

Neobanking Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** FinTech, Neobanks & Digital Banking (Financial Services & Investment Intelligence)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-neobanking-market [https://www.mordorintelligence.com/industry-reports/global-neobanking-market]
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 8.18 trillion
Projected Forecast (2031)	USD 8.18 trillion
Growth Rate (CAGR)	10.82 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Neobanking industry] (images/chart_2.png)

! [Neobanking Market Size] (images/chart_3.png)

! [Neobanking Market Share by Account Type, 2025] (images/chart_4.png)

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! [Neobanking Market Growth Rate by Region] (images/chart_6.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 8.18 Trillion |
Market Size (2031) | USD 13.67 Trillion |
Growth Rate (2026 - 2031) | 10.82 % |
Fastest Growing Market | Asia |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Neobanking Market Analysis by Mordor Intelligence The neobanking market size is expected to grow from USD 7.38 trillion in 2025 to USD 8.18 trillion in 2026 and is forecast to reach USD 13.67 trillion by 2031 at 10.82% CAGR over 2026-2031. Rapid smartphone adoption, supportive open-banking rules, and customer demand for intuitive digital journeys fuel this expansion. Leading institutions such as Nubank, which now serves more than 110 million customers, and Chime, which completed a USD 864 million public offering in May 2025, show how digital-first models are moving into the financial mainstream[1] Nubank Investor Relations, "Q1 2025 Results," nubank.com. . Advances in artificial intelligence, real-time payments, and embedded-finance partnerships create multiple growth vectors that reinforce the neobanking market trajectory. Meanwhile, regulations like Europe's Digital Operational Resilience Act standardize risk controls, sharpen competitive focus, and may accelerate consolidation as compliance costs rise.

Key Report Takeaways* By account type, business accounts held 67.62% of the neobanking market share in 2025; savings accounts are projected to expand at a 51.20% CAGR through 2031.

* By services, mobile banking captured 46.88% revenue in 2025 of the neobanking market, while the loans segment is forecast to grow at a 52.35% CAGR to 2031.

* By application, enterprise use commanded 69.45% share of the neobanking market size in 2025; personal banking is advancing at a 55.10% CAGR through 2031.

* By geography, Europe led with 35.96% revenue share of the neobanking market in 2025, whereas Asia-Pacific is projected to post a 51.80% CAGR between 2026 and 2031.

Key Market Trends

Market Trends and Insights Drivers Impact Analysis of Neobanking Market* Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline | Rising smartphone & internet penetration | 2.8% | Global, with strongest impact in APAC and Latin America | Medium term (2-4 years) | Cost advantage of branch-less operating model | 1.5% | Global, particularly North America and Europe | Short term (≤ 2 years) | Regulatory support for open banking & fintech licenses | 0.8% | Europe, UK, Brazil, with expanding to APAC | Long term (≥ 4 years) | SME demand for integrated financial tools | 0.7% | Global, concentrated in developed markets | Medium term (2-4 years) | Real-time payment rails accelerating scale | 0.6% | Brazil (Pix), India (UPI), US (FedNow), Europe (SEPA Instant) | Short term (≤ 2 years) | AI-driven hyper-personalization boosting retention | 0.5% | Global, led by technology-advanced markets | Long term (≥ 4 years) | Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Market concentration is moderate, with a handful of hyperscale's controlling substantial customer bases yet leaving room for niche challengers. Nubank surpasses 110 million users by exploiting Brazil's real-time rails and transparent fee model. Revolut and Klarna together serve about 135 million clients, leveraging global card schemes and merchant networks. WeBank invests more than 10% of annual revenue in R&D, creating proprietary AI and cloud infrastructure that raises technical barriers. Traditional banks respond by launching digital-only spin-offs or embedding finance through API suites, intensifying rivalry.

Strategic partnerships dictate scale. Banking-as-a-Service operators provide turnkey compliance and ledger tools, letting brands add accounts without charters, though funding pressures are driving consolidation. Embedded-finance corridors expand into payroll platforms, marketplace ecosystems, and creator-economy apps, converting everyday touchpoints into account-opening funnels. Data ownership and analytics become the battleground; institutions with granular transaction insights can price risk, tailor rewards, and detect fraud faster.

Regulatory mastery emerges as a competitive moat. Entities like N26 that proactively upgrade AML systems avoid growth pauses, while under-invested peers face penalties. Cyber-resilience requirements under DORA compel all players to audit cloud vendors and institute business-continuity testing. Institutions that meet these standards gain credibility with enterprise clients and larger depositors, reinforcing virtuous growth cycles in the neobanking market.

Neobanking Industry Leaders* Nubank

* Revolut

* Chime

* N26

* Starling Bank

* *Disclaimer: Major Players sorted in no particular order

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Global Neobanking Market Report ScopeThe Global Neo banking market is segmented by account type (Business account, Savings account), by services (Mobile-banking, Payments and money transfers, savings, Loans, Others), by application type (Personal, Enterprises, Other applications), and by Geography (North America, Europe, Asia-Pacific, Middle East, and Africa, and South America). The report offers market size and forecast values for the Neobanking Market in USD billion for the above segments.

By Account TypeBusiness Account |
Savings Account |

Segmentation Accordion Item

By GeographyNorth America | Canada |
| United States |
| Mexico |

South America | Brazil |
| Peru |
| Chile |
| Argentina |
| Rest of South America |

Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| BENELUX (Belgium, Netherlands, Luxembourg) |
| NORDICS (Denmark, Finland, Iceland, Norway, Sweden) |
| Rest of Europe |

Asia-Pacific | India |
| China |
| Japan |

- | Australia |
- | South Korea |
- | South-East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines) |
- | Rest of Asia-Pacific |
- Middle East and Africa | United Arab Emirates |
- | Saudi Arabia |
- | South Africa |
- | Nigeria |
- | Rest of Middle East and Africa |

Frequently Asked Questions

What is the current value of the neobanking market?

The neobanking market size is USD 8.18 trillion in 2026.

How fast is digital-first banking expected to grow?

Global revenue is forecast to rise to a 10.82% CAGR by 2031.

Which region will see the fastest expansion?

Asia-Pacific is projected to register a 51.80% CAGR from 2026-2031.

What segment leads by account type?

Business accounts held 67.62% of neobanking market share in 2025.

Who are the largest players?

Nubank, Revolut, Klarna, WeBank, and Chime are among the market leaders.

What regulation shapes European digital banks?

The Digital Operational Resilience Act sets unified operational-risk standards.