



EXPANDING THE FINANCIAL FRONTIER:

Fintech Market Opportunities

Key findings from Galileo's *State of Consumer Banking and Money Survey*

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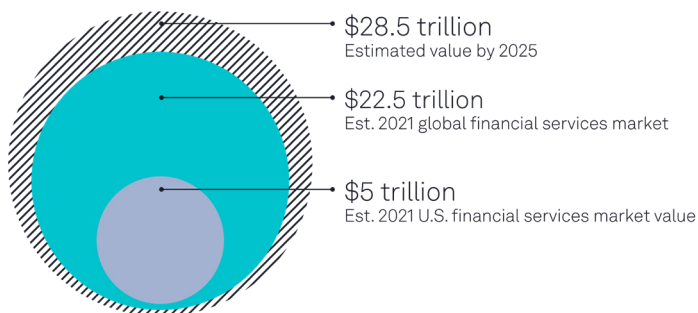


A Global Snapshot: Market Opportunities Today and Tomorrow

The financial ecosystem is bigger than ever—and growing rapidly.

The global financial services market—valued at approximately \$22.5 trillion at the end of 2021—is forecasted to reach \$28.5 trillion by 2025. But we haven't even scratched the surface of this immense and dynamic opportunity.

Global Financial Services Market



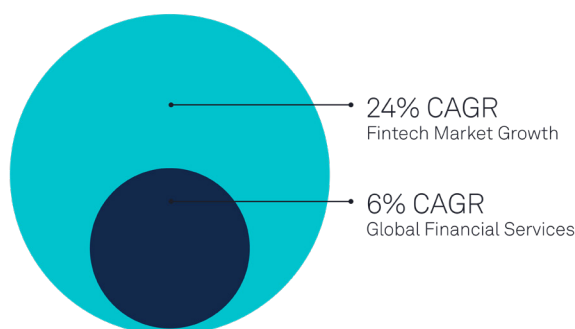
Source: The Financial Services Global Market Report 2021
(The Business Research Company)

Leading this growth is massive investment in fintech—a market that's expanding roughly four times faster than the rest of financial services—and one estimated to be as large as the entire current U.S. financial services market at roughly \$5.5 trillion.

Everyone from major banks to emerging startups are making fintech investments. These investments span a wide variety of use cases that support an expanded, but also fragmented financial ecosystem.

Market Growth from 2021 to 2025

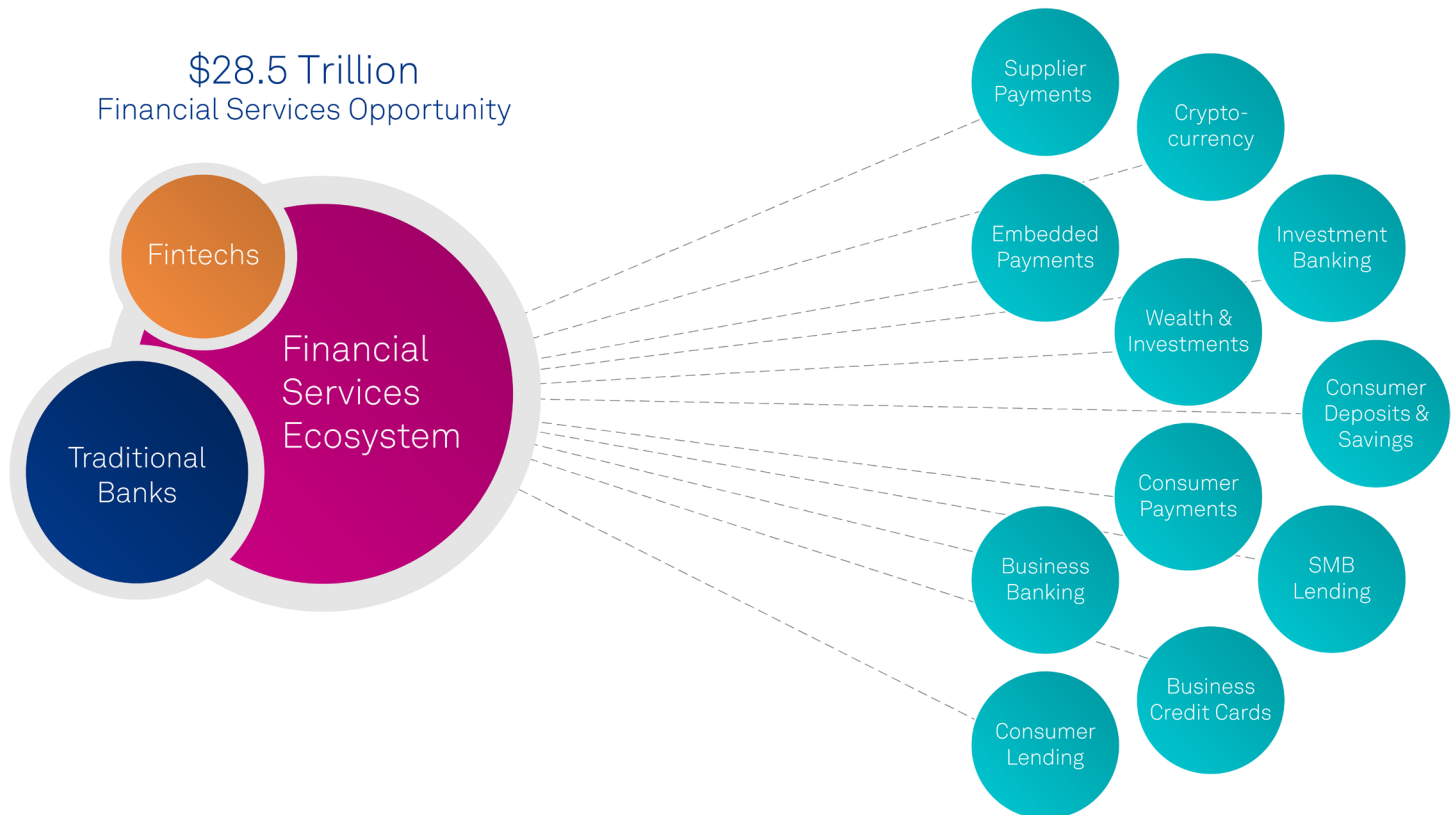
As our market research demonstrates, it's clear that the consumer mindset has changed and so has their behavior. Consumers are using more providers than ever to meet their financial services needs. As they embrace digital banking options—both out of preference and necessity—they are also growing more comfortable with a wider variety of digital financial services.



4X
faster
fintech
growth

Source: Research & Markets, Global Fintech Market Report
2020-2025 - Competition, Forecast & Opportunities

A Bigger Ecosystem Means More Opportunity



This adoption of new technology opens access to more players, which is spurring more innovation. As companies compete for their piece of the financial services pie—an opportunity that used to be exclusive to traditional players—it's clear that the real opportunity is about encouraging growth through greater access to the financial services ecosystem.

Providers of all types are creating new use cases across every sector of financial services, expanding existing markets and building new ones. Services from new providers and reimagined solutions from established players will reach more people and businesses than ever before, ultimately giving greater access to valuable financial services.

"[Banks] don't have to do all of this alone. There are ways to partner with non-traditional players in ways that are accretive to both the traditional bank and the fintech. And we're starting to see more and more of that."

—Sherri Haymond, EVP, Digital Partnerships, Mastercard





Looking Ahead: The Future of Fintech— 2022 and Beyond

The financial frontier is changing right before our eyes.

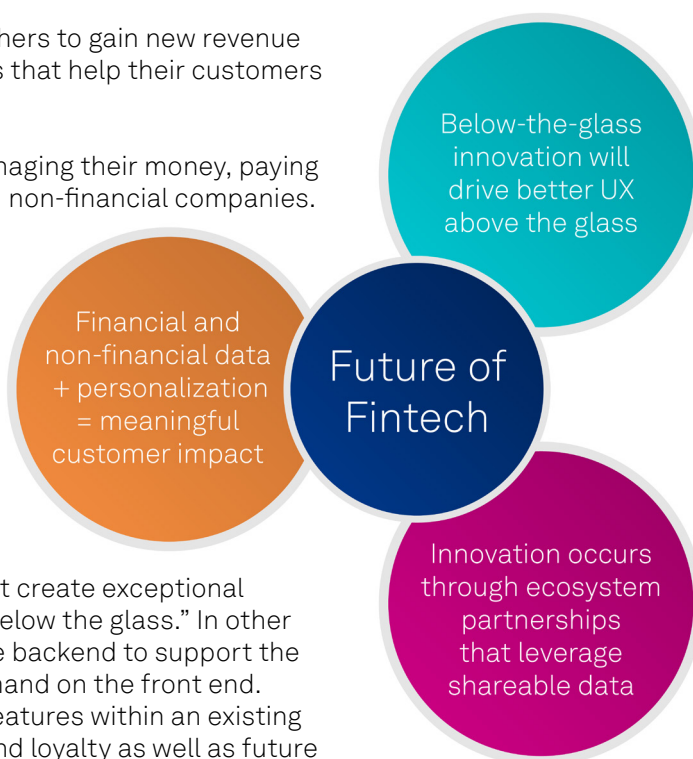
There are immense opportunities for banks, fintechs and others to gain new revenue streams by offering and embedding digital financial services that help their customers manage their financial lives.

One trend is clear: Consumers have a ready appetite for managing their money, paying bills and earning rewards through existing relationships with non-financial companies.

There's also a major opportunity for traditional financial institutions and fintech firms to reach more people by partnering with the non-financial businesses consumers already entrust with their data through embedded finance.

These constantly evolving experiences are not only about user experience and user impact, but about the future of fintech and financial services.

All providers can and should deliver on digital, and they must create exceptional features and experiences “above the glass” by innovating “below the glass.” In other words, you must have sophisticated, agile technology on the backend to support the kind of seamless, personalized experiences consumers demand on the front end. And for many consumers, getting comfortable with digital features within an existing account could be the first step toward higher satisfaction and loyalty as well as future adoption of additional solutions.





Put These Insights to Work for Your Business

Galileo is a leading financial technology company and our platform, open API technology and proven expertise enable fintechs, emerging and established brands to create differentiated financial solutions that expand the financial frontier.

Let's talk about how we can help you build a secure, scalable, future-proof program to capture your share of the \$28.5 trillion financial services market opportunity. Our team is your trusted guide to bringing your most innovative ideas to life. We enable digital banking solutions and integrated support for physical and virtual payment card issuance, mobile push provisioning and more across many industries and geographies.

We're headquartered in Salt Lake City, and have offices in Mexico City, New York City, San Francisco and Seattle.

Let's get started.

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