



Global E-Commerce Intelligence
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SAMPLE REPORT
GLOBAL EMBEDDED FINANCE MARKET 2024
PUBLICATION DATE: JANUARY 2024

PREFACE

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OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report is about innovation trends in embedded finance. It includes a selection of major market trends arising from the latest technological innovations, provides examples and cites relevant market statistics.
- While the focus is on consumer-facing innovations that influence embedded finance, the information in this report also includes trends that affect the business side of embedded finance like banks and fintechs.

Report Structure

- The report is split into chapters each covering major trends of embedded finance in different Regions and Countries. The following trends are included: Embedded finance use in payments, banking, healthcare and insurance, as well as use of AI and the general development of embedded finance use in payments like e-wallets and other categories.
- The overview is followed by selected statistics illustrating the development of the trend. The statistics include the results of consumer and merchant surveys, as well as market estimates and projections, where available. The geographical coverage includes global information and highlights from selected top markets. The type and scope of information included for each trend varies due to different data availability.

DEFINITIONS



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The following expressions and definitions are used in this market report*:

- **ARTIFICIAL INTELLIGENCE** Artificial Intelligence (AI) is a technology that can emulate human performance mainly by learning, drawing its own conclusions, appearing to comprehend complex context, leading natural dialogs with humans, etc.
- **EMBEDDED FINANCE** Embedded finance encompasses the offering of financial services such as payments, deposits, lending and issuing by non-banks. Within, the embedded finance ecosystem, non-banks offer services such as private label credit cards at supermarkets and airlines as well as sales financing at appliance retailers, among others.
- **REAL-TIME PAYMENTS** Also known as instant payments, are electronic payment systems which are available 24/7/365 and thus result in immediate or close-to-immediate interbank clearing of transactions, crediting of the payees' accounts and confirming the payment to the payer after payment initiation.
- **BUY NOW, PAY LATER (BNPL)** a service that allows shoppers to receive goods/services prior to making a payment by splitting the payment across a set time period or paying back the full amount later.
- **EMBEDDED BANKING** a specific type of embedded finance that entails a non-financial company offering banking products and services. Embedding banking typically involves bank accounts and linked debit cards. This can also be called Banking as a Service (BaaS).
- **BANKING AS A SERVICE (BaaS)** the provision of banking products and services through third-party distributors. Through integrating non-banking businesses with regulated financial infrastructure, BaaS offerings are enabling new, specialized propositions and bringing them to market faster.
- **EMBEDDED INSURANCE** any insurance that can be purchased within the commercial transaction of another product or service.
- **BIGTECH** "Big Tech" refers to major and influential technology corporations, such as Amazon, Apple, Google (Alphabet), Facebook (Meta), and Microsoft, known for their size, market dominance, and impact on the technology industry.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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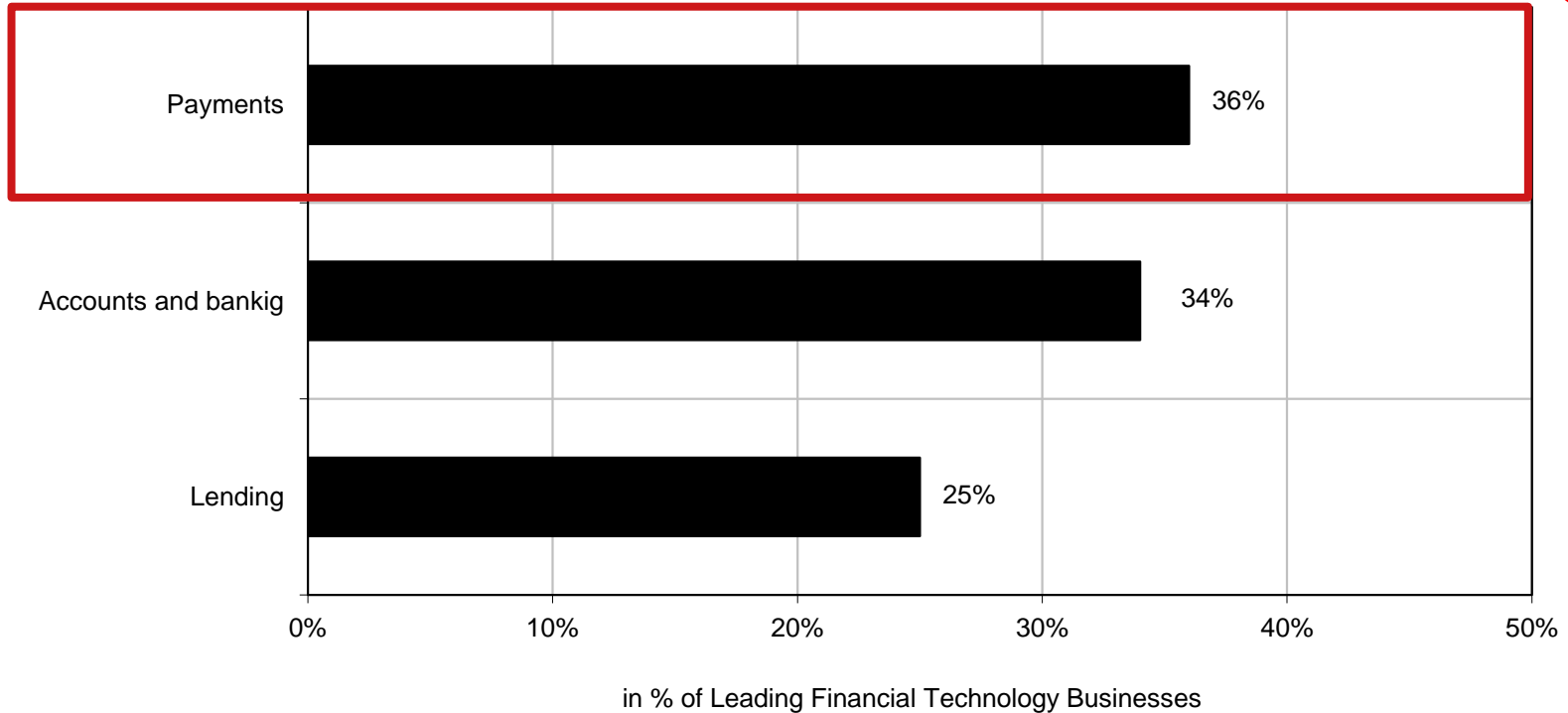
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The top area on which global leading fintech businesses focus on in embedded finance was “payments” (36%), as estimated by EY

Global: Main Areas of Focus of Embedded Finance, in % of Leading Financial Technology Businesses, 2023e

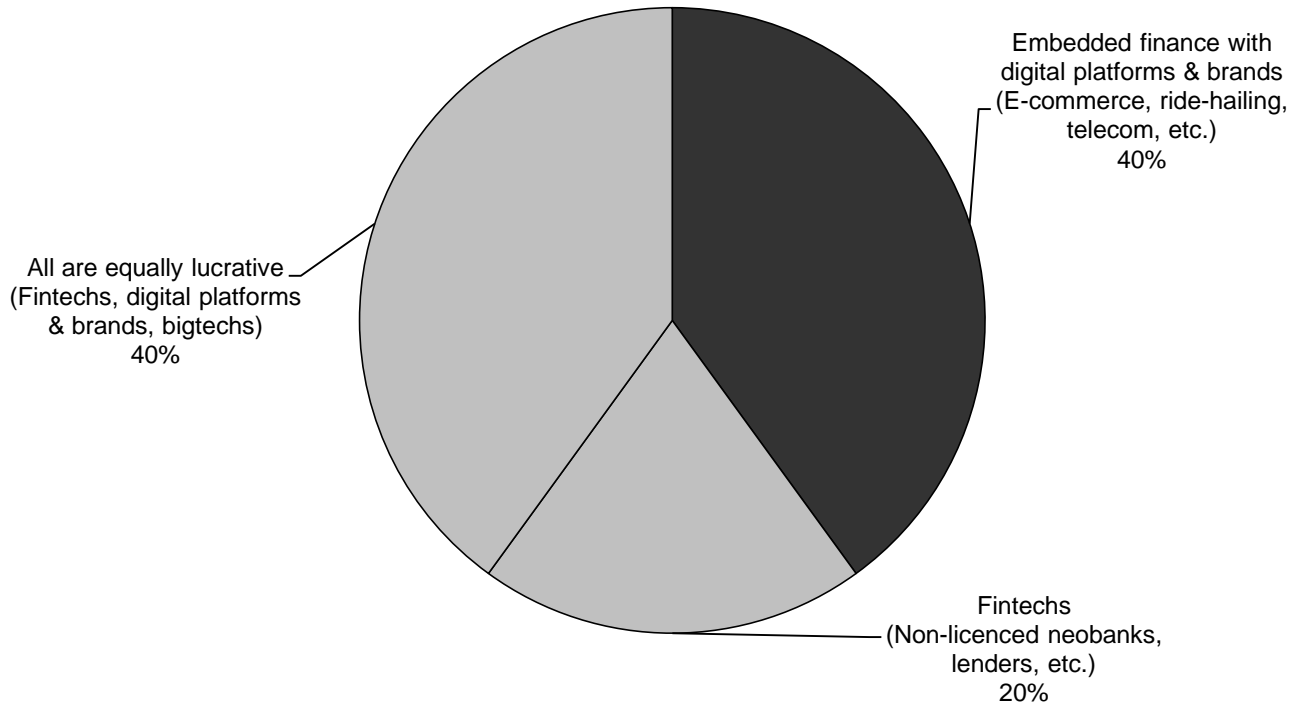


Note: does not add up to 100% due to multiple answers possible
 Survey: based on a survey of 21 global companies with leading financial technology platforms
 Source: EY, September 2023



“Embedded finance with digital platforms & brands” is the biggest opportunity for BaaS providers in Europe, as estimated by industry executives in 2023.

Europe: Biggest Opportunities for BaaS Providers, in %, 2023e



Definition: BaaS stands for Banking as a Service
Survey: based on a survey of 10 executives from BaaS providers
Source: WhiteSight & Toqio, April 2023



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