advanced security protocols, including encryption, multi-factor authentication, and regular security audits, to safeguard user data. Moreover, the challenge extends to ensuring that third-party integrations, which are often essential for enhancing functionality and user experience, do not compromise security standards. The constant evolution of cyber threats requires financial app providers to stay ahead of the curve by continuously updating their security measures and educating users about safe practices. This necessitates ongoing investment in technology and training, which can strain resources, especially for smaller developers. The challenge is further compounded by user behavior; many consumers may exhibit a lack of awareness regarding the importance of strong passwords and secure online practices, making them more vulnerable to attacks. Consequently, financial app developers must not only focus on technical security but also engage in user education initiatives to promote a culture of security awareness among their clientele. Balancing the need for robust security with the imperative of delivering a user-friendly experience poses an ongoing challenge in the financial app market, requiring innovative solutions that do not detract from usability while enhancing protection against evolving threats.

### Intense Competition and Market Saturation

Another significant challenge within the global financial app market is the intense competition and market saturation that has emerged in recent years. With the rapid advancement of technology and the increasing consumer demand for convenient

financial solutions, numerous players, including established financial institutions and innovative fintech startups, have entered the market. This influx of competitors has led to a crowded landscape, making it difficult for new entrants to differentiate themselves and gain traction. Established banks and financial services companies often leverage their brand recognition and existing customer bases to launch their own apps, which can overshadow smaller, more agile startups that lack the same level of market presence. Additionally, the low barriers to entry in the financial app space allow many developers to create similar offerings, resulting in a plethora of apps that provide overlapping functionalities, such as budgeting, investment tracking, and payment processing. This saturation not only creates challenges in capturing consumer attention but also leads to a price-sensitive market, where users may prioritize cost over features, forcing developers to continuously innovate while managing operational costs. Moreover, user loyalty in the financial app market is often minimal, as consumers are willing to switch apps for better features, lower fees, or enhanced user experience. This dynamic put immense pressure on developers to regularly update and improve their applications to retain users and attract new ones. As a result, financial app providers must invest heavily in marketing strategies and user acquisition efforts, which can strain budgets, particularly for startups. The challenge is further exacerbated by the need for compliance with regulatory standards, as maintaining adherence can require significant resources that may divert attention from product development and marketing initiatives. To navigate this competitive landscape, financial app developers must focus on establishing a unique value proposition, leveraging advanced technologies such as artificial intelligence and machine learning to offer personalized experiences, and cultivating strong user engagement through effective communication and support. Only by adopting a proactive approach to innovation and differentiation can companies hope to thrive in an increasingly saturated financial app market.

## Key Market Trends

### Emphasis on Security and Privacy

As digital transactions become more prevalent, the global financial app market is placing a heightened emphasis on security and privacy. With increasing incidents of data breaches and cyberattacks, users are more cautious about sharing their personal and financial information. Financial app developers are responding to this trend by implementing robust security measures, including advanced encryption techniques, multi-factor authentication, and biometric verification methods, to protect user data and transactions. Furthermore, regulatory compliance is becoming a critical aspect of app development, as financial institutions must adhere to strict data protection regulations

such as GDPR and CCPA. This focus on security not only safeguards user information but also builds trust and credibility with customers. Financial apps that prioritize security features are likely to attract a larger user base, as consumers are more inclined to use platforms that offer peace of mind regarding their financial data. Additionally, the increasing awareness of privacy concerns among users is prompting app developers to provide transparent privacy policies and user control over data sharing. As a result, the emphasis on security and privacy is shaping the development and marketing strategies of financial apps, driving a competitive advantage for those that prioritize user protection.

### Integration of FinTech Solutions and Ecosystems

The global financial app market is experiencing a trend towards the integration of FinTech solutions and ecosystems, fostering collaboration among various financial service providers. This trend is characterized by the emergence of platforms that offer a comprehensive suite of financial services, ranging from payments and lending to investment management and budgeting tools. By creating interconnected ecosystems, financial apps can provide users with a seamless experience, allowing them to manage all their financial needs in one place. This integration not only enhances user convenience but also promotes cross-selling opportunities for financial institutions. Additionally, partnerships between traditional banks and FinTech companies are becoming increasingly common, enabling banks to leverage innovative technologies while maintaining their established customer base. This collaborative approach allows for the rapid development and deployment of new features and services, ensuring that financial apps remain competitive in a rapidly evolving market. As users demand more integrated solutions that streamline their financial management, the trend towards FinTech integration is expected to accelerate, driving innovation and collaboration within the financial app ecosystem.

### Segmental Insights

#### Software Insights

The Risk & Compliance segment held the largest Market share in 2023. The financial app market, particularly in the Risk and Compliance segment, is driven by a confluence of factors that reflect the evolving landscape of financial regulations and the increasing complexity of risk management. One of the primary drivers is the growing regulatory burden faced by financial institutions across the globe. In response to stringent regulations such as the Dodd-Frank Act, MiFID II, and GDPR, organizations are

increasingly investing in technology solutions that enable them to comply with these laws efficiently. Financial apps that facilitate real-time monitoring and reporting of compliance data are essential for firms striving to avoid hefty penalties and maintain their reputations in an environment where regulatory scrutiny is intensifying. The rise of digital banking and fintech innovations has led to heightened competition in the financial services sector. As new entrants leverage technology to disrupt traditional banking models, established financial institutions are compelled to enhance their risk and compliance capabilities to stay competitive. This has spurred demand for sophisticated financial apps that provide advanced analytics and insights into risk exposure, enabling organizations to make informed decisions and mitigate potential threats.

The increasing frequency and sophistication of cyber threats are driving the need for robust risk management solutions. Financial institutions must protect sensitive customer data and safeguard their operations against data breaches and fraud. Financial apps equipped with risk assessment tools, threat detection algorithms, and incident response capabilities are becoming indispensable in helping organizations identify vulnerabilities and implement proactive measures to fortify their defenses. The COVID-19 pandemic has also catalyzed a shift toward digital solutions, accelerating the adoption of financial apps in risk and compliance. Remote work has necessitated enhanced digital workflows, prompting organizations to invest in technology that can streamline compliance processes and facilitate remote risk assessments. This shift has created a fertile ground for financial app providers to innovate and develop solutions that cater to the changing needs of the market. The increasing emphasis on data-driven decision-making is propelling the demand for financial apps that leverage advanced technologies such as artificial intelligence (AI) and machine learning (ML). These technologies enable organizations to analyze vast amounts of data, identify patterns, and predict potential risks, thereby enhancing their risk management frameworks. Financial apps that incorporate AI and ML capabilities can automate compliance tasks, improve accuracy in reporting, and provide predictive insights, allowing organizations to navigate the complex regulatory landscape more effectively.

The trend toward integrating environmental, social, and governance (ESG) criteria into risk management practices is reshaping the compliance landscape. Investors and stakeholders are increasingly demanding transparency regarding ESG factors, pushing financial institutions to adopt strategies that align with sustainable practices. Financial apps that provide tools for assessing ESG risks and ensuring compliance with sustainability regulations are gaining traction, further driving the market. Lastly, the ongoing digital transformation across the financial services sector is fostering a culture of innovation and agility. Financial institutions are recognizing the importance of

leveraging technology to enhance their risk and compliance operations, leading to increased investment in financial apps that can provide scalable and flexible solutions. This cultural shift is not only promoting the development of innovative compliance tools but also encouraging collaboration between traditional financial institutions and fintech startups, resulting in a vibrant ecosystem that supports the growth of the financial app market in the Risk and Compliance segment. Overall, the convergence of regulatory pressures, digital transformation, evolving risk landscapes, and the integration of advanced technologies presents a compelling case for the sustained growth of financial apps in the Risk and Compliance market.

## Regional Insights

North America region held the largest market share in 2023. The financial app market in North America is experiencing robust growth driven by several key factors that reflect changing consumer behaviors, technological advancements, and evolving regulatory landscapes. One of the primary drivers is the increasing adoption of mobile devices and smartphones, which has fundamentally transformed how consumers manage their finances. With a growing preference for convenience and real-time access to financial information, users are turning to mobile applications for budgeting, investing, and transaction management. This shift is further supported by the rise of digital banking and fintech solutions, which have disrupted traditional banking models and prompted consumers to seek innovative financial management tools. Additionally, the COVID-19 pandemic has accelerated the digital transformation of financial services, as individuals and businesses alike have adapted to remote interactions and online transactions. This has led to a surge in demand for applications that facilitate contactless payments, peer-to-peer transfers, and digital wallets. Moreover, the growing emphasis on financial literacy among consumers, particularly younger generations, has created a demand for apps that offer educational resources and tools to help users make informed financial decisions.

The integration of artificial intelligence (AI) and machine learning technologies into financial apps further enhances their capabilities, providing personalized recommendations, predictive analytics, and automated insights that improve user engagement and satisfaction. Regulatory developments, such as the implementation of open banking initiatives, are also driving the market by encouraging competition and innovation among financial service providers, ultimately benefiting consumers with a wider range of options and services. Furthermore, the increasing focus on cybersecurity and data privacy is prompting app developers to implement advanced security measures, which is crucial for building trust and ensuring compliance with regulatory



requirements. As financial applications evolve to incorporate features such as blockchain technology for secure transactions and smart contracts, they are positioned to attract a broader user base. Partnerships between traditional financial institutions and fintech companies are fostering the development of comprehensive financial ecosystems that enhance service offerings and user experiences. The growing trend of investing in sustainable and socially responsible financial products is also shaping consumer preferences, prompting developers to create apps that align with these values. Overall, the convergence of technological innovation, changing consumer expectations, and a dynamic regulatory environment presents significant growth opportunities for the financial app market in North America.

As more consumers seek efficient, accessible, and secure ways to manage their finances, the demand for advanced financial applications is expected to continue rising, positioning the market for sustained expansion in the coming years. Companies that can effectively leverage these trends, prioritize user experience, and ensure data security will likely emerge as leaders in this competitive landscape. Consequently, the North American financial app market is poised for continued growth, driven by a combination of consumer demand, technological advancements, and strategic partnerships within the industry.

### Key Market Players

Accenture plc

Fidelity National Information Services, Inc.

Fiserv Inc

IBM Corporation

Infosys Ltd

Finastra (Turaz Global S.a r.l)

Oracle Corporation

SAP SE

Tata Consultancy Services Limited

Temenos Headquarters SA

## Report Scope:

In this report, the Global Financial App Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Financial App Market, By Software:

Audit

Risk & Compliance

BI & Analytics Application

Business Transaction Processing

### Financial App Market, By Application:

Budgeting & Cost Tracking Saving

Investing

Tracking Debts

Taxes

Others

### Financial App Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies presents in the Global Financial App Market.

## Available Customizations:

Global Financial App Market report with the given Market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional Market players (up to five).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
- 1.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
  - 2.5.1. Secondary Research
  - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
  - 2.6.1. The Bottom-Up Approach
  - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
  - 2.8.1. Data Triangulation & Validation

### **3. EXECUTIVE SUMMARY**

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL FINANCIAL APP MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Software (Audit, Risk & Compliance, BI & Analytics Application, and Business Transaction Processing)
  - 5.2.2. By Application (Budgeting & Cost Tracking Saving, Investing, Tracking Debts, Taxes, and Others)

- 5.2.3. By Region
- 5.2.4. By Company (2023)
- 5.3. Market Map

## **6. NORTH AMERICA FINANCIAL APP MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Software
  - 6.2.2. By Application
  - 6.2.3. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Financial App Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Software
      - 6.3.1.2.2. By Application
  - 6.3.2. Canada Financial App Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Software
      - 6.3.2.2.2. By Application
  - 6.3.3. Mexico Financial App Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Software
      - 6.3.3.2.2. By Application

## **7. EUROPE FINANCIAL APP MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Software
  - 7.2.2. By Application

### 7.2.3. By Country

## 7.3. Europe: Country Analysis

### 7.3.1. Germany Financial App Market Outlook

#### 7.3.1.1. Market Size & Forecast

##### 7.3.1.1.1. By Value

#### 7.3.1.2. Market Share & Forecast

##### 7.3.1.2.1. By Software

##### 7.3.1.2.2. By Application

### 7.3.2. United Kingdom Financial App Market Outlook

#### 7.3.2.1. Market Size & Forecast

##### 7.3.2.1.1. By Value

#### 7.3.2.2. Market Share & Forecast

##### 7.3.2.2.1. By Software

##### 7.3.2.2.2. By Application

### 7.3.3. Italy Financial App Market Outlook

#### 7.3.3.1. Market Size & Forecast

##### 7.3.3.1.1. By Value

#### 7.3.3.2. Market Share & Forecast

##### 7.3.3.2.1. By Software

##### 7.3.3.2.2. By Application

### 7.3.4. France Financial App Market Outlook

#### 7.3.4.1. Market Size & Forecast

##### 7.3.4.1.1. By Value

#### 7.3.4.2. Market Share & Forecast

##### 7.3.4.2.1. By Software

##### 7.3.4.2.2. By Application

### 7.3.5. Spain Financial App Market Outlook

#### 7.3.5.1. Market Size & Forecast

##### 7.3.5.1.1. By Value

#### 7.3.5.2. Market Share & Forecast

##### 7.3.5.2.1. By Software

##### 7.3.5.2.2. By Application

## 8. ASIA-PACIFIC FINANCIAL APP MARKET OUTLOOK

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Software

- 8.2.2. By Application
- 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Financial App Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Software
      - 8.3.1.2.2. By Application
  - 8.3.2. India Financial App Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Software
      - 8.3.2.2.2. By Application
  - 8.3.3. Japan Financial App Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Software
      - 8.3.3.2.2. By Application
  - 8.3.4. South Korea Financial App Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast
      - 8.3.4.2.1. By Software
      - 8.3.4.2.2. By Application
  - 8.3.5. Australia Financial App Market Outlook
    - 8.3.5.1. Market Size & Forecast
      - 8.3.5.1.1. By Value
    - 8.3.5.2. Market Share & Forecast
      - 8.3.5.2.1. By Software
      - 8.3.5.2.2. By Application

## **9. SOUTH AMERICA FINANCIAL APP MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast



- 9.2.1. By Software
- 9.2.2. By Application
- 9.2.3. By Country
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Financial App Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Software
      - 9.3.1.2.2. By Application
  - 9.3.2. Argentina Financial App Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Software
      - 9.3.2.2.2. By Application
  - 9.3.3. Colombia Financial App Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast
      - 9.3.3.2.1. By Software
      - 9.3.3.2.2. By Application

## **10. MIDDLE EAST AND AFRICA OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Software
  - 10.2.2. By Application
  - 10.2.3. By Country
- 10.3. Middle East and Africa: Country Analysis
  - 10.3.1. South Africa Financial App Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Software
      - 10.3.1.2.2. By Application
  - 10.3.2. Saudi Arabia Financial App Market Outlook

- 10.3.2.1. Market Size & Forecast
  - 10.3.2.1.1. By Value
- 10.3.2.2. Market Share & Forecast
  - 10.3.2.2.1. By Software
  - 10.3.2.2.2. By Application
- 10.3.3. UAE Financial App Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Software
    - 10.3.3.2.2. By Application
- 10.3.4. Kuwait Financial App Market Outlook
  - 10.3.4.1. Market Size & Forecast
    - 10.3.4.1.1. By Value
  - 10.3.4.2. Market Share & Forecast
    - 10.3.4.2.1. By Software
    - 10.3.4.2.2. By Application
- 10.3.5. Turkey Financial App Market Outlook
  - 10.3.5.1. Market Size & Forecast
    - 10.3.5.1.1. By Value
  - 10.3.5.2. Market Share & Forecast
    - 10.3.5.2.1. By Software
    - 10.3.5.2.2. By Application

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

## **13. COMPANY PROFILES**

- 13.1. Accenture plc
  - 13.1.1. Business Overview
  - 13.1.2. Key Revenue and Financials
  - 13.1.3. Recent Developments
  - 13.1.4. Key Personnel/Key Contact Person
  - 13.1.5. Key Product/Services Offered

## 13.2. Fidelity National Information Services, Inc.

- 13.2.1. Business Overview
- 13.2.2. Key Revenue and Financials
- 13.2.3. Recent Developments
- 13.2.4. Key Personnel/Key Contact Person
- 13.2.5. Key Product/Services Offered

## 13.3. Fiserv Inc.

- 13.3.1. Business Overview
- 13.3.2. Key Revenue and Financials
- 13.3.3. Recent Developments
- 13.3.4. Key Personnel/Key Contact Person
- 13.3.5. Key Product/Services Offered

## 13.4. IBM Corporation

- 13.4.1. Business Overview
- 13.4.2. Key Revenue and Financials
- 13.4.3. Recent Developments
- 13.4.4. Key Personnel/Key Contact Person
- 13.4.5. Key Product/Services Offered

## 13.5. Infosys Ltd.

- 13.5.1. Business Overview
- 13.5.2. Key Revenue and Financials
- 13.5.3. Recent Developments
- 13.5.4. Key Personnel/Key Contact Person
- 13.5.5. Key Product/Services Offered

## 13.6. Finastra (Turaz Global S.a r.l)

- 13.6.1. Business Overview
- 13.6.2. Key Revenue and Financials
- 13.6.3. Recent Developments
- 13.6.4. Key Personnel/Key Contact Person
- 13.6.5. Key Product/Services Offered

## 13.7. Oracle Corporation

- 13.7.1. Business Overview
- 13.7.2. Key Revenue and Financials
- 13.7.3. Recent Developments
- 13.7.4. Key Personnel/Key Contact Person
- 13.7.5. Key Product/Services Offered

## 13.8. SAP SE

- 13.8.1. Business Overview
- 13.8.2. Key Revenue and Financials

13.8.3. Recent Developments

13.8.4. Key Personnel/Key Contact Person

13.8.5. Key Product/Services Offered

13.9. Tata Consultancy Services Limited

13.9.1. Business Overview

13.9.2. Key Revenue and Financials

13.9.3. Recent Developments

13.9.4. Key Personnel/Key Contact Person

13.9.5. Key Product/Services Offered

13.10. Temenos Headquarters SA

13.10.1. Business Overview

13.10.2. Key Revenue and Financials

13.10.3. Recent Developments

13.10.4. Key Personnel/Key Contact Person

13.10.5. Key Product/Services Offered

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

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