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STATISTICS BOOK

Financial Services: statistics and facts

15 full reports · Edition October 2026

68%

AMERICAS

\$7tn

VISA PURCHASE
VOLUME, 2025

\$92B

EUROPEAN MARKET
2026

500M+

GLOBAL NEOBANK
CUSTOMERS

ABOUT THIS BOOK

Financial Services: statistics and facts

Financial Services in numbers: 15 reports covering BlackRock (5 reports), Trillion (3 reports), Market Fintech (2 reports) and Digital (2 reports), each with its sources and charts.

A few of the headline figures: 68% (Americas), \$7tn (Visa Purchase Volume, 2025), \$340B (Global Market 2026) and 500M+ (Global Neobank Customers).

The latest revisions cover BlackRock AUM 2026: By Product Type & Region and Credit Cards Worldwide: Visa Leads a \$11 Trillion Market. Each report links to its original source and offers its data as a free download. This page updates itself as reports are added or revised, most recently on Oct 18, 2026.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 19, 2026.

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STATISTICS REPORT

Assets under management of BlackRock 2026, by product type and region

Updated Jun 24, 2026 · businessstats.com/blackrock-aum-product-type-region

68% AMERICAS	25% EMEA	7% ASIA-PACIFIC
53% EQUITIES	26% FIXED INCOME	\$9.8T AMERICAS AUM

Overview

Assets under management of BlackRock in 2026, by product type and client region

BlackRock manages more than 14 trillion dollars, and that money can be sliced two revealing ways: by product type, such as equities or bonds, and by the region where clients are based. This report breaks down the assets under management of BlackRock in 2026 by product type and client region. The two different views together tell the full story.

By region, the Americas dominate, holding around two-thirds of all assets, with Europe a distant second and Asia-Pacific smaller still. This complements the style and client breakdown in our [BlackRock AUM by investment style and client type](#) report and the [BlackRock AUM by asset class](#) analysis.

BlackRock AUM by Client Region, 2026 (USD trillion)The Americas hold around two-thirds.

Data:

Assets under management (AUM) of BlackRock in 2026, split by product type and client region, in trillion US dollars, based on BlackRock earnings supplements. Compiled by BusinessStats.

Note:

Region is based on client domicile. Total AUM is reported; the split by product type and region is reconciled from BlackRock disclosures and is approximate for 2026.Switch views with the toolbar.

Americas dominate: by client region, the Americas hold around two-thirds of BlackRock assets, roughly 9.8 trillion dollars, with EMEA a distant second at around 3.6 trillion and Asia-Pacific smallest at around 1 trillion. Region is by client domicile.

By product type, equities are by far the largest category, in every single region, followed by fixed income. The firm overall scale and reach are profiled in our [BlackRock statistics and facts overview](#).

A note on the data. Region is based on where clients are domiciled, not where assets are invested. The total AUM is a reported figure, but the precise split by product type and region is reconciled from BlackRock disclosures and is approximate for 2026. The broad shape is clear and stable.

Product Table

BlackRock AUM by Product Type

BlackRock AUM by Product Type, 2026 (USD tn and share) Click any column to sort

PRODUCT TYPE	AUM (USD TN)	SHARE
Equity	\$7.63T	53%
Fixed income	\$3.74T	26%
Multi-asset	\$1.15T	8%
Cash management	\$1.01T	7%
Alternatives	\$0.86T	6%

The table lists the assets under management of BlackRock by product type in 2026, in trillion dollars, with each type share of the total. It shows equities far ahead, followed by fixed income, then multi-asset, cash and alternatives. Sorting reveals the full order. Equities clearly tower over all the rest.

By Product Type

BlackRock AUM by Product Type

By product type, BlackRock assets are concentrated in equities. Stock-based products make up around 53 percent of all assets, more than half the total, reflecting the long bull market and the popularity of equity index funds. Stocks are clearly the firm core holding.

Fixed income, meaning bonds, is the second-largest category at around 26 percent, followed by smaller slices in multi-asset, cash management and alternatives. Each slice reflects a different kind of investing need. The overall mix is broad and well balanced.

BlackRock AUM by Product Type, 2026 (USD trillion) Equities make up more than half.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and annual reports (Form 10-K), which present AUM by product type and client region, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Region is by client domicile. The 2026 splits are approximate. Updated 2026. Switch views with the toolbar.

Equities lead: by product type, equities make up around 53 percent of BlackRock assets, more than half the total, followed by fixed income at around 26 percent. Multi-asset, cash and alternatives make up the rest.

Alternatives, though still small, are the fastest-growing product type, boosted by recent acquisitions in private markets such as infrastructure and private credit. Over time, this category is expected to grow well beyond its current modest share of the total. Private markets are the new frontier.

Product by Region

Product Type Within Each Region

Splitting product types within each region reveals a striking consistency: equities are the largest category everywhere. From the Americas to Europe to Asia, stock-based products hold more assets than any other type. The pattern is strikingly uniform.

In the Americas, equities make up well over half of assets, with fixed income second; the pattern repeats, with local variations, in EMEA and Asia-Pacific. This consistency reflects the global appeal of equity index funds, as our [BlackRock hub](#) shows.

BlackRock AUM by Product Type Within Each Region, 2026 (USD trillion) Equities lead in every region.

Data:



Derived from BlackRock quarterly earnings supplements (Form 8-K) and annual reports (Form 10-K), which present AUM by product type and client region, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Region is by client domicile. The 2026 splits are approximate. Updated 2026. Switch views with the toolbar.

Equities everywhere: stacked by region, equities are the largest product type in the Americas, EMEA and Asia-Pacific alike. Fixed income is second in each, with multi-asset, cash and alternatives filling out the regional mixes.

The regional product mixes do differ at the margin. European and Asian clients tend to hold relatively more in fixed income and cash, while the Americas lean a little more heavily toward equities and alternatives, reflecting local preferences and market structures. Local tastes shape each market.

Fees by Region

How Regions Differ in Fees

Regions do not contribute fees in proportion to their assets. The Americas hold around 68 percent of assets but generate a slightly smaller 65 percent of base fees, while Europe punches above its weight. Fee mix varies sharply by region.

EMEA holds around 25 percent of assets but produces roughly 29 percent of base fees, because European clients hold relatively more in higher-fee products. This fee-rich profile makes Europe especially valuable, as our [largest asset managers worldwide](#) coverage hints.

BlackRock Region Share of AUM vs Base Fees, 2026 (%) Europe punches above its weight.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and annual reports (Form 10-K), which present AUM by product type and client region, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Region is by client domicile. The 2026 splits are approximate. Updated 2026. Switch views with the toolbar.

Europe earns more: the Americas hold 68 percent of assets but 65 percent of base fees, while EMEA holds 25 percent of assets yet generates about 29 percent of fees. European clients hold relatively more higher-fee products.

The gap between assets and fees by region matters because it shows where BlackRock earns the most per dollar. Europe and Asia, with their higher-fee mixes, are more profitable per dollar of assets than the vast but lower-fee Americas business. Europe is quietly very profitable.

Equities Lead

Equities Lead in Every Region

Equities are not just the largest product type overall; they are the largest in every region. In the Americas, equities make up well over half of all assets, the highest share of any region. Stocks reign across the board.

In EMEA and Asia-Pacific, equities still lead but make up a slightly smaller share, as clients there hold relatively more in fixed income. The dominance of equities everywhere reflects the global reach of iShares, as our [largest US ETF providers coverage](#) shows.

Equities as a Share of AUM, by Region, 2026 (%) Highest in the Americas.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and annual reports (Form 10-K), which present AUM by product type and client region, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Region is by client domicile. The 2026 splits are approximate. Updated 2026. Switch views with the toolbar.

Stocks on top: equities are the largest product type in every region, making up well over half of assets in the Americas and a slightly smaller but still leading share in EMEA and Asia-Pacific, where clients hold a little more fixed income.

That equities top the list in every region underlines how central stock-market investing is to BlackRock. Wherever its clients are based, they put more money into equity products, especially low-cost index funds and ETFs, than into anything else. Equity is the universal favourite.

Americas vs EMEA

Americas vs EMEA Product Mix

Comparing the product mix of the Americas with that of EMEA shows both the similarities and the differences. Both regions hold the most in equities and the second-most in fixed income, but the balance differs. Scale sets the two regions apart.

The Americas hold far more in absolute terms in every category, given their size, but EMEA leans slightly more toward fixed income and cash relative to its total. These regional tilts are explored in our [largest BlackRock multi-asset funds coverage](#).

BlackRock Product Mix: Americas vs EMEA, 2026 (USD trillion) Similar shape, different scale.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and annual reports (Form 10-K), which present AUM by product type and client region, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Region is by client domicile. The 2026 splits are approximate. Updated 2026. Switch views with the toolbar.

Same shape, different scale: both the Americas and EMEA hold the most in equities and the second-most in fixed income, but the Americas are far larger in every category, while EMEA leans slightly more toward fixed income and cash.

These differences reflect local investment cultures, regulations and needs. European and Asian investors have historically favoured bonds and income a little more, while American investors have leaned harder into equities and, increasingly, alternatives. History shapes these habits.

Flows by Region

Where the Money Flowed by Region

The flow of new money by region in 2025 shows where BlackRock is growing fastest. The Americas led, drawing the largest inflows, while Europe also attracted strong new money, especially into ETFs. Demand there keeps climbing.

Asia-Pacific was weaker, seeing net outflows in parts of the year as some clients pulled back amid regional uncertainty. The contrast between the regions is sharp, as our [Apple and Google comparison coverage](#)

illustrates.

BlackRock Net Flows by Region, 2025 (USD billion, estimated) Americas and Europe lead, Asia lags.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and annual reports (Form 10-K), which present AUM by product type and client region, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Region is by client domicile. The 2026 splits are approximate. Updated 2026. Switch views with the toolbar.

Americas and Europe win: the Americas led 2025 net flows, with Europe also drawing strong new money, especially into ETFs. Asia-Pacific lagged, seeing net outflows in parts of the year amid regional uncertainty.

These flows are gradually reshaping the regional mix, though slowly. The Americas continue to dominate, and even gained share, while BlackRock keeps pushing to grow its smaller but fast-evolving businesses in Europe and Asia.

Base Fees

Base Fees by Region

Looking at base fees by region shows where BlackRock actually earns its money. The Americas generate the most fees in absolute terms, given their size, at well over half the total. Size makes the Americas the fee leader.

Europe contributes a larger share of fees than of assets, making it disproportionately important to revenue, while Asia-Pacific remains a smaller contributor. The link between region and revenue is central to the firm economics, as our [biggest companies by value](#) rankings hint.

BlackRock Base Fees by Region, 2026 (USD billion, estimated) The Americas earn the most.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and annual reports (Form 10-K), which present AUM by product type and client region, compiled by BusinessStats.

Note:



All figures are in trillion US dollars unless stated. Region is by client domicile. The 2026 splits are approximate. Updated 2026. Switch views with the toolbar.

Where the money is made: the Americas generate the most base fees in absolute terms, given their size, but Europe contributes a larger share of fees than of assets. Asia-Pacific remains a smaller contributor for now.

Because Europe and Asia hold more higher-fee products, growing those regions lifts revenue faster than growing the lower-fee Americas. This is why BlackRock invests heavily in expanding its international business, even though the Americas remain its core. International growth is the priority.

International Shift

How International BlackRock AUM Has Shifted

Over time, the regional balance of BlackRock assets has shifted only gradually. Despite a major international push, the Americas have held, and even slightly increased, their share of around two-thirds. The US market remains dominant.

International assets, in EMEA and Asia-Pacific together, have hovered around a third of the total, growing in absolute terms but not gaining much share. The slow pace reflects how dominant the US market remains, as our [BlackRock assets under management](#) report shows.

International Share of BlackRock AUM (EMEA + Asia-Pacific), 2018-2026 (%) Roughly a third, holding steady.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and annual reports (Form 10-K), which present AUM by product type and client region, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Region is by client domicile. The 2026 splits are approximate. Updated 2026. Switch views with the toolbar.

Slow to shift: international assets, in EMEA and Asia-Pacific together, have hovered around a third of the total. Despite a major international push, the Americas have held, and even slightly increased, their dominant share.

That the Americas keep their share, even as BlackRock expands abroad, shows how deep its roots are in the US market, home to the world's largest pool of investable assets. International growth adds to the total but has yet to shift the balance much. Roots in America run deep.

Size vs Fees

BlackRock AUM by Region: Size vs Fees

Plotting each region's assets against its share of fees brings the whole picture together. The largest region by assets is not quite the largest by fees per dollar, since product mixes differ. Fees do not follow assets exactly.

The Americas lead on both assets and total fees, but Europe earns more per dollar of assets, while Asia-Pacific trails. This gap between assets and fees by region defines the firm's geography of profit, much like the patterns in our [big tech revenue statistics](#) coverage.

BlackRock AUM by Region vs Share of Base Fees, 2026 (estimated) Europe earns more per dollar.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and annual reports (Form 10-K), which present AUM by product type and client region, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Region is by client domicile. The 2026 splits are approximate. Updated 2026. Switch views with the toolbar.

Geography of profit: the bars show AUM by region while the line shows each region's share of base fees. The Americas lead on both, but Europe earns more per dollar of assets, while Asia-Pacific trails on fees. 68% Americas Of all AUM. 53% Equities Largest product. 25% EMEA 29% of fees. 7% Asia-Pacific Smallest region.

For BlackRock, the lesson is that geography matters as much as product. Growing higher-fee regions and products lifts revenue faster than simply piling up assets, which is why the firm balances its vast Americas base with a push into Europe and Asia.

Taken together, the breakdown shows a BlackRock anchored in the Americas, which hold around two-thirds of its assets, yet reaching across Europe and Asia. In every region, equities are the largest product type, ahead of fixed income. The Americas anchor the whole firm.

Whether sliced by product type or by client region, BlackRock assets reveal a firm built on equities and centred on the Americas, but steadily broadening its reach. Its global spread, led by equity products, underpins its position as the worlds largest asset manager. Equities and the US lead the way.

FAQ

Frequently Asked Questions: BlackRock AUM by Region

BlackRock assets under management are heavily concentrated in the Americas, which hold around 68 percent of the total, or roughly 9.8 trillion dollars. Europe, the Middle East and Africa, grouped together as EMEA, make up around 25 percent, or about 3.6 trillion dollars, while Asia-Pacific accounts for around 7 percent, or roughly 1 trillion dollars. This split is based on where clients are domiciled, not where the assets are invested. The dominance of the Americas reflects BlackRock origins as a US firm and the sheer size of the American investment market, home to the worlds largest pools of pension, retirement and wealth assets. Despite a major push to grow its international business, the Americas have held, and even slightly increased, their share over recent years. Europe is an important and fee-rich second market, while Asia-Pacific, though smaller, is a growth focus, with new ventures such as the Jio BlackRock joint venture in India.

By product type, BlackRock assets are dominated by equities, which make up around 53 percent of the total, or roughly 7.6 trillion dollars. This reflects the long bull market in stocks and the huge popularity of equity index funds and ETFs. Fixed income, meaning bonds, is the second-largest category at around 26 percent, or about 3.7 trillion dollars. The remaining assets are spread across multi-asset strategies, which combine stocks and bonds, at around 8 percent; cash management, money held in short-term funds, at around 7 percent; and alternatives, such as private credit and infrastructure, at around 6 percent. Although alternatives are still the smallest category, they are the fastest-growing, boosted by recent acquisitions in private markets. Crucially, equities are the largest product type not just overall but in every region, from the Americas to Europe to Asia, underlining how central stock-market investing is to BlackRock business everywhere.

The Americas hold by far the most BlackRock assets, at around 68 percent of the total, or roughly 9.8 trillion dollars. This includes clients across the United States, which is the dominant market, as well as Canada, Mexico, Brazil and other countries in Central and South America. The Americas are home to the worlds largest pools of investable assets, including vast pension, retirement and wealth-management markets, which is why they account for such a large share. Europe, the Middle East and Africa, or EMEA,

are a distant second at around 25 percent, while Asia-Pacific is smallest at around 7 percent. The Americas also generate the most base fees in absolute terms, though slightly less than their share of assets, because some other regions hold relatively more higher-fee products. Despite BlackRock efforts to grow internationally, the Americas have maintained their dominant position, reflecting the enduring scale and depth of the US financial market.

BlackRock biggest product type is equities, meaning stock-based investments, which make up around 53 percent of its total assets under management, or roughly 7.6 trillion dollars. More than half of everything BlackRock manages is in equity products, the great majority of it in low-cost index funds and ETFs that track stock-market benchmarks. This dominance reflects both the long rise in global stock markets and the enormous shift of investor money into cheap, passive equity funds, where BlackRock iShares brand is the world leader. Equities are the largest product type not just in total but in every region where BlackRock operates, from the Americas to Europe to Asia. The second-largest product type is fixed income, or bonds, at around 26 percent. The remainder is split among multi-asset strategies, cash management and alternatives. The heavy weighting toward equities means BlackRock revenue and assets are closely tied to the performance of global stock markets.

Europe, grouped with the Middle East and Africa as EMEA, earns a larger share of BlackRock base fees than its share of assets because European clients hold relatively more in higher-fee products. EMEA accounts for around 25 percent of total assets but generates roughly 29 percent of base fees. This happens because the mix of products differs by region: European investors, including many retail buyers of ETFs and active funds, tend to hold products that carry higher fees than the very large, very low-fee institutional index mandates common in the United States. As a result, BlackRock earns more in fees per dollar of assets in Europe than in the Americas. This makes EMEA disproportionately valuable to the firm revenue and helps explain why BlackRock invests heavily in growing its European business, particularly its fast-expanding iShares ETF range, where European retail demand has been rising strongly in recent years.

Yes, BlackRock business is heavily concentrated in the United States and the wider Americas, which together hold around 68 percent of its total assets under management. The United States alone is by far the largest single market, reflecting BlackRock origins as a US firm and the enormous size of the American investment market. This includes huge pools of money in retirement accounts, pension funds, insurance companies and wealth-management platforms. The Americas region also generates the largest share of base fees in absolute terms. That said, BlackRock is a genuinely global firm, with around a third of its assets coming from clients outside the Americas, in Europe, the Middle East, Africa and Asia-Pacific. It has been pushing hard to grow these international markets, which are often more profitable per dollar of

assets. But despite this push, the Americas have kept, and even slightly increased, their dominant share, underlining how central the US market remains to the business.

For BlackRock, product type and asset class are very similar, and the terms are often used to describe the same breakdown. Both refer to what the money is invested in: equities, meaning stocks; fixed income, meaning bonds; multi-asset strategies, which blend stocks and bonds; alternatives, such as private credit, infrastructure and hedge funds; and cash management, money held in short-term funds. In BlackRock earnings disclosures, the product type breakdown is presented alongside other ways of slicing the assets, such as by investment style, which distinguishes active from index and ETF products, by client type, which distinguishes retail from institutional, and by client region. So while product type tells you what the assets are invested in, the other dimensions tell you how they are managed and for whom. Looking at all of them together gives the fullest picture of BlackRock enormous and diverse asset base, and of how it earns fees across products, styles, clients and regions.

BlackRock Asia-Pacific business is its smallest region, at around 7 percent of total assets, and its growth has been uneven. In 2025, Asia-Pacific was the weakest region for flows, seeing net outflows in parts of the year as some clients pulled back amid regional economic uncertainty, particularly in China. This contrasted with strong inflows in the Americas and Europe. However, BlackRock sees Asia-Pacific as an important long-term growth opportunity and has been investing to expand there. A notable example is the Jio BlackRock joint venture in India, which aims to tap the fast-growing Indian investment market through digital platforms, reflecting rising retail engagement in the region. Over time, BlackRock expects Asia-Pacific to grow through a mix of institutional and retail demand, with emerging markets such as India offsetting volatility in others. For now, though, Asia remains a relatively small, if strategically important, part of an asset base still firmly centred on the Americas.

Alternatives are still a relatively small part of BlackRock total assets under management, at around 6 percent, but they are the fastest-growing product type and strategically very important. Alternatives include private credit, infrastructure, real estate, hedge funds and other investments outside traditional stocks and bonds. BlackRock has expanded aggressively in this area through major acquisitions, including the infrastructure manager Global Infrastructure Partners (GIP), the private-credit specialist HPS, and the data provider Preqin. These deals, completed in 2024 and 2025, have significantly boosted the firm alternatives business. Although alternatives are small in asset terms, they are highly valuable because they carry much higher fees than index funds, so they contribute more to revenue than their share of assets suggests. BlackRock expects alternatives, especially private markets, to be a major engine of future growth, both in assets and in fees. Over time, this category is likely to grow well beyond its current modest

share of the firm vast asset base.

BlackRock regional mix has changed only gradually over time, despite the firm efforts to grow internationally. The Americas have consistently held around two-thirds of total assets, and have actually maintained or slightly increased that share in recent years, reflecting the enduring scale and depth of the US investment market. International assets, in EMEA and Asia-Pacific together, have hovered around a third of the total. While these international regions have grown strongly in absolute terms, with assets rising year after year, they have not gained much share, because the Americas have grown just as fast. This slow shift underlines how dominant the US market remains, as home to the worlds largest pool of investable assets. BlackRock continues to invest heavily in expanding its European and Asian businesses, which are often more profitable per dollar of assets, but for now the geographic balance of its enormous asset base remains firmly tilted toward the Americas, with international growth adding to the total rather than reshaping it.

Sources

BlackRock quarterly earnings supplements (Form 8-K), 2025-2026 - Source for AUM and base fees by product type and client region.

BlackRock 2024 annual report (Form 10-K) - Source for the Americas at 68 percent of AUM, EMEA at 24 to 25 percent, and regional net flows.

[BlackRock Investor Relations](#) - Reference for official regional disclosures.

Region is based on client domicile, as reported by BlackRock. In its disclosures, the Americas represented around 68 percent of total AUM and 65 percent of base fees, EMEA around 25 percent of AUM and 29 percent of base fees, and Asia-Pacific around 7 percent of AUM. By product type, equities were the largest category at around 53 percent of AUM, and BlackRock states equities held the highest value of assets in every region. Fixed income was second at around 26 percent. The cross-tabulation of product type by region, regional base fees, equity shares by region and the 2025 regional flow figures are reconciled and estimated from BlackRock disclosures, and are approximate for 2026.

STATISTICS REPORT

Assets under management of BlackRock 2026, by investment style and client type

Updated Jun 23, 2026 · businessstats.com/blackrock-aum-investment-style-client-type

\$5.7T ISHARES ETFS	65% INDEX/PASSIVE	39% ETF SHARE
\$6.3T INSTITUTIONS	26% ACTIVE	\$1T CASH MGMT

Overview

Assets under management (AUM) of BlackRock in 2026, by investment style and client type

BlackRock manages more than 14 trillion dollars, but that vast sum is far from uniform. It is spread across different investment styles, from cheap index funds to higher-fee active strategies, and different client types, from individual savers to giant institutions. This report breaks down the assets under management of BlackRock in 2026 by investment style and client type. The mix tells a clear story. Index and ETFs sit at the heart of it.

By style, iShares ETFs are the single largest block, followed by non-ETF index funds and then active strategies. This mix reflects the mix shapes how much the firm earns, as detailed in our [BlackRock operating margin report](#), and complements our [BlackRock AUM by asset class analysis](#).

BlackRock AUM by Investment Style, 2026 (USD trillion)iShares ETFs lead, then index and active.

Data:

Assets under management (AUM) of BlackRock in 2026, split by investment style and client type, in trillion US dollars, based on BlackRock earnings supplements. Compiled by BusinessStats.

Note:

Total AUM is a reported figure; the split by style and client type is reconciled from BlackRock disclosures and is approximate for 2026. Switch views with the toolbar.

ETFs on top: by investment style, iShares ETFs are the single largest block of BlackRock assets at around 5.7 trillion dollars, ahead of non-ETF index funds and active strategies. Cash and advisory make up the rest.

By client type, institutions are the biggest customers, but ETFs, bought by everyone from individuals to institutions, are the largest single channel. The firm overall scale is profiled in our [BlackRock statistics and facts overview](#).

A note on the data. The total AUM is a reported figure, but the precise split by style and client type is reconciled from BlackRock disclosures and is approximate for 2026. Categories can overlap, since ETFs are bought by all client types. The lines between them blur.

Style Table

BlackRock AUM by Investment Style

BlackRock AUM by Investment Style, 2026 (USD tn and share) Click any column to sort

INVESTMENT STYLE	AUM (USD TN)	SHARE
iShares ETFs	\$5.65T	39%
Index (non-ETF)	\$3.95T	27%
Active	\$3.45T	24%
Cash management	\$1.05T	7%
Advisory & other	\$0.30T	2%

The table lists the assets under management of BlackRock by investment style in 2026, in trillion dollars, with each style share of the total. It shows iShares ETFs far ahead, followed by index and active funds, then cash and advisory. Sorting reveals the full order. ETFs sit far out in front. Active and cash trail well behind. The overall order is clear and stable.

By Client Type

BlackRock AUM by Client Type

By client type, BlackRock serves three broad groups: retail investors, ETF buyers, and institutions.

Institutions, such as pension funds and insurers, are the largest customers overall, holding around 6 trillion dollars across active and index strategies. They remain the firm core clients.

ETFs are the largest single channel, at around 5.7 trillion dollars, bought by everyone from individuals to big institutions. Retail investors, buying mutual funds directly, hold a smaller share, a pattern explored in our [BlackRock hub](#).

BlackRock AUM by Client Type, 2026 (USD trillion)ETFs the largest single channel.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and disclosures on AUM by client type and product style, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. The 2026 splits are approximate and reconciled from reported categories and flows. Updated 2026.Switch views with the toolbar.

Institutions and ETFs lead: by client type, ETFs are the largest single channel at around 5.7 trillion dollars, while institutions, split across index and active, are the biggest customer group overall. Retail and cash hold around 1 trillion each.

Cash management, money parked in short-term funds, makes up around 1 trillion dollars, having crossed that mark recently. The mix shows how BlackRock serves the whole market, from the largest pension funds to individual retirement savers. Few firms reach so wide.

Active vs Index

BlackRock AUM: Active vs Index

By investment style, the headline story is the dominance of passive investing. Index strategies, counting both iShares ETFs and non-ETF index funds, make up around 65 percent of all BlackRock assets. Passive is the firm true core. Active is the smaller wing. Cash and advisory are smaller still.

Active strategies, where managers pick investments to try to beat the market, account for only about a quarter, with cash and advisory making up the rest. This heavy tilt toward index investing is the foundation

of the firm, as our [largest asset managers worldwide](#) coverage shows.

BlackRock AUM by Active vs Index Style, 2026 (share) Passive dominates the mix.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and disclosures on AUM by client type and product style, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. The 2026 splits are approximate and reconciled from reported categories and flows. Updated 2026. Switch views with the toolbar.

Passive rules: counting iShares ETFs and non-ETF index funds together, index strategies make up around 65 percent of BlackRock assets, with active only about a quarter and cash and advisory the rest. The firm is, above all, an index house.

The dominance of index strategies reflects the decades-long shift of investor money into cheap, market-tracking funds. BlackRock, as the largest provider, has been the biggest winner of that shift, which is why passive assets so outweigh active ones. The gap widens every year.

Style by Client

Active and Index by Client Type

Splitting each client type into active and index reveals how differently the channels invest. Retail investors lean active, ETFs are almost entirely index, and institutions are split, with more in index than active. The split runs deep.

Institutional clients hold around 3.9 trillion dollars in index strategies and 2.5 trillion in active, while ETFs are overwhelmingly index. This pattern shows how the index tilt runs deepest among ETF buyers and large institutions, a divide seen in our [largest BlackRock multi-asset funds](#) coverage.

BlackRock Active vs Index AUM, by Client Type, 2026 (USD trillion) ETFs all index, retail leans active.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and disclosures on AUM by client type and product style, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. The 2026 splits are approximate and reconciled from reported categories and flows. Updated 2026. Switch views with the toolbar.

An uneven tilt: ETFs are almost entirely index, institutions hold more index than active, while retail investors still lean active. The matrix shows how the move to passive runs deepest among ETF buyers and large institutions.

Retail investors are the exception, still favouring active funds, though even there index products are gaining. The matrix of style and client type captures how the move to passive has spread unevenly across BlackRock customer base. Each channel invests its own way.

Fees by Style

Which Styles Earn BlackRock the Most

Not all styles earn BlackRock the same. Active strategies and ETFs generate far more in fees per dollar managed than plain index funds, which charge rock-bottom rates. Fees vary hugely by style.

This is why ETFs, at around 39 percent of assets, produce about 42 percent of base fees, while low-fee institutional index money earns proportionally less. The link between style and fees is central to the firm economics, as our [biggest companies by value](#) rankings hint.

Effective Fee Rate by Investment Style, 2026 (basis points, illustrative) Active and ETFs earn the most.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and disclosures on AUM by client type and product style, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. The 2026 splits are approximate and reconciled from reported categories and flows. Updated 2026. Switch views with the toolbar.

Style drives fees: active strategies and ETFs earn far more in fees per dollar than cheap index funds. This is why ETFs, at 39 percent of assets, produce about 42 percent of base fees, while low-fee index money earns proportionally less.

The result is that BlackRock earns a disproportionate share of its revenue from active and ETF assets, even though cheap index funds make up a large slice of what it manages. Style, not just size, drives the firm income. Style shapes the bottom line. Richer styles lift revenue most. Cheap index money earns the least.

Institutional Split

BlackRock Institutional AUM Split

Institutional clients, the largest group, split their money between active and index strategies. Of the roughly 6.3 trillion dollars they entrust to BlackRock, the larger share sits in index strategies. Active makes up the rest.

Around 3.9 trillion dollars of institutional money is in index strategies and 2.5 trillion in active. Recently, institutions have pulled money from low-fee index equities while adding to active and private strategies, a shift visible in our [BlackRock assets under management](#) report.

BlackRock Institutional AUM: Index vs Active, 2026 (USD trillion) More index than active.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and disclosures on AUM by client type and product style, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. The 2026 splits are approximate and reconciled from reported categories and flows. Updated 2026. Switch views with the toolbar.

Index-heavy institutions: of the roughly 6.3 trillion dollars institutions entrust to BlackRock, around 3.9 trillion sits in index strategies and 2.5 trillion in active. Recently they have trimmed low-fee index equities while adding active and private strategies.

This rebalancing, out of cheap index and into active and private markets, is a notable trend. It suggests some large investors are seeking returns beyond the market, even as the overall industry continues its long tilt toward passive. The move is gradual, not sudden.

Growth by Style

Which Styles Have Grown Fastest

Not all styles have grown at the same pace. iShares ETFs have grown fastest by far, more than doubling since 2020, as money has poured into low-cost, tradable funds. Demand keeps pouring in.

Index and active funds have grown more slowly, while cash management has swelled in uncertain times. The standout rise of ETFs mirrors the trend across the whole industry, detailed in our [largest US ETF](#)

[providers coverage](#).

BlackRock AUM Growth by Style Since 2020 (multiple)ETFs have grown fastest by far.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and disclosures on AUM by client type and product style, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. The 2026 splits are approximate and reconciled from reported categories and flows. Updated 2026.Switch views with the toolbar.

ETFs out front: iShares ETFs have more than doubled since 2020, growing faster than index, active or cash. Their standout rise keeps lifting their share, steadily turning BlackRock into an ETF and index powerhouse.

The faster growth of ETFs means they keep gaining share within BlackRock, steadily reshaping the mix of assets. What was once a mainly active and institutional firm is now, above all, an ETF and index powerhouse.

2025 Flows

Where the Money Flowed in 2025

The flow of new money in 2025 shows which parts of BlackRock are winning. iShares ETFs led by a huge margin, drawing record inflows of over 500 billion dollars, while some categories saw money leave. The flows reveal real shifts.

Institutional index strategies, mostly low-fee index equities, saw net outflows as some large clients rebalanced, even as ETFs and private markets pulled in money. The split between winners and losers is sharp, as our [Apple and Google comparison coverage](#) illustrates.

BlackRock Net Flows by Category, 2025 (USD billion, estimated)ETFs win, index mandates leak.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and disclosures on AUM by client type and product style, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. The 2026 splits are approximate and reconciled from reported categories and flows. Updated 2026. Switch views with the toolbar.

Winners and losers: iShares ETFs led 2025 flows by a huge margin, drawing over 500 billion dollars, while low-fee institutional index strategies saw net outflows as some clients rebalanced. Cash and private markets also gained.

These flows are steadily reshaping the mix. Money is moving toward ETFs, private markets and cash, and away from low-fee institutional index mandates, gradually shifting the balance of styles and clients within the firm. The mix keeps tilting toward ETFs.

Rise of ETFs

The Rise of ETFs in BlackRock AUM

The most powerful long-run trend in BlackRock asset mix is the rise of ETFs. They have grown from around a quarter of total assets a decade ago to roughly 40 percent today, and keep gaining. No other style grows so fast.

This steady rise reflects the global shift toward cheap, tradable index funds, where iShares is the dominant brand. The trend has reshaped the whole firm, lifting it to the very top of the global asset management industry.

iShares ETFs as a Share of BlackRock AUM, 2014-2026 (%) From a quarter to forty percent.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and disclosures on AUM by client type and product style, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. The 2026 splits are approximate and reconciled from reported categories and flows. Updated 2026. Switch views with the toolbar.

The defining trend: ETFs have grown from around a quarter of BlackRock assets a decade ago to roughly 40 percent today, and keep gaining. As iShares keeps rising, the firm looks ever more like an ETF company at its core.

As ETFs keep gaining share, BlackRock looks ever more like an ETF company at its core. The other styles still matter, but the centre of gravity has shifted decisively toward iShares and index investing. The centre

of gravity has moved.

Size vs Fees

BlackRock AUM: Size vs Fee Share by Style

Plotting each style assets against its share of fees brings the whole picture together. The largest styles by assets are not always the largest by fees, since active and ETF money earns more per dollar. Fees and size do not match.

ETFs lead on both, but active strategies punch above their weight on fees, while cheap index funds earn far less than their size suggests. This gap between assets and fees defines the firm economics, much as in our [big tech revenue statistics](#) coverage.

BlackRock AUM by Style vs Share of Base Fees, 2026 (estimated) Active punches above its weight.

Data:

Derived from BlackRock quarterly earnings supplements (Form 8-K) and disclosures on AUM by client type and product style, compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. The 2026 splits are approximate and reconciled from reported categories and flows. Updated 2026. Switch views with the toolbar.

Assets are not fees: the bars show AUM by style while the line shows each style share of base fees. ETFs lead on both, but active punches above its weight on fees, while cheap index money earns far less than its size suggests.

\$5.7T iShares ETFs Largest style. 65% Index/passive Of all AUM. 39% ETF share 42% of fees.

\$6.3T Institutions Biggest clients.

For BlackRock, the lesson is that the mix of styles matters as much as the total. Growing higher-fee ETF and active assets lifts revenue faster than piling up cheap index money, which is why the firm pushes hardest where fees are richest. Mix matters as much as scale.

Taken together, the breakdown shows a BlackRock dominated by index investing and ETFs, yet still serving the full range of clients, from individual savers to the largest institutions. iShares ETFs are the single biggest block, at around 5.7 trillion dollars. That single block dwarfs the rest.

Whether sliced by investment style or by client type, BlackRock assets reveal a firm built on passive investing but reaching across every corner of the market. The steady rise of ETFs, above all, is reshaping the mix year after year. The shift shows no sign of stopping.

FAQ

Frequently Asked Questions: BlackRock AUM by Style

BlackRock assets under management are split across several investment styles, but index strategies dominate. The single largest block is iShares ETFs, at around 5.7 trillion dollars, or roughly 39 percent of total assets. Next come non-ETF index funds, at around 4 trillion dollars, followed by active strategies, where managers pick investments to try to beat the market, at around 3.5 trillion. Cash management makes up about 1 trillion dollars, with a small advisory and other category. Counting both ETFs and non-ETF index funds together, index, or passive, strategies make up around 65 percent of all BlackRock assets, while active strategies account for only about a quarter. This heavy tilt toward index investing reflects the firm dominance in low-cost, market-tracking funds, especially through its iShares ETF brand, and the broader shift of investor money out of active funds and into passive ones over the past two decades.

BlackRock serves three broad client types: institutions, ETF buyers, and retail investors. Institutions, such as pension funds, insurers and sovereign wealth funds, are the largest customers overall, entrusting around 6.3 trillion dollars to BlackRock, split between roughly 3.9 trillion in index strategies and 2.5 trillion in active. ETFs are the largest single channel, at around 5.7 trillion dollars, bought by everyone from individual savers to large institutions. Retail investors, buying mutual funds directly, hold a smaller share, around 1 trillion dollars, mostly in active funds. Cash management, money held in short-term funds, makes up another 1 trillion or so, having recently crossed that mark. This spread shows how BlackRock serves the entire market, from the largest institutions to individual retirement savers, with ETFs acting as the bridge that links all these client types together.

BlackRock is overwhelmingly a passive, or index, manager. Counting both iShares ETFs and non-ETF index funds, index strategies make up around 65 percent of its total assets under management. Active strategies, where managers try to beat the market, account for only about a quarter, with cash management and advisory making up the rest. This makes BlackRock primarily a provider of low-cost, market-tracking funds, even though it also runs a substantial active business. The dominance of index investing reflects the firm origins: its 2009 acquisition of the iShares ETF business made it the leader in passive investing just as that style was about to boom. Since then, the global shift of investor money out of

expensive active funds and into cheap index products has flowed disproportionately to BlackRock, the largest and cheapest provider. As a result, passive assets now far outweigh active ones, and the gap continues to widen as ETFs keep gaining share.

ETFs earn proportionally more fees than plain institutional index funds because of how they are priced and who buys them. While both track market indexes, ETFs are often bought by retail investors and through advisers, and carry slightly higher fees than the rock-bottom rates charged on huge institutional index mandates. As a result, ETFs make up around 39 percent of BlackRock assets but generate about 42 percent of its base fees, making them more fee-efficient than their size alone suggests. By contrast, low-fee institutional index strategies, where giant clients negotiate very low rates, earn far less per dollar managed. Active strategies earn the most per dollar of all, since they charge the highest fees. This is why the mix of styles matters so much to BlackRock revenue: the firm earns a disproportionate share of its income from ETFs and active assets, even though cheap index money makes up a large slice of what it manages.

BlackRock manages around 5.7 trillion dollars in ETFs through its iShares brand, making it by far the largest ETF provider in the world. This is roughly 39 percent of the firm total assets under management and represents about a third of the entire global ETF market. iShares ETFs are the single largest block of BlackRock assets, ahead of non-ETF index funds and active strategies. They are also the fastest-growing part of the business, having more than doubled since 2020, as investor money has poured into low-cost, tradable index funds. ETFs are bought by all types of clients, from individual savers to large institutions, which is why they form the largest single channel. Crucially, ETFs are also highly fee-efficient, generating about 42 percent of BlackRock base fees despite being 39 percent of assets. Their steady rise is the most powerful trend reshaping the firm asset mix.

BlackRock biggest clients, by assets, are institutions: pension funds, insurance companies, sovereign wealth funds, endowments and other large organisations. Together they entrust around 6.3 trillion dollars to the firm, more than any other client type, split between roughly 3.9 trillion in index strategies and 2.5 trillion in active. These large clients often negotiate very low fees on huge index mandates, so while they hold the most assets, they generate proportionally fewer fees. ETFs, at around 5.7 trillion dollars, are the largest single channel, but they are bought by a mix of clients rather than one group. Retail investors, buying mutual funds directly, hold a smaller share. The dominance of institutional money reflects BlackRock long history of managing assets for the world's largest organisations, a business built up over decades and greatly expanded by its acquisitions and its index and technology offerings.

Investment style and client type are two different ways of slicing BlackRock assets. Investment style refers to how the money is managed: actively, where managers pick investments to try to beat the market; or passively, through index funds and ETFs that simply track a market benchmark at low cost. Client type refers to who the money belongs to: retail investors, meaning individuals; institutions, such as pension funds and insurers; or ETF buyers, a channel that cuts across both. The two dimensions overlap. For example, an institution might hold both active and index strategies, while ETFs are almost entirely passive but bought by all client types. Looking at both together gives a fuller picture of BlackRock business than either alone. It shows not just how much the firm manages, but how it is invested and for whom, which in turn helps explain how much the firm earns in fees from different parts of its enormous asset base.

Some institutional clients have recently been trimming their low-fee index holdings, though it is too early to call it a broad reversal of the shift to passive. In 2025, BlackRock saw net outflows from institutional index strategies, concentrated in low-fee index equities, as some large clients rebalanced their portfolios after strong market gains. At the same time, those institutions added money to active strategies, private markets and systematic funds. This suggests that some big investors are seeking returns beyond simply tracking the market, particularly in private credit, infrastructure and other alternatives. However, this is a selective rebalancing by some clients rather than a wholesale abandonment of index investing, which remains the dominant style across BlackRock and the wider industry. The outflows from institutional index were also partly a matter of fees: because these mandates are so cheap, losing them has a much smaller effect on revenue than their size suggests.

BlackRock ETFs, run under the iShares brand, are the fastest-growing part of its business. ETF assets have more than doubled since 2020, reaching around 5.7 trillion dollars, and now make up roughly 39 to 40 percent of total assets under management, up from around a quarter a decade ago. In 2025 alone, iShares drew record net inflows of over 500 billion dollars, far more than any other part of the firm. This rapid growth reflects the global shift toward cheap, tradable index funds, where iShares is the dominant provider, holding about a third of the entire global ETF market. The growth has been broad, spanning equity, bond, and even digital-asset ETFs, with the iShares Bitcoin Trust among the fastest-growing funds in history. As ETFs keep gaining share, they are steadily reshaping BlackRock asset mix, turning what was once a mainly active and institutional firm into, above all, an ETF and index powerhouse.

Yes, the mix of investment styles affects BlackRock revenue significantly, because different styles earn very different fees per dollar managed. Active strategies charge the highest fees, ETFs charge moderate fees, and huge institutional index mandates charge the lowest of all. This means the firm earns a disproportionate share of its revenue from active and ETF assets, even though cheap index money makes



up a large part of what it manages. For example, ETFs are about 39 percent of assets but generate around 42 percent of base fees, while low-fee institutional index money earns far less than its size suggests. As a result, BlackRock revenue depends not just on how much it manages but on the mix: growing higher-fee ETF and active assets lifts income faster than piling up cheap index money. This is why the firm focuses its efforts where fees are richest, such as ETFs, active strategies and private markets, even as low-fee index assets keep swelling its total.

Sources

BlackRock quarterly earnings supplements (Form 8-K), 2025-2026 - Source for AUM by client type and product style.

BlackRock Q3 2025 earnings - Source for ETFs at 39 percent of AUM and 42 percent of base fees, and the 1 trillion dollar cash milestone.

[BlackRock Investor Relations](#) - Reference for official AUM disclosures.

Total AUM is a reported figure from BlackRock filings, at more than 14 trillion dollars in 2026. The split by investment style and client type is reconciled from BlackRock disclosures on AUM by client type (retail, ETFs, institutional) and product style (active, index, ETF, cash, advisory), together with reported flow data. iShares ETFs represent around 39 percent of AUM but about 42 percent of base fees. In 2025, iShares drew record net inflows above 500 billion dollars while institutional index strategies, mainly low-fee index equities, saw net outflows. The 2026 splits by style and client type are approximate, since categories overlap and BlackRock does not publish every cross-tabulation. Fee rates by style are illustrative estimates.

STATISTICS REPORT

Total assets under management of BlackRock 2008–Q2 2026

Updated Jun 23, 2026 · businessstats.com/assets-under-management-blackrock

\$14.04T 2025 RECORD	\$13.89T Q1 2026	10x SINCE 2008
\$1.31T 2008 AUM	2009 ISHARES DEAL	\$698B 2025 INFLOWS

Overview

Total assets under management (AUM) of BlackRock from 2008 to 2nd quarter of 2026

Few companies have grown as dramatically as BlackRock. Its total assets under management have climbed from around 1.3 trillion dollars in 2008 to nearly 14 trillion by the second quarter of 2026. This report tracks the total AUM of BlackRock across that whole period. The trajectory has been almost vertical. Each decade has lifted it to new heights. The overall ascent has been remarkably steady and sustained.

The single biggest leap came in 2009, when BlackRock bought the iShares ETF business and tripled in size overnight. The detailed split of these assets is shown in our [BlackRock AUM by asset class](#) report, while the wider firm is profiled in our [BlackRock statistics and facts](#) overview.

BlackRock Total AUM, 2008 to Q2 2026 (USD trillion)From 1.3 to nearly 14 trillion dollars.

Data:

Total assets under management (AUM) of BlackRock from 2008 to the second quarter of 2026, in trillion US dollars, based on BlackRock annual reports and quarterly earnings. Compiled by BusinessStats.

Note:

Year-end and recent quarterly figures are reported actuals; some intermediate quarters are estimated, and the second quarter of 2026 is a mid-year estimate as it had not been reported.Switch views with the

toolbar.

A tenfold climb: total AUM of BlackRock has grown from around 1.3 trillion dollars in 2008 to nearly 14 trillion by 2026. The huge step up in 2009 is the iShares acquisition; the dips in 2022 and early 2026 are market falls.

Since then, BlackRock has grown almost without pause, lifted by rising markets, huge inflows into its index funds, and a string of acquisitions. It has been the largest asset manager in the world since 2009, a dominance examined in our [largest asset managers worldwide](#) report.

A note on the data. Year-end and recent quarterly figures are reported actuals from BlackRock filings, but some intermediate quarters are estimated. The second quarter of 2026 is a mid-year estimate, as it had not yet been reported when this was compiled. The broad shape of the data is unmistakable.

AUM Table

BlackRock Total AUM at Key Points

BlackRock Total AUM (USD tn) and Year-on-Year ChangeClick any column to sort

PERIOD	TOTAL AUM (USD TN)	CHANGE
2008	\$1.31T	+0%
2009	\$3.35T	+156%
2013	\$4.32T	+14%
2016	\$5.15T	+11%
2018	\$5.98T	-5%
2020	\$8.68T	+17%
2021	\$10.01T	+15%
2022	\$8.59T	-14%
2024	\$11.55T	+15%
2025	\$14.04T	+22%
Q1 2026	\$13.89T	-1%
Q2 2026	\$14.20T	+2%



The table lists the total assets under management of BlackRock at key points from 2008 to 2026, in trillion dollars, with the year-on-year change. It shows the 2009 surge, the dips in 2018 and 2022, and the record reached in 2025. Sorting reveals the full picture.

iShares Deal

How the iShares Deal Transformed BlackRock AUM

The defining moment in BlackRock history came in December 2009, when it completed the purchase of Barclays Global Investors, including the iShares ETF brand, for about 13.5 billion dollars. Overnight, its AUM jumped from around 1.3 trillion to 3.35 trillion. One deal redrew the entire industry. The balance of power shifted in a day.

This single deal more than doubled the size of BlackRock and made it the largest asset manager in the world, a title it has held ever since. It also handed the firm the iShares business that now dominates the ETF market, as shown in our [largest US ETF providers](#) coverage.

BlackRock AUM Before and After the iShares Deal (USD trillion)A tripling almost overnight.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings releases (Form 8-K), compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Year-end totals are reported actuals; some quarters and the 2026 figures are estimates. Updated 2026.Switch views with the toolbar.

Tripled overnight: the December 2009 purchase of Barclays Global Investors and iShares lifted BlackRock AUM from around 1.3 trillion dollars to 3.35 trillion, making it the largest asset manager in the world in a single step.

The acquisition transformed BlackRock from a mainly active, fixed-income manager into the worlds leading provider of low-cost index funds. It was the foundation on which all of the firm later growth was built, a turning point in the history of finance. No acquisition before it had such reach.

Recent Quarters

BlackRock AUM by Quarter, 2025-2026

The most recent quarters show both the scale and the volatility of BlackRock assets. After ending 2025 at a record 14.04 trillion dollars, AUM dipped slightly to 13.89 trillion in the first quarter of 2026. The record proved hard to hold onto.

The dip came not from clients leaving, the firm actually took in around 130 billion dollars of new money, but from falling markets early in 2026 that reduced the value of its holdings. This sensitivity to markets is a recurring theme in our [BlackRock hub](#).

BlackRock AUM by Quarter, Q1 2025 to Q2 2026 (USD trillion) A record, then a market dip.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings releases (Form 8-K), compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Year-end totals are reported actuals; some quarters and the 2026 figures are estimates. Updated 2026. Switch views with the toolbar.

Record then dip: after hitting a record 14.04 trillion dollars at the end of 2025, BlackRock AUM slipped to 13.89 trillion in Q1 2026 as markets fell, despite 130 billion dollars of inflows, before recovering toward 14.2 trillion.

By the second quarter of 2026, AUM is estimated to have recovered toward 14.2 trillion dollars as markets steadied. The pattern shows how, even for the largest manager, quarterly assets swing with the ups and downs of global stocks and bonds. Markets giveth and markets taketh away. The firm rides every wave they make. Its enormous size only magnifies the swings.

Yearly Change

Year-on-Year Change in BlackRock AUM

Looking at the year-on-year change in AUM reveals how uneven the growth has been. Most years have seen solid gains, but several have brought sharp falls when markets dropped. The pattern is one of climbs and stumbles.

The worst year was 2022, when AUM fell about 14 percent as rising interest rates hit both stocks and bonds. Smaller declines came in 2011 and 2018, while the strongest gains came in years like 2019 and 2025, a volatility echoed across our [big tech revenue statistics](#) coverage.

BlackRock AUM Year-on-Year Change, 2010-2025 (%) Mostly up, with sharp down years.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings releases (Form 8-K), compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Year-end totals are reported actuals; some quarters and the 2026 figures are estimates. Updated 2026. Switch views with the toolbar.

Volatile growth: most years brought solid gains, but AUM fell about 14 percent in 2022 and dipped in 2011 and 2018 when markets dropped. The strongest gains came in years like 2019 and 2025.

These swings underline how closely BlackRock fortunes track financial markets. Because most of its assets are invested in stocks and bonds, a good or bad year for markets quickly shows up in the total it manages and the fees it earns. Its results rise and fall with the market. A bad quarter can erase a record fast.

Growth by Era

BlackRock AUM Growth by Era

Breaking the period into five-year eras shows steady, powerful growth. In every era, BlackRock has added trillions of dollars to its assets, though the pace has varied. Yet every era ended far above where it began.

The fastest growth came in the most recent era, from 2023 to 2026, when AUM jumped from around 10 trillion to over 14 trillion, helped by strong markets and major acquisitions. The scale of these jumps rivals anything in our [biggest companies by value](#) rankings.

BlackRock AUM at the Start and End of Each Era (USD trillion) Trillions added every five years.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings releases (Form 8-K), compiled by BusinessStats.

Note:



All figures are in trillion US dollars unless stated. Year-end totals are reported actuals; some quarters and the 2026 figures are estimates. Updated 2026. Switch views with the toolbar.

Steady, powerful growth: in every five-year era BlackRock has added trillions of dollars. The fastest growth came from 2023 to 2026, when AUM jumped from around 10 trillion to over 14 trillion.

Even the slower eras saw BlackRock grow substantially. The consistency of this expansion, decade after decade, is what has carried the firm from a 1.3 trillion dollar manager to a 14 trillion dollar colossus.

Net Inflows

Net Inflows Driving BlackRock AUM

A big part of BlackRock growth has come from net inflows, the new money clients add on top of market gains. These have grown larger over time, reaching a record of around 698 billion dollars in 2025. No rival has ever gathered money so fast. The inflows keep widening its lead.

Most of this money has flowed into low-cost index funds and ETFs, especially the iShares range, reflecting the global shift toward passive investing. The funds drawing the most money are detailed in our [largest ETFs by market cap coverage](#).

BlackRock Annual Net Inflows, 2016-2025 (USD billion) A record haul in 2025.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings releases (Form 8-K), compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Year-end totals are reported actuals; some quarters and the 2026 figures are estimates. Updated 2026. Switch views with the toolbar.

Record inflows: net new money has grown over time, reaching a record of around 698 billion dollars in 2025. Most has flowed into low-cost iShares index funds and ETFs, the engine of BlackRock growth.

Strong inflows matter because they grow the firm assets even when markets are flat, and they tend to be sticky, staying invested for years. They are a more reliable source of growth than market gains, which can reverse quickly, as they did in 2022. Sticky money is the firm single steadiest fuel.

Milestones

BlackRock AUM Milestones

BlackRock has crossed a series of remarkable milestones. It passed 3 trillion dollars in 2009 thanks to the iShares deal, reached 5 trillion in 2016, and crossed 10 trillion for the first time in 2021. Each leap came sooner than the one before. The trillions now pile up quickly.

The latest milestone came at the end of 2025, when BlackRock became the first asset manager in history to manage more than 14 trillion dollars. Each new threshold has come faster than the last, a momentum mirrored in our [number of BlackRock funds by region analysis](#).

BlackRock AUM at Key Milestones (USD trillion) Each threshold reached faster.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings releases (Form 8-K), compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Year-end totals are reported actuals; some quarters and the 2026 figures are estimates. Updated 2026. Switch views with the toolbar.

Faster and faster: BlackRock passed 3 trillion dollars in 2009, 5 trillion in 2016, 10 trillion in 2021, and became the first manager ever above 14 trillion in 2025. The gaps between milestones keep shrinking.

The shrinking gaps between milestones show how growth has accelerated. It took years to add the early trillions, but in recent times BlackRock has been adding trillions at a pace no other asset manager has ever matched. The acceleration shows no sign of stopping.

Growth Multiple

How Many Times BlackRock AUM Has Grown

Measured from its 2008 starting point, the growth of BlackRock is staggering. Its assets under management are now more than ten times what they were in 2008, a roughly tenfold increase in under two decades. Few large firms have ever grown so fast. Scale did not slow it down at all.

Much of that multiple came from the single 2009 acquisition, which alone more than doubled the firm, but the rest reflects steady organic growth and rising markets. The compounding of scale is a force seen across our [Apple and Google comparison](#) coverage.

BlackRock AUM as a Multiple of its 2008 LevelMore than ten times larger.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings releases (Form 8-K), compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Year-end totals are reported actuals; some quarters and the 2026 figures are estimates. Updated 2026.Switch views with the toolbar.

Tenfold and counting: measured from 2008, BlackRock AUM is now more than ten times larger, a roughly tenfold rise in under two decades. The 2009 deal alone more than doubled the firm.

A tenfold rise in assets over such a period is extraordinary for a firm already large at the start. It reflects both the power of the shift to index investing and BlackRock skill in positioning itself at the very centre of that shift. Timing and scale together did the rest.

Added by Era

Assets BlackRock Has Added by Era

Looking at how much BlackRock has added in each five-year era shows where the growth has been concentrated. The firm added the most in its two most recent eras, each bringing around 4 trillion dollars of new assets. The recent pace dwarfs the early years. Growth has sped up, not faded.

The 2008 to 2013 era was boosted by the one-off iShares acquisition, while the 2018 to 2023 and 2023 to 2026 eras were driven by booming markets and inflows. The middle years grew more slowly, a pattern detailed in our [largest BlackRock multi-asset funds coverage](#).

BlackRock AUM Added per Five-Year Era (USD trillion)The recent eras added the most.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings releases (Form 8-K), compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Year-end totals are reported actuals; some quarters and the 2026 figures are estimates. Updated 2026.Switch views with the toolbar.

Accelerating, not slowing: BlackRock added the most in its two most recent eras, each bringing around 4 trillion dollars of new assets. As the firm has grown larger, it has added assets faster.

The acceleration in recent eras is striking. As BlackRock has grown larger, it has added assets faster, not slower, defying the usual expectation that giant firms struggle to keep growing at pace. Bigger has somehow meant faster, not slower.

Size vs Growth

BlackRock AUM: Size vs Yearly Growth

Plotting total AUM against its yearly growth rate brings the whole story together. The assets have climbed steadily larger, while the growth rate has swung between strong gains and occasional sharp falls. The two together capture the whole story.

The combination shows a firm that grows powerfully over time but remains exposed to market swings in any single year. This blend of long-run strength and short-run volatility defines BlackRock as an investment. Strength over time, turbulence in any year.

BlackRock Total AUM vs Yearly Growth Rate (estimated)Steady size, volatile growth.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings releases (Form 8-K), compiled by BusinessStats.

Note:

All figures are in trillion US dollars unless stated. Year-end totals are reported actuals; some quarters and the 2026 figures are estimates. Updated 2026.Switch views with the toolbar.

Strength meets volatility: the bars show total AUM climbing steadily larger, while the line shows the yearly growth rate swinging between strong gains and sharp falls, as in 2022. Long-run strength, short-run swings.

\$14T+2026 AUMNear record. 10xSince 2008From \$1.3T. 2009iShares dealTripled AUM. \$698B2025 inflowsAll-time record.

For investors, the lesson is that BlackRock long-term trajectory has been relentlessly upward, even as individual years bring ups and downs. Its sheer scale and central role in index investing have kept it growing through every cycle. The long climb has outlasted every dip. Each setback gave way to a new



record.

Taken together, the figures tell a remarkable story: the total assets under management of BlackRock have grown more than tenfold since 2008, from around 1.3 trillion dollars to nearly 14 trillion, with the 2009 iShares deal as the great turning point. Everything since has built on that base.

Whether viewed over the long run or quarter by quarter, BlackRock has become a financial colossus. Its assets dip in bad years and surge in good ones, but the long-term direction has been relentlessly upward, and shows little sign of changing.

FAQ

Frequently Asked Questions: BlackRock AUM

As of the second quarter of 2026, BlackRock manages an estimated 14.2 trillion US dollars in total assets, making it by far the largest asset manager in the world. The firm ended 2025 at a record 14.04 trillion dollars, then dipped slightly to 13.89 trillion in the first quarter of 2026 as markets fell, before recovering. This total has grown enormously over time: in 2008, BlackRock managed only around 1.3 trillion dollars, so its assets have increased more than tenfold in under two decades. The growth has come from rising markets, record inflows into its low-cost index funds, and a series of major acquisitions. BlackRock total AUM is now larger than the annual economic output of every country in the world except the United States and China, underlining the extraordinary scale the firm has reached.

BlackRock grew so big through a combination of one transformational acquisition and decades of steady expansion. The pivotal moment came in December 2009, when it bought Barclays Global Investors, including the iShares ETF brand, for about 13.5 billion dollars. This single deal tripled the firm size, lifting its AUM from around 1.3 trillion to 3.35 trillion dollars and making it the largest asset manager in the world. After that, BlackRock rode the global shift toward low-cost index funds and ETFs, where iShares is the dominant provider, attracting enormous inflows year after year. Rising stock and bond markets lifted the value of its assets further, and more recent acquisitions in private markets, such as infrastructure and private credit, added still more. Together, these forces have grown BlackRock from a mainly active bond manager into a 14 trillion dollar colossus.

The iShares acquisition was the deal that transformed BlackRock into the worlds largest asset manager.

In June 2009, BlackRock agreed to buy Barclays Global Investors (BGI) from the British bank Barclays for about 13.5 billion dollars, completing the deal in December 2009. BGI included iShares, then the leading range of exchange-traded funds. The acquisition more than doubled BlackRock assets under management,

taking them from around 1.3 trillion dollars to about 3.35 trillion, and instantly made BlackRock the biggest asset manager in the world. Crucially, it also gave the firm a dominant position in ETFs just as passive, index-based investing was about to boom. The iShares business has since become the engine of BlackRock growth, holding trillions of dollars and around a third of the global ETF market. It is widely regarded as one of the most successful acquisitions in financial history.

BlackRock total AUM fell from a record 14.04 trillion dollars at the end of 2025 to 13.89 trillion in the first quarter of 2026, a decline of around 150 billion dollars. Importantly, this drop was not caused by clients withdrawing money; in fact, BlackRock attracted around 130 billion dollars of net new inflows during the quarter. Instead, the fall was due to declining financial markets early in 2026, which reduced the value of the stocks and bonds the firm holds for its clients. Because the great majority of BlackRock assets are invested in markets, a downturn directly lowers the total it manages, even when new money is still flowing in. This illustrates a key feature of the asset management business: AUM, and the fees earned on it, rise and fall with markets. By later in 2026, AUM was estimated to have recovered as markets steadied.

The most BlackRock has ever managed is 14.04 trillion dollars, the record it reached at the end of 2025. This made it the first asset manager in history to cross the 14 trillion dollar mark. The milestone capped a remarkable year in which the firm attracted record net inflows of around 698 billion dollars and completed major acquisitions in private markets. After reaching that peak, AUM dipped slightly to 13.89 trillion dollars in the first quarter of 2026 as markets fell, before recovering toward an estimated 14.2 trillion by mid-year. BlackRock has been setting new records regularly as its assets have grown, crossing 5 trillion dollars in 2016 and 10 trillion in 2021. Given the firm continued strong inflows and the long-term growth of markets, it is widely expected to set further records in the years ahead, though its assets will continue to dip in difficult market years.

BlackRock assets under management have grown more than tenfold since 2008. At the end of 2008, the firm managed around 1.3 trillion dollars; by 2026, that figure had risen to roughly 14 trillion, an increase of more than ten times in under two decades. A large part of this jump came from the single 2009 acquisition of the iShares business, which alone more than doubled the firm size. The rest reflects steady organic growth, driven by the global shift into low-cost index funds, huge net inflows, rising stock and bond markets, and further acquisitions. A tenfold increase is extraordinary for a company that was already very large at the start of the period. It reflects both the power of the move toward passive, index-based investing and BlackRock success in positioning itself at the centre of that shift as the dominant provider of ETFs.

BlackRock total assets under management have fallen in only a handful of years, always because of declining markets rather than clients leaving. The sharpest fall came in 2022, when AUM dropped about 14 percent, from around 10 trillion dollars to 8.6 trillion, as surging inflation prompted central banks to raise interest rates rapidly, sending both stock and bond prices tumbling. Smaller declines occurred in 2011 and 2018, both difficult years for markets. There was also a dip in the first quarter of 2026, when AUM slipped from the end-2025 record as markets fell early in the year. In each case, the decline was driven by falling asset values, not by investors withdrawing money; indeed, BlackRock often took in new money even in its down years. Each time, AUM recovered strongly in the following period, continuing the firm long-term upward trajectory.

BlackRock total AUM of around 14 trillion dollars makes it comfortably the largest asset manager in the world, and its lead has been widening. Its nearest rival, Vanguard, manages around 12 trillion dollars, while the next tier of firms, including Fidelity, UBS and State Street, each manage several trillion. BlackRock has held the top spot since 2009, when the iShares acquisition vaulted it ahead of the competition. What sets it apart is the combination of its dominant index and ETF business, its Aladdin technology platform used across the industry, and its growing presence in private markets following recent acquisitions. The gap between BlackRock and even its closest competitors is measured in trillions of dollars, and its continued strong inflows suggest that gap is more likely to grow than to shrink. Its scale gives it unusual influence over global markets and corporate governance.

BlackRock looks well placed to keep growing over the long term, though its assets will continue to fluctuate with markets in the short term. Several forces support further growth: the ongoing global shift of money into low-cost index funds and ETFs, where BlackRock is the dominant provider; its expansion into higher-fee private markets through recent acquisitions; and the spread of ETF investing beyond the United States. The firm continues to attract huge inflows, including a record 698 billion dollars in 2025. The main risk is its heavy exposure to financial markets: a prolonged downturn would reduce its assets and fees, as happened in 2022 and briefly in early 2026. Over time, however, the structural trends toward passive investing and the long-run rise of markets have repeatedly pushed its assets to new records. Most analysts therefore expect BlackRock total AUM to keep climbing, setting further milestones in the years ahead.

Assets under management, or AUM, is the total market value of all the investments a firm manages on behalf of its clients. For BlackRock, this includes money held in its index and active funds, its iShares ETFs, segregated institutional mandates, cash management products and, increasingly, private-market assets such as infrastructure and private credit. The figure is calculated by adding up the current market value of all these holdings, which means it changes constantly as markets move. AUM rises in two main ways:



through net inflows, when clients add more money than they withdraw, and through market appreciation, when the value of the existing holdings goes up. It falls when markets drop or when clients withdraw more than they add. Because most of BlackRock assets are invested in stocks and bonds, its AUM is highly sensitive to market movements, which is why the total can swing by hundreds of billions of dollars from one quarter to the next, as it did in early 2026.

Sources

BlackRock annual reports (Form 10-K), 2008-2025 - Source for year-end total AUM.

BlackRock quarterly earnings (Form 8-K), Q4 2025 and Q1 2026 - Source for the record 14.04 trillion and the 13.89 trillion Q1 2026 figure.

[BlackRock Investor Relations](#) - Reference for official AUM data.

Year-end total AUM figures are reported actuals from BlackRock filings, rising from around 1.31 trillion dollars in 2008 to 3.35 trillion in 2009 after the iShares acquisition, and to a record 14.04 trillion at the end of 2025. BlackRock reported AUM of 13.89 trillion dollars at March 31, 2026 (Q1 2026), down from the record as markets fell despite around 130 billion dollars of net inflows. Some intermediate quarters are estimated, and the second-quarter 2026 figure of around 14.2 trillion is a mid-year estimate, as that quarter had not been reported when this was compiled. Net inflows, milestones and growth multiples are derived from these figures.

STATISTICS REPORT

Assets under management of BlackRock 2014-2026, by asset class

Updated Jun 23, 2026 · businessstats.com/aum-by-type-blackrock

\$14T+ 2026 AUM	\$8T+ EQUITIES	\$3.5T FIXED INCOME
6x ALTS GROWTH	\$4.7T 2014 AUM	2009 WORLD #1 SINCE

Overview

Assets under management (AUM) of BlackRock from 2014 to 2026, by asset class

BlackRock is the largest asset manager in the world, and the way its money is spread across asset classes reveals how the firm has grown. This report tracks the assets under management of BlackRock from 2014 to 2026, broken down by asset class, in trillion US dollars. The trend reveals how the firm has evolved. Each class tells part of the story. Together they map the firm rise to the top. The mix explains how it grew so vast.

Over these years, total AUM of BlackRock has climbed from around 4.7 trillion dollars to a record of more than 14 trillion. Much of that growth came from equities, especially the iShares ETFs analysed in our [largest ETFs by market cap](#) report.

BlackRock AUM by Asset Class, 2014-2026 (USD trillion)Equities lead a near-tripling of assets.

Data:

Assets under management (AUM) of BlackRock from 2014 to 2026, split by asset class, in trillion US dollars, based on BlackRock annual reports and earnings releases. Compiled by BusinessStats.

Note:

Total AUM figures are reported actuals; the asset-class split for some earlier years is estimated, and a small advisory and other category is folded into cash. Switch views with the toolbar.

A near-tripling, led by equities: total AUM of BlackRock has climbed from around 4.7 trillion dollars in 2014 to over 14 trillion, with equities, mostly iShares ETFs, the largest and fastest-growing block in absolute terms.

Equities are by far the largest asset class, followed by fixed income, with multi-asset, alternatives and cash making up the rest. The firm overall scale and history are covered in our [BlackRock statistics and facts overview](#).

A note on the data. The total AUM figures are reported actuals from BlackRock annual reports, but the precise asset-class split for some earlier years is estimated, and a small advisory and other category is folded into cash. The 2026 figure is a mid-year estimate. The broad shape of the data, though, is clear.

Class Table

BlackRock AUM by Asset Class: 2014 vs 2026

BlackRock AUM by Asset Class (USD tn): 2014 vs 2026 Click any column to sort

ASSET CLASS	2014 (USD TN)	2026 (USD TN)
Equity	\$2.45T	\$8.05T
Fixed income	\$1.20T	\$3.45T
Multi-asset	\$0.34T	\$1.25T
Cash & advisory	\$0.55T	\$1.13T
Alternatives	\$0.11T	\$0.62T

The table lists the assets under management of BlackRock by asset class, showing 2014 alongside 2026, both in trillion dollars. It reveals how every class has grown, with equities expanding most in absolute terms and alternatives fastest in percentage terms. Sorting reveals the full order.

2026 Split

BlackRock AUM by Asset Class in 2026

As of 2026, the assets under management of BlackRock are dominated by equities. Stock strategies, mostly iShares ETFs, account for more than 8 trillion dollars, well over half of the firm total. No other class comes close to its size. Equities stand in a league of their own. They dwarf every other class combined. More than half the money is in stocks. The tilt has only deepened over time.

Fixed income is the second largest class at around 3.5 trillion dollars, followed by multi-asset, cash and alternatives. This mix shows how central index equity investing has become to BlackRock, a dominance also clear in our [largest US ETF providers](#) coverage.

BlackRock AUM by Asset Class, 2026 (share of total, estimated) Equities are over half the total.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings, compiled by BusinessStats.

Note:

All figures are in trillion US dollars. Year-end totals are reported actuals; asset-class splits for some years are estimated. The 2026 figure is a mid-year estimate. Updated 2026. Switch views with the toolbar.

Equities dominate: stock strategies make up well over half of BlackRock AUM in 2026, at more than 8 trillion dollars, followed by fixed income near 3.5 trillion. Multi-asset, cash and alternatives share the rest.

The smallest class, alternatives, is also the fastest growing, boosted by recent acquisitions in private markets. Even so, it remains a modest share of the total, underlining how much of the firm money still sits in traditional stocks and bonds. Private markets are a deliberate new direction. The firm wants higher-fee growth there. Index fees have been squeezed for years. Margins on the cheapest trackers are now wafer-thin.

Total Growth

BlackRock Total AUM Growth, 2014-2026

The total assets under management of BlackRock have grown dramatically over the period. From around 4.7 trillion dollars in 2014, AUM reached a record of more than 14 trillion by the end of 2025. The climb has been steep and sustained. Each recovery reached a new high.

Growth has not been smooth. AUM dipped in 2018 and fell sharply in 2022 as markets dropped, before recovering strongly. The long-run climb mirrors the rise of the whole industry, detailed in our [largest asset managers worldwide](#) report.

BlackRock Total AUM, 2014-2026 (USD trillion) Past 14 trillion, despite two dips.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings, compiled by BusinessStats.

Note:

All figures are in trillion US dollars. Year-end totals are reported actuals; asset-class splits for some years are estimated. The 2026 figure is a mid-year estimate. Updated 2026. Switch views with the toolbar.

From 4.7 to 14 trillion: total AUM dipped in 2018 and fell sharply in 2022 as markets dropped, before surging to a record over 14 trillion in 2025, the first asset manager ever to cross that line.

The biggest single leap came in 2025, when AUM jumped from around 11.5 trillion to over 14 trillion, helped by rising markets, record inflows and major acquisitions. It made BlackRock the first asset manager ever to cross the 14 trillion dollar mark. No rival had ever reached such heights. The milestone underlined its dominance.

Equity AUM

BlackRock Equity AUM Over Time

Equities are the engine of BlackRock growth. Equity AUM has risen from around 2.5 trillion dollars in 2014 to over 8 trillion in 2026, more than tripling over the period. Stocks have powered almost all the growth. The iShares engine never stopped running. Inflows poured in year after year. Cheap funds kept winning new savers. The iShares brand pulled in the crowds. Its enormous scale made such low fees possible.

Most of this is passive, tracking indexes through iShares ETFs, which have drawn enormous inflows as investors shift to low-cost funds. The surge reflects the broader move to index investing, a force seen across our [top global fund groups](#) coverage.

BlackRock Equity AUM, 2014-2026 (USD trillion, estimated) The engine of growth.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings, compiled by BusinessStats.

Note:

All figures are in trillion US dollars. Year-end totals are reported actuals; asset-class splits for some years are estimated. The 2026 figure is a mid-year estimate. Updated 2026. Switch views with the toolbar.

More than tripled: equity AUM has risen from around 2.5 trillion dollars in 2014 to over 8 trillion in 2026, mostly passive iShares ETF money. It is the single biggest driver of BlackRock results.

Because equities are so dominant, the fortunes of BlackRock are closely tied to stock markets. When shares rise, AUM and fees swell; when they fall, as in 2022, the firm assets shrink, making equity markets the single biggest driver of its results. Equity swings move the whole business. A market crash hits its assets at once.

Mix Shift

How BlackRock AUM Mix Has Shifted

The mix of asset classes within BlackRock has shifted over time. Equities have grown from just over half of AUM to a slightly larger share, while cash and fixed income have edged down in relative terms. The shifts have been gradual but real. The mix is slowly tilting toward equities.

The most striking change is the rise of alternatives, which, though still small, has grown faster than any other class. This reflects a deliberate push into private markets, a strategy discussed in our [BlackRock hub](#).

BlackRock AUM Mix by Asset Class, 2014-2026 (% share, estimated) A slow tilt toward equities and alternatives.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings, compiled by BusinessStats.

Note:

All figures are in trillion US dollars. Year-end totals are reported actuals; asset-class splits for some years are estimated. The 2026 figure is a mid-year estimate. Updated 2026. Switch views with the toolbar.

Stable yet shifting: equities have edged up as a share of AUM while cash and fixed income have eased back. The most striking change is the slow rise of alternatives, still small but growing fastest.

Despite these shifts, the overall picture is remarkably stable: equities dominate, fixed income is a solid second, and the other classes trail, a balance also visible in our [number of BlackRock funds by region](#)

analysis. BlackRock remains, at its core, a giant index equity and bond manager. That core identity has barely changed. It is still an index house at heart. Low-cost trackers remain its foundation. Everything else is built around them.

2014 vs 2026

BlackRock AUM by Class: 2014 vs 2026

Comparing 2014 with 2026 shows how each asset class has grown. Every class is far larger, but the scale of the increase varies sharply between them.

Equity AUM has more than tripled, from around 2.5 to over 8 trillion dollars, while alternatives have grown roughly six-fold from a tiny base. The contrast in growth is as wide as anything in our [biggest companies by value rankings](#).

BlackRock AUM by Asset Class: 2014 vs 2026 (USD trillion, estimated) Every class far larger.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings, compiled by BusinessStats.

Note:

All figures are in trillion US dollars. Year-end totals are reported actuals; asset-class splits for some years are estimated. The 2026 figure is a mid-year estimate. Updated 2026. Switch views with the toolbar.

All bigger, but unevenly: equity AUM has more than tripled while alternatives have grown roughly six-fold from a tiny base. The widest gaps belong to the classes BlackRock has pushed hardest.

The widest gaps belong to the classes BlackRock has pushed hardest: equities through iShares and alternatives through acquisitions. The more traditional cash and fixed income businesses have grown more steadily. The traditional businesses grew at a calmer pace.

Fastest Growth

Which BlackRock Asset Classes Grew Fastest

Measured by growth multiple, alternatives have expanded fastest, growing around six times over since 2014, driven by acquisitions in private markets such as infrastructure and private credit. The acquisitions transformed the unit overnight. A small business suddenly became sizeable.



Equities and multi-asset have also grown strongly, each more than tripling, while fixed income and cash have grown more modestly. The pattern shows where BlackRock has chosen to expand, a strategic tilt echoed in our [big tech revenue statistics](#) coverage.

BlackRock AUM Growth by Class, 2014-2026 (multiple of 2014 AUM, estimated) Alternatives grew fastest.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings, compiled by BusinessStats.

Note:

All figures are in trillion US dollars. Year-end totals are reported actuals; asset-class splits for some years are estimated. The 2026 figure is a mid-year estimate. Updated 2026. Switch views with the toolbar.

Alternatives lead the pace: measured by growth multiple, alternatives have expanded around six times since 2014, ahead of equities and multi-asset, which each more than tripled. Fixed income and cash grew more modestly.

Fast growth from a small base is easy; the impressive feat is that equities have more than tripled despite already being enormous. That combination of size and speed is what keeps BlackRock so far ahead of its rivals. Size and speed together are its great edge. Few rivals can match either alone.

Alternatives

BlackRock Alternatives AUM Surge

Alternatives are the smallest of the main asset classes but the most strategically important for BlackRock future. AUM in alternatives has grown from around 0.1 trillion dollars in 2014 to over 0.6 trillion in 2026. The pace picked up dramatically after 2023. Two giant deals did most of the work. Infrastructure and private credit led the way.

The biggest jump came in 2024 and 2025, when BlackRock made its largest acquisitions ever, buying infrastructure and private-credit specialists. These deals reshaped the firm, as explored in our [largest BlackRock multi-asset funds](#) coverage.

BlackRock Alternatives AUM, 2014-2026 (USD trillion, estimated) A surge from acquisitions.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings, compiled by BusinessStats.

Note:

All figures are in trillion US dollars. Year-end totals are reported actuals; asset-class splits for some years are estimated. The 2026 figure is a mid-year estimate. Updated 2026. Switch views with the toolbar.

The acquisition bump: alternatives AUM has grown from around 0.1 trillion dollars in 2014 to over 0.6 trillion in 2026, with the biggest jump in 2024 and 2025 from BlackRock largest-ever purchases in private markets.

BlackRock is betting that private markets, which carry much higher fees than index funds, will drive future profit growth. Although alternatives are still a small share of AUM, they are central to the firm strategy for the years ahead. Higher fees make them prized despite their size. Each dollar there earns far more.

Bonds & Multi-Asset

BlackRock Fixed Income and Multi-Asset AUM

Fixed income and multi-asset are the middle tier of BlackRock business. Fixed income, mostly bond funds and ETFs, has grown from around 1.2 trillion dollars in 2014 to about 3.5 trillion in 2026. Bond ETFs have driven much of that rise. Investors increasingly trade bonds in funds.

Multi-asset strategies, which blend stocks and bonds, have grown from roughly 0.3 trillion to over 1.2 trillion. Both have expanded steadily, supporting the firm even when equities wobble, a balance highlighted in our [Apple and Google comparison](#) coverage.

BlackRock Fixed Income vs Multi-Asset AUM, 2014-2026 (USD trillion, estimated) The steady middle tier.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings, compiled by BusinessStats.

Note:

All figures are in trillion US dollars. Year-end totals are reported actuals; asset-class splits for some years are estimated. The 2026 figure is a mid-year estimate. Updated 2026. Switch views with the toolbar.

Steady ballast: fixed income has grown from around 1.2 to 3.5 trillion dollars and multi-asset from 0.3 to over 1.2 trillion. Both expand steadily, supporting the firm even when equities wobble.

Together, fixed income and multi-asset give BlackRock ballast. They tend to attract money when investors turn cautious, helping to smooth the firm assets through the ups and downs of the stock market. They

cushion the firm against equity falls. Bonds steady the ship when stocks drop. They tend to draw money in nervous times.

Size vs Equity

BlackRock AUM: Total Size vs Equity Share

Plotting total AUM against the equity share of BlackRock shows how the two have moved together. As total assets have swelled, equities have remained the dominant slice, hovering above half of the total. The link between the two is unmistakable. Bigger has meant ever more equity-heavy.

The equity share has crept up over time, reinforcing how dependent BlackRock has become on stock markets and index ETFs. The link between size and equity exposure is a defining feature of the firm. Equity exposure defines its character. The firm lives and dies by stocks. Its results track the market closely. A strong year for shares lifts everything. A weak one drags the whole firm down.

BlackRock Total AUM vs Equity Share, 2014-2026 (estimated) Bigger, and ever more equity-led.

Data:

Derived from BlackRock annual reports (Form 10-K) and quarterly earnings, compiled by BusinessStats.

Note:

All figures are in trillion US dollars. Year-end totals are reported actuals; asset-class splits for some years are estimated. The 2026 figure is a mid-year estimate. Updated 2026. Switch views with the toolbar.

Size and equities rise together: the bars show total AUM while the line shows the equity share. As assets have swelled past 14 trillion dollars, equities have stayed above half, creeping up over time.

\$14T+2026 AUM Record high. \$8T+Equities Over half. 6x Alternatives Fastest growth. 2009 World #1 Since this year.

For investors in BlackRock, the message is clear: the firm fortunes rise and fall above all with global equity markets. Its push into alternatives is an attempt to diversify that dependence, but equities still rule. That dependence is unlikely to fade soon. Alternatives may ease it only slowly.

Taken together, the figures tell a clear story: the assets under management of BlackRock have nearly tripled since 2014, to over 14 trillion dollars, with equities leading the way and alternatives growing fastest. The firm remains, above all, a giant index manager. Equities remain its beating heart. The rest of the mix plays a supporting role.

Whether viewed by total size or by asset class, BlackRock has grown into a colossus, dominated by equities but increasingly reaching into private markets. Its asset mix, steady yet slowly shifting, will shape its fortunes for years to come.

FAQ

Frequently Asked Questions: BlackRock AUM

As of 2026, BlackRock manages more than 14 trillion US dollars in assets, making it by far the largest asset manager in the world. At the end of 2025 it became the first firm in history to cross the 14 trillion dollar mark, based on its fourth-quarter results. This total has grown enormously over the period covered here: in 2014, BlackRock managed around 4.7 trillion dollars, so its assets have roughly tripled in just over a decade. The growth has come from rising markets, record inflows of new money, and a series of major acquisitions, especially in private markets. The bulk of the assets are in equities, mostly low-cost iShares exchange-traded funds, followed by fixed income. BlackRock total AUM is larger than the annual economic output of every country except the United States and China.

BlackRock manages money across five main asset classes. The largest by far is equities, meaning stocks, which make up more than half of its total assets, mostly through iShares index ETFs. The second largest is fixed income, meaning bonds, at around 3.5 trillion dollars in 2026. Next come multi-asset strategies, which blend stocks and bonds in a single product, often for retirement savers. Then there are alternatives, which include private equity, infrastructure, private credit and hedge funds; this is the smallest of the main classes but the fastest growing. Finally there is cash management, covering money-market funds and similar short-term products, along with a small advisory and other category. This breakdown shows that, despite its push into private markets, BlackRock remains overwhelmingly a manager of traditional, index-based stocks and bonds.

Equities are by far the largest asset class for BlackRock, accounting for more than half of its total assets under management. In 2026, equity AUM stands at over 8 trillion dollars, up from around 2.5 trillion in 2014. The great majority of this is passive, meaning it tracks market indexes rather than trying to beat them, and most of it sits in iShares exchange-traded funds. This heavy weighting toward equities is the result of the long-running shift by investors into low-cost index funds, where BlackRock is the dominant provider. Because equities are so dominant, the fortunes of BlackRock are closely tied to the stock market: when shares rise, the firm assets and fees swell, and when they fall, as in 2022, its assets shrink. Fixed income is a distant second, at around a quarter of total AUM.

BlackRock assets under management have grown very fast, nearly tripling from around 4.7 trillion dollars in 2014 to more than 14 trillion by 2026. The growth has not been steady, however. AUM dipped in 2018 and fell sharply in 2022, when both stocks and bonds dropped amid rising inflation and interest rates. Each time, it recovered strongly. The single biggest leap came in 2025, when AUM jumped from around 11.5 trillion to over 14 trillion, driven by rising markets, record net inflows of 698 billion dollars, and major acquisitions. Among the asset classes, alternatives have grown fastest in percentage terms, expanding around six-fold, while equities have grown most in absolute terms. This long-run growth has cemented BlackRock position as the largest asset manager in the world, a title it has held since 2009.

Alternatives are strategically important to BlackRock even though they are the smallest of its main asset classes. They include private equity, infrastructure, private credit and hedge funds, investments that are not traded on public markets. The key reason they matter is fees: alternatives charge far higher fees than low-cost index funds, so they can generate much more profit per dollar managed. With its core index business under constant fee pressure, BlackRock has pushed hard into alternatives to drive future profit growth. In 2024 and 2025 it made the largest acquisitions in its history, buying infrastructure and private-credit specialists, which sharply boosted its alternatives AUM to over 0.6 trillion dollars. Although alternatives still make up only a small share of total assets, they are central to the firm strategy, and BlackRock is betting that private markets will be a major source of growth in the years ahead.

In 2022, BlackRock assets under management fell sharply, dropping from around 10 trillion dollars at the end of 2021 to about 8.6 trillion at the end of 2022. The decline was caused by a difficult year in financial markets: surging inflation prompted central banks to raise interest rates rapidly, which sent both stock and bond prices tumbling. Because most of BlackRock assets are invested in equities and fixed income, falling markets directly reduced the value of the money it manages, even though investors continued to add new money overall. The episode illustrates how exposed BlackRock is to market movements: with so much of its AUM in stocks, a bad year for equities quickly shrinks its assets and the fees it earns. The setback proved temporary, however, and AUM recovered strongly in the following years, reaching a record in 2025.

Yes, the great majority of BlackRock money is in index, or passive, products rather than actively managed ones. The firm is the worlds largest provider of index exchange-traded funds through its iShares brand, and these account for a huge share of its equity assets. Passive investing, which simply tracks a market benchmark at very low cost, has been the main driver of BlackRock growth, as investors have steadily shifted money out of expensive active funds. This is why equities, mostly in the form of index ETFs, make up more than half of total AUM. BlackRock does run actively managed funds too, particularly in fixed income, multi-asset and alternatives, but these are a smaller part of the business. The firm dominance

in low-cost index products is the single biggest reason it has grown so much larger than its rivals over the past decade.

BlackRock is comfortably the largest asset manager in the world, and its lead has been widening. With more than 14 trillion dollars in AUM in 2026, it is well ahead of its nearest rival, Vanguard, which manages around 12 trillion, and far above the next tier of firms such as Fidelity, UBS and State Street, which each manage several trillion. BlackRock has held the top spot since 2009, when its acquisition of the iShares ETF business transformed it. What sets it apart is the combination of its dominant index business, its Aladdin technology platform used across the industry, and its growing push into private markets. Its asset mix, heavily weighted toward equities, is similar to that of other index giants like Vanguard, but its sheer scale, its breadth across asset classes, and its expansion into alternatives give it a uniquely powerful position in global finance.

Multi-asset is one of the five main asset classes BlackRock manages, and it refers to strategies that blend different types of investment, typically stocks and bonds, within a single product. These are often used by retirement savers who want a ready-made, diversified portfolio that adjusts over time, such as target-date funds that gradually become more cautious as retirement approaches. At BlackRock, multi-asset AUM has grown strongly, from around 0.3 trillion dollars in 2014 to over 1.2 trillion in 2026, making it the third largest class after equities and fixed income. Multi-asset products are valuable to BlackRock because they tend to attract steady, long-term money, helping to smooth the firm assets through market ups and downs. They sit between the firm huge index equity business and its smaller, higher-fee alternatives business, providing both scale and stability to the overall mix of assets under management.

BlackRock looks well placed to keep growing, though its future depends heavily on financial markets. Its assets under management have nearly tripled since 2014, reaching over 14 trillion dollars in 2026, and the firm continues to draw record inflows into its low-cost iShares funds. Several forces support further growth: the long-running shift of investor money into cheap index products, where BlackRock dominates; its expansion into higher-fee private markets through major acquisitions; and the global spread of ETF investing beyond the United States. The main risk is the firm heavy exposure to equities, which means a prolonged stock-market downturn would shrink its assets and fees, as happened in 2022. Over the long term, however, the structural trends toward passive investing and ETFs continue to favour the largest, cheapest providers, and BlackRock is the biggest of them all, so most analysts expect its assets under management to keep climbing.

Sources



BlackRock annual reports (Form 10-K) and quarterly earnings, 2014-2026 - Source for total AUM and asset-class figures.

BlackRock Q4 2025 earnings release - Source for the record 14.04 trillion dollar AUM and latest class split.

[BlackRock Investor Relations](#) - Reference for official AUM data.

Total year-end AUM figures are reported actuals from BlackRock annual reports, rising from around 4.65 trillion dollars in 2014 to a record 14.04 trillion at the end of 2025. The latest asset-class split is anchored to BlackRock Q4 2025 results, which reported equity assets of about 7.8 trillion dollars, fixed income of 3.3 trillion and multi-asset of 1.2 trillion. The split for some earlier years is estimated, and a small advisory and other category is folded into cash and advisory. The 2026 figure is a mid-year estimate. Growth multiples and share percentages are derived from these figures.

STATISTICS REPORT

BlackRock Real Estate Holdings — Statistics & Facts 2026

 Updated Apr 19, 2026 · businessstats.com/blackrock-real-estate-holdings

\$675B+ ALTERNATIVES CLIENT ASSETS	\$14T TOTAL BLACKROCK AUM	210+ REAL ESTATE PROFESSIONALS
16 GLOBAL OFFICES	\$1T ALTERNATIVES TARGET 2030	65+ ISHARES IYR HOLDINGS

Overview

BlackRock Real Estate — The World's Largest Asset Manager's Property Empire

BlackRock's real estate business operates at the intersection of two powerful forces reshaping global finance: the structural growth of private markets (projected to expand from **\$13 trillion to \$20 trillion by 2030**) and the democratisation of institutional-grade investment strategies for wealth clients through innovative fund structures. Real estate sits as one of the five core pillars of BlackRock's alternatives platform — alongside private equity (\$34 billion in capital commitments), private credit (expanded to \$220+ billion through the HPS acquisition), infrastructure (dramatically scaled through the GIP acquisition), and hedge funds/liquid alternatives. Together, these categories produced **\$675 billion+ in total alternative client assets** by Q4 2025, with BlackRock's stated ambition to reach **\$1 trillion in alternatives AUM by 2030**.

BlackRock Real Estate is deeply positioned across major markets in **North America, Europe, and Asia-Pacific** with **210+ dedicated professionals in 16 offices** worldwide. The platform offers a globally aligned suite of investment vehicles: separate accounts (customised mandates for large institutional clients), commingled funds (pooled vehicles offering diversified exposure), and co-investments (direct participation in specific property transactions alongside BlackRock). Strategies span the full risk-return spectrum from core (stable, income-generating properties), core-plus (moderate value-add), value-add (operational improvement and repositioning), to opportunistic (higher-risk development and distressed opportunities).



The breadth of this platform positions BlackRock as one of the few managers capable of offering institutional clients a complete real estate solution — from passive public REIT exposure through iShares ETFs to bespoke private real estate mandates worth billions of dollars. For a comprehensive view of BlackRock's overall financial profile, see our analysis of [BlackRock statistics and facts](#).

The real estate landscape has undergone a fundamental reset since 2022 as rising interest rates compressed property valuations globally, transaction volumes collapsed to decade lows, and the permanent shift to remote and hybrid work created structural challenges for the office sector. BlackRock's 2026 Private Markets Outlook characterises this environment as a period of selective opportunity: legacy office exposure continues to face headwinds, but sectors supported by long-term demand and constrained supply — **data centres, logistics, residential, and life-science facilities** — offer compelling investment opportunities. BlackRock's view is that success in real estate now depends on "being selective and forward-looking rather than index-based," emphasising **operational improvement over passive beta**. This strategic perspective reflects broader shifts in how institutional capital approaches property markets in the post-zero-interest-rate era.

BlackRock's alternatives platform reached \$675 billion+ in client assets by Q4 2025. BlackRock Real Estate deploys 210+ professionals across 16 offices globally, managing diversified portfolios spanning data centres, logistics, residential, and commercial properties. The firm targets \$1 trillion in alternatives AUM by 2030.

Alternatives Platform

Alternatives Platform — \$675B+ Client Assets, Top-5 Global Position

BlackRock's alternatives business has been transformed by an unprecedented **\$28 billion acquisition spree over 18 months** that has catapulted the firm from a primarily public-markets-focused asset manager into a **top-five global alternatives platform**. The three cornerstone acquisitions — **Global Infrastructure Partners (GIP)** acquired in October 2024, **HPS Investment Partners** acquired in July 2025 (a \$12 billion stock transaction adding \$165 billion in client assets), and **Preqin** acquired in March 2025 (\$3.2 billion cash for private markets data) — collectively doubled BlackRock's alternatives client assets from approximately \$350 billion to **\$675 billion+** in just over a year.

Within this broader alternatives umbrella, real estate functions as a distinct investment vertical with its own dedicated team, investment processes, and fund vehicles. BlackRock categorises its alternatives into several sub-segments reported in quarterly earnings supplements: multi-alternatives, **real estate**, private



equity, private credit, and infrastructure — each with separate "client assets" (total exposure including committed capital and co-investments) and "fee-paying AUM" (assets generating advisory fees). The alternatives business has become central to BlackRock's revenue strategy: alternatives carry significantly higher fee rates (**100–200 basis points** versus 5–15 basis points on index funds), and BlackRock expects private markets and technology combined to represent **over 20% of total company revenue** going forward. The higher-margin nature of alternatives is critical for offsetting ongoing fee compression in passive index products. For context on how BlackRock's alternatives strategy connects to broader capital market dynamics, see our analysis of [global financial markets](#).

BlackRock's stated goal is ambitious: grow alternatives AUM from approximately \$675 billion to **\$1 trillion by 2030**, targeting **\$400 billion in gross private markets fundraising** over the next five years. The growth will be driven by three client segments: institutional investors (pension funds, sovereign wealth funds, and insurance companies targeting 30–40% private market allocations by 2030, up from 15–20% in 2020), wealth clients (through innovative semi-liquid and evergreen fund structures like the H-Series product family and LifePath private markets), and insurance accounts (\$700 billion AUM as the largest GA manager, with 20+ late-stage conversations for expanded private allocations). The recently announced partnership with Partners Group to launch a first-of-its-kind private markets SMA (separately managed account) for wealth platforms represents BlackRock's commitment to making private real estate and other alternatives accessible beyond the traditional institutional gatekeepers.

BlackRock Alternatives — Client Assets Growth

Alternatives Client AssetsBlackRock Alternatives — Client Assets (\$ Billions)BusinessStats Research · SEC filings\$675B+Q4 2025 Client AssetsNearly doubled in 2024-2025 via acquisitions Sources: BusinessStats Research · Company data

Real Estate Sectors

Real Estate Sectors — Data Centres Surge, Office Declines, Logistics Thrives

BlackRock's real estate investment strategy in 2026 is defined by a clear sectoral thesis: favour property types with **structural demand tailwinds and constrained supply**, avoid sectors facing permanent demand destruction. This represents a departure from the traditional real estate approach of broad market beta exposure (buying "the index") toward a more selective, conviction-driven model that requires deeper operational expertise and sector-specific knowledge. The firm's 2026 Private Markets Outlook explicitly states that real estate "can still deliver diversification and steady income, but success depends on being

selective and forward-looking rather than index-based."

Data centres have emerged as perhaps the most compelling real estate opportunity of the decade. The explosion of artificial intelligence — requiring enormous computing power, data storage, and specialised cooling infrastructure — has created insatiable demand for data centre capacity globally. Hyperscale cloud providers (Amazon AWS, Microsoft Azure, Google Cloud) are collectively investing hundreds of billions of dollars in data centre infrastructure, and the power requirements for AI training clusters are driving demand for purpose-built facilities near reliable electricity sources. BlackRock's AI infrastructure partnership (AIP) has raised **\$12.5 billion** with an initial target of \$30 billion in equity capital and potential \$100 billion including debt — much of which will fund data centre development. The top holdings in BlackRock's iShares IYR ETF reflect this theme: **Equinix** (the world's largest data centre REIT) represents 4.6% of the fund.

Logistics and industrial real estate continues to benefit from the structural growth of e-commerce, supply chain nearshoring, and the need for modern, automated distribution facilities. **Prologis** — the world's largest logistics REIT and the second-largest holding in BlackRock's IYR ETF at 8.6% — exemplifies the sector's appeal: high occupancy rates, embedded rental growth, and a global portfolio of warehouses serving the last-mile delivery economy. **Residential** real estate, particularly multifamily and build-to-rent, benefits from chronic housing undersupply in most developed markets, demographic trends (millennial household formation), and affordability constraints that keep many potential homebuyers in the rental market. **Life-science facilities** — purpose-built laboratories and research centres — serve the rapidly growing biotech and pharmaceutical industries. **Welltower**, a senior housing and healthcare REIT, is the largest holding in BlackRock's IYR ETF at 9.5%, reflecting the intersection of demographic ageing and healthcare demand. The real estate sector's evolution is closely linked to how interest rates shape property valuations and financing costs.

Conversely, **legacy office** real estate faces what BlackRock describes as continued "headwinds" — a diplomatic characterisation of what many analysts consider a permanent structural decline. The COVID-19 pandemic accelerated a shift to remote and hybrid work that has proven far more durable than initially expected. Office vacancy rates in major US cities reached historic highs through 2024, lease renewal rates declined, and many corporate tenants are downsizing or abandoning office space entirely. The distress in office markets has cascading effects on banks (particularly smaller and regional institutions with concentrated commercial real estate exposure), commercial mortgage-backed securities (CMBS) markets, and urban economies dependent on office-worker foot traffic. BlackRock's strategy is to avoid broad office exposure while selectively investing in premier, amenity-rich office properties in the strongest markets that

can attract quality tenants willing to pay premium rents for spaces that facilitate in-person collaboration. This CRE stress is detailed in our analysis of [bank loans in the United States](#).

Sector ShiftBlackRock's AI Infrastructure Partnership — \$100B Potential Investment

BlackRock's AI infrastructure partnership (AIP) represents perhaps the most ambitious real estate-adjacent investment programme in the firm's history. With \$12.5 billion raised and an initial target of \$30 billion in equity capital — potentially reaching \$100 billion including debt financing — the AIP aims to fund data centre development, power infrastructure, and digital economy real estate at unprecedented scale. The partnership reflects BlackRock's thesis that AI computing demand will reshape the real estate landscape as profoundly as e-commerce reshaped logistics and industrial property over the past decade. Data centres require specialised facilities with massive power supply, advanced cooling systems, and fibre connectivity — creating a new institutional-grade property class that commands premium valuations.

iShares Real Estate ETFs

iShares Real Estate ETFs — IYR, 65+ Holdings, Public REIT Exposure

While BlackRock's private real estate capabilities serve institutional clients through bespoke mandates, its **iShares platform** provides public real estate exposure to millions of retail and institutional investors worldwide. The flagship product is the **iShares U.S. Real Estate ETF (IYR)**, which tracks the Dow Jones U.S. Real Estate Index and has been in operation since 2000 — making it one of the oldest and most established REIT ETFs in the market with over 25 years of track record.

IYR holds **65+ individual REIT positions**, diversified primarily across large and mid-cap real estate companies. The top five holdings reveal the sectoral composition of today's REIT universe: **Welltower** (healthcare/senior housing, 9.5%), **Prologis** (logistics/industrial, 8.6%), **American Tower** (cell towers/digital infrastructure, 6.4%), **Equinix** (data centres, 4.6%), and **Simon Property Group** (retail malls/outlets, 4.5%). The top 10 holdings represent over 50% of the portfolio, providing concentrated exposure to the largest and most liquid REITs. IYR charges an expense ratio of 0.38% — above the industry average for broad market ETFs but competitive for sector-specific exposure. The ETF offers dividend income (REITs are required to distribute 90% of taxable income), typically yielding 2.5-3.5% depending on market conditions.

BlackRock also offers the **iShares Select U.S. REIT ETF**, which takes a more concentrated approach with approximately 30 holdings focused on the dominant REITs in each property category. Additional offerings

include global real estate ETFs providing international property exposure, mortgage REIT ETFs, and the **FTSE EPRA Nareit Developed ex-US Index** tracking international developed-market REITs. The iShares platform manages approximately **\$5.5 trillion in total ETF AUM** across all asset classes, with real estate representing a meaningful but relatively small slice of the overall platform. However, the combination of public REIT ETF exposure (providing liquidity and daily pricing) with private real estate mandates (providing potentially higher returns but lower liquidity) creates a unique value proposition that few competitors can match. BlackRock's ETF dominance is part of the broader trends reshaping the Nasdaq and technology-heavy markets.

iShares IYR — Top Holdings by Weight

BlackRock Real Estate — Key Metrics Dashboard

BlackRock Real Estate Platform — Key Data Points [Click column to sort](#)

METRIC	VALUE	CONTEXT
Total Alternatives Client Assets	\$675B+	Q4 2025 — nearly doubled via acquisitions
Alternatives Target 2030	\$1 Trillion	From \$450B (pre-acquisition) to \$1T goal
Real Estate Professionals	210+	Across 16 global offices
iShares IYR Holdings	65+	Tracking Dow Jones US Real Estate Index
Total iShares AUM	\$5.5T	32% global ETF market share
AI Infrastructure Partnership	\$12.5B raised	Target \$30B equity, \$100B incl. debt
Private Equity Capital	\$34B	Direct, primary, secondary, co-investments
Fee Rate (Alternatives)	100-200 bps	vs 5-15 bps on index funds
Inst. Allocation Target 2030	30-40%	Private markets, up from 15-20% in 2020

BlackRock's iShares IYR ETF holds 65+ REIT positions led by Welltower, Prologis, American Tower, and Equinix. The firm focuses on high-conviction sectors including data centres, logistics, residential, and life-science facilities while reducing legacy office exposure. AI infrastructure investment could reach \$100 billion.

Acquisitions & Growth

Strategic Acquisitions — GIP, HPS, Prequin, and ElmTree Transform the Platform

BlackRock's CEO Larry Fink described 2024-2025 as a "milestone" period for strategic acquisitions — "the most significant since BGI over 15 years ago" (referring to the 2009 acquisition of Barclays Global Investors for \$13.5 billion, which brought the iShares ETF franchise to BlackRock). The acquisitions have fundamentally reshaped BlackRock's competitive position in alternatives and real estate-adjacent strategies, transforming the firm from a public-markets giant that dabbled in alternatives into a fully integrated platform competing directly with pure-play alternative managers.

Global Infrastructure Partners (GIP), acquired in October 2024, added one of the world's premier infrastructure investment platforms with approximately \$100 billion in AUM across energy, transport, digital infrastructure, and water/waste management. Many GIP portfolio companies have significant real estate components — data centres, logistics hubs, energy infrastructure facilities — blurring the line between infrastructure and real estate investing. **HPS Investment Partners**, acquired in July 2025 in a \$12 billion stock transaction, added **\$165 billion in client assets** and dramatically expanded BlackRock's private credit capabilities. HPS's expertise in direct lending, structured credit, and asset-backed finance includes significant real estate debt activity — providing the financing layer that complements BlackRock Real Estate's equity investment capabilities. The acquisition created a combined private credit franchise managing over **\$220 billion in client assets**. For context on how private credit intersects with real estate lending, see our analysis of the [global economy](#).

Most recently, BlackRock announced the acquisition of **ElmTree Funds**, adding approximately **\$7.3 billion in triple net lease assets**. Triple net lease properties — where tenants are responsible for all property expenses including taxes, insurance, and maintenance — represent one of the most stable income streams in real estate, favoured by institutional investors seeking bond-like cash flows with inflation protection. The ElmTree acquisition deepens BlackRock's real estate capabilities in a subsector that has been growing rapidly as corporations increasingly adopt sale-leaseback strategies to unlock balance sheet value. These acquisitions, combined with the **Prequin** acquisition (\$3.2 billion for private markets data covering 400,000+ entities), create an integrated ecosystem where BlackRock can source deals (GIP, HPS, ElmTree), finance them (HPS credit), analyse them (Prequin data + Aladdin risk analytics), and distribute them to clients through institutional mandates, iShares ETFs, and new wealth-focused vehicles.

BlackRock Alternatives — Revenue Contribution Growth

Alternatives Revenue Trajectory BlackRock Alternatives Revenue Contribution — \$ Billions BusinessStats

Research · Earnings data 20%+ Revenue Target \$675B+ Client Assets

GIP + HPS + Prequin acquisitions drove step-change Sources: BusinessStats Research · SEC filings

Global Market Context

Global Private Real Estate Market — \$13T Industry, \$20T by 2030

BlackRock's real estate ambitions must be understood within the context of the broader global private markets industry, which manages approximately **\$13 trillion in total AUM** with **\$3.9 trillion in dry powder** (undeployed capital available for investment). The top five private market asset classes by AUM are private equity, real estate, private debt, infrastructure, and natural resources. Industry projections suggest the total private markets universe will grow to **more than \$20 trillion by 2030**, driven by institutional investors' structural shift toward private market allocations and the increasing democratisation of alternatives for wealth clients through semi-liquid fund structures.

The global real estate market specifically has been reshaped by three forces since 2022. First, **rising interest rates** have compressed property valuations across virtually every market and property type — real estate is an inherently leveraged asset class, and higher financing costs directly reduce net operating returns and asset values. Global transaction volumes collapsed by 40-60% from their 2021-2022 peaks as buyers and sellers struggled to agree on pricing in a rapidly changing rate environment. Second, the **office sector disruption** from remote work has created a two-tier market where premium, amenity-rich office buildings in prime locations maintain occupancy while commodity office space in suburban and secondary locations faces mounting vacancies and declining rents. Third, **secular growth sectors** — data centres, logistics, residential, healthcare, and life sciences — have demonstrated relative resilience and in some cases accelerated growth, attracting disproportionate capital flows from institutional investors.

BlackRock's positioning within this landscape reflects its conviction that the real estate recovery will be sector-specific rather than broad-based. The firm expects stabilisation in interest rates to drive a meaningful recovery in transaction volumes, but emphasises that the post-rate-hike era rewards specialised operators with deep sector expertise over passive, index-tracking approaches. One of the defining trends BlackRock highlights is the **blurring of lines between public and private real estate markets**: semi-liquid and evergreen fund structures, improved transparency through Aladdin and eFront technology, and better analytics are allowing investors to integrate private real estate into the same



portfolio frameworks used for public REITs. This convergence is expected to unlock significant new capital flows into private real estate from wealth clients who previously had access only to public REITs through ETFs like IYR. The interaction between financial technology and real estate is a theme explored in our analysis of [global fintech trends](#).

Private Markets Universe Global Private Markets — AUM by Asset Class \$13T total · BusinessStats Research · 2024

Key Statistics

BlackRock Real Estate — Key Statistics at a Glance

\$675B+Alternatives Client AssetsQ4 2025 — nearly doubled via GIP, HPS, Prequin 210+Real Estate Professionals16 offices across North America, Europe, Asia-Pacific \$1TAlternatives AUM Target 2030\$400B gross private markets fundraising target \$12.5BAI Infrastructure RaisedTarget \$30B equity, \$100B including debt 65+iShares IYR HoldingsTop: Welltower 9.5%, Prologis 8.6%, American Tower 6.4% \$7.3BEImTree Triple Net LeaseLatest real estate acquisition — stable income assets 100-200 bpsAlternatives Fee Ratevs 5-15 bps on index funds — revenue accretive 30-40%Institutional Target AllocationPrivate markets by 2030 (up from 15-20% in 2020)

Outlook

Outlook 2026-2030 — Data Centres, Wealth Democratisation, and the \$1T Goal

BlackRock's real estate outlook for 2026-2030 centres on three growth vectors. First, **data centre and AI infrastructure** investment will represent the largest new real estate opportunity, with BlackRock's AIP targeting \$100 billion in total investment capacity. The convergence of AI compute demand, power infrastructure constraints, and the need for purpose-built facilities creates a decades-long development pipeline that suits institutional capital's long-duration investment horizon. Second, **wealth democratisation** — making private real estate accessible to affluent individuals and wealth platforms through semi-liquid funds, LifePath private markets products, and private market SMAs — will open an entirely new client channel that could rival institutional mandates in scale. Third, **value-add and opportunistic investing** in the distressed segments of the real estate market (particularly office-to-residential conversions, undervalued logistics assets, and recapitalisation opportunities) will create attractive entry points for patient, well-capitalised investors like BlackRock.



The integration of BlackRock's technology ecosystem — [Aladdin](#) for risk analytics, eFront for private markets workflow, and Preqin for data — with its real estate investment capabilities creates a competitive advantage that pure-play real estate managers cannot easily replicate. Institutional clients increasingly demand real-time portfolio analytics, ESG integration, and transparent reporting across both public and private real estate allocations — capabilities that require the kind of technology infrastructure that BlackRock has spent billions building. The convergence of technology, data, and real estate investment expertise positions BlackRock to capture a disproportionate share of the \$7+ trillion in new private markets capital expected to be deployed by 2030, particularly as ESG-compliant real estate becomes a requirement for institutional capital allocation.

BlackRock Real Estate Outlook
Key Projections 2026-2030
\$1T Alternatives AUM Target \$100B AI Infra
Investment Potential \$20T Global Private Markets 2030
30-40% Institutional Private Allocation Data
Centres Top Sector Opportunity Wealth New Client Channel

FAQ

Frequently Asked Questions — BlackRock Real Estate

\$675B+ in total alternatives (including real estate, PE, credit, infrastructure). 210+ real estate professionals. 16 offices globally. Separate accounts, commingled funds, co-investments. Target \$1T in alternatives by 2030.

IYR — 65+ holdings tracking Dow Jones US Real Estate Index. Top: Welltower 9.5%, Prologis 8.6%, American Tower 6.4%, Equinix 4.6%, Simon Property 4.5%. 0.38% expense ratio. ~2.5-3.5% dividend yield. Operating since 2000.

High-conviction: data centres, logistics, residential, life-science. Avoiding: legacy office. AI infrastructure: \$12.5B raised, \$100B potential. Strategy: operational improvement over passive beta. Selective, forward-looking approach.

GIP (Oct 2024): ~\$100B infrastructure. **HPS (Jul 2025):** \$12B deal, \$165B assets, private credit. **Preqin (Mar 2025):** \$3.2B, private markets data. **ElmTree:** \$7.3B triple net lease. Total \$28B acquisition spree.

Total private markets: **\$13T AUM, \$3.9T dry powder.** Projected \$20T by 2030. Real estate is one of top 5 asset classes. Institutional allocations targeting 30-40% private markets by 2030 (from 15-20% in 2020).

Data Sources & References

Primary: [BlackRock Investor Relations — SEC Filings, Earnings & Alternatives Data](#)



Primary: [BlackRock Real Estate — Institutional Investment Platform](#)

Primary: [iShares U.S. Real Estate ETF \(IYR\) — Holdings & Performance](#)

BusinessStats: All alternatives AUM breakdowns, real estate sector analysis, ETF holdings data, acquisition analysis, and market projections are based on BusinessStats proprietary research combining BlackRock SEC filings, quarterly earnings supplements, investor day presentations, iShares fund disclosures, and private markets industry data.

Alternatives client assets include invested capital, committed capital, co-investments, and market-related gains. Real estate AUM is reported as part of the broader alternatives category; BlackRock does not publicly disclose standalone real estate AUM figures. ETF holdings and weights are approximate and subject to change. All analysis by BusinessStats Research Desk. Not investment advice. BlackRock Real Estate 2026AlternativesiShares IYRREIT ETFData CentresPrivate MarketsInfrastructureGIP AcquisitionHPSPreqin



STATISTICS REPORT

Credit cards worldwide statistics & facts

Updated Sep 25, 2026 · businessstats.com/credit-cards-worldwide

\$7tn VISA PURCHASE VOLUME, 2025	4.8bn VISA CARDS IN CIRCULATION	97% HANDLED BY TOP 3 NETWORKS
83% CARD OWNERSHIP, CANADA	\$1.25tn US CARD DEBT, 2026	20.9% AVERAGE US CARD APR

Overview

A market measured in trillions

The credit card is so ordinary that its scale is easy to overlook. Yet the market behind that small piece of plastic or metal is one of the largest in all of finance. In 2025, Visa alone processed more than 7 trillion dollars of purchases across its network, and in the United States, Visa and Mastercard together handled about 11.5 trillion dollars of spending. Billions of cards sit in wallets around the world, tapped, swiped and typed into checkout pages billions of times a day.

This report brings the numbers together: which networks dominate, how much people spend and owe, where cards are most and least common, and how the whole system is changing as mobile payments rise. Credit cards sit at the center of the wider financial technology industry, explored in our overview of [fintech statistics and facts](#), and they are increasingly challenged by the new banks and wallets covered in our report on [digital challenger banks](#). What follows is the state of the global card market in data.

The Networks

The giants of the network

Four names dominate global card spending, and one towers over the rest. The chart shows the value of purchases run across each major network in 2025.

Global Credit Card Purchase Volume by Network, 2025 (trillion USD)Value of purchases run across each network in 2025.



Data:

Nilson Report and Capital One Shopping, 2025.

Note:

Visa \$7.03tn, Mastercard \$2.96tn, American Express \$1.27tn, Discover \$209bn. Compiled by BusinessStats. Switch to the table for exact figures.

Visa in front by far: Visa ran about 7 trillion dollars of purchases in 2025, more than double Mastercard and well ahead of American Express.

Visa handled roughly 7.03 trillion dollars of purchase volume in 2025, more than twice the 2.96 trillion of Mastercard, its closest competitor. American Express, which both issues cards and runs its own network, came third at about 1.27 trillion dollars, and Discover trailed at around 209 billion. These are staggering sums: Visa and Mastercard between them move more money each year than the economic output of most countries, a scale that puts them alongside the largest firms tracked in our list of the [biggest companies in the world by market value](#). The card networks do not lend money themselves; instead they operate the rails that connect banks, merchants and cardholders, taking a small fee on every transaction. That toll, levied on trillions of dollars of spending, is what makes them so valuable.

The dominance of a few networks makes the card business one of the most concentrated in finance. Visa, UnionPay and Mastercard together process about 97 percent of all credit card transactions worldwide, leaving American Express, Discover, Japans JCB and a handful of domestic schemes to share the rest. This concentration is one reason the networks attract the attention of regulators and antitrust authorities, and why banks and technology firms keep trying to build alternatives, from real-time bank transfers to the wallets described in our coverage of [the most trusted online payment options](#). For now, though, the incumbents hold their ground.

Transactions

Counting the swipes

Purchase value is only one way to measure a network. Counting individual transactions tells a different story, because it captures the huge volume of small everyday payments, and here a Chinese giant rivals Visa.

Global Brand-Card Purchase Transactions by Network (percent) Share of transaction count, first half of 2024.



Data:

Nilson Report, H1 2024.

Note:

Visa 38.7 percent, UnionPay 33.2 percent; Mastercard and other networks make up the rest. Figures are approximate shares of transaction count, not value. Compiled by BusinessStats. Switch to the table for exact figures.

A closer race by count: measured by number of transactions, UnionPay runs almost as many as Visa, and far more than any Western rival except Mastercard.

By share of transaction count in the first half of 2024, Visa handled about 38.7 percent of global brand-card purchases and UnionPay about 33.2 percent, with Mastercard and the smaller networks making up the rest. The gap between value and volume is telling: Visa leads comfortably on the dollar value of spending, but UnionPay, powered by more than a billion cardholders in China, runs almost as many individual transactions. Across the six largest networks, purchase transactions grew about 13 percent year on year, to nearly 364 billion in that half-year alone, a reminder of how relentlessly card use keeps expanding. The rise of instant bank payments, examined in our report on [how much money is in the world](#), is starting to eat into this growth in some markets, but the base keeps climbing.

Ownership by Country

Where cards are part of life

Owning a credit card is close to universal in some countries and rare in others. The chart shows the share of adults who hold a credit card in a range of major economies.

Credit Card Ownership by Country (percent of adults) Share of people aged 15 and over who own a credit card.

Data:

World Bank Global Findex (latest survey).

Note:

the world average across 121 countries was about 22 percent. Compiled by BusinessStats. Switch to the table for exact figures.



A wide gulf: more than 80 percent of Canadians hold a credit card, against under 5 percent of adults in India.

Canada leads the field, with about 83 percent of adults holding a credit card, followed by Israel at around 79 percent and Japan, South Korea and the United States all near 67 to 70 percent. In much of Western Europe ownership is a little lower, at roughly 56 percent in Germany and 62 percent in the United Kingdom, reflecting a stronger tradition of debit cards and bank transfers. At the other end of the scale, ownership drops sharply in the largest emerging markets: about 40 percent in Brazil, 38 percent in China and under 5 percent in India, where hundreds of millions of people came online through mobile wallets and instant bank payments rather than cards. The world average, across more than 120 countries, is only about 22 percent, which shows how concentrated card ownership still is in wealthy economies. These patterns track closely with income and banking access, themes explored in our reports on [millionaires in the United States](#) and the wider [banking sector in Europe](#).

Cards in Circulation

Billions in circulation

Behind the spending is an enormous stock of physical and digital cards. The chart shows how many active cards carry each major network brand.

Credit and Payment Cards in Circulation by Network (billion cards)Active cards carrying each network brand.

Data:

Nilson Report and Capital One Shopping, 2025.

Note:

Visa 4.81bn, Mastercard 3.39bn, American Express 0.15bn. UnionPay cards inside China are counted through the interbank system and are excluded here. Compiled by BusinessStats.Switch to the table for exact figures.

Visa and Mastercard everywhere: Visa alone accounts for about 4.8 billion cards in circulation, and Mastercard another 3.4 billion.

Visa had about 4.81 billion cards in circulation in 2025 and Mastercard about 3.39 billion, together more than eight billion cards carrying just those two brands. American Express, a smaller and more premium



network, had about 153 million cards. UnionPay is left off this chart because most of its cards sit inside China and are counted through the domestic interbank system rather than as discrete network cards, but on that basis it is the largest card scheme of all, with well over ten billion cards issued. The sheer number of cards, several for every adult in the richest countries, is why card acceptance is now near universal in developed economies and why the networks can charge merchants for access to such a vast base of spenders. In the United States alone there are more than 600 million active credit card accounts, or about three cards for every adult.

Consumer Debt

The debt behind the spending

Credit cards are not just a way to pay; they are a way to borrow, and that borrowing has been rising. The chart tracks total US credit card debt over recent years.

United States Credit Card Debt by Year (trillion USD) Total outstanding US credit card balances.

Data:

Federal Reserve Bank of New York, Household Debt and Credit.

Note:

year-end balances; the 2026 figure is the first-quarter reading. Compiled by BusinessStats. Switch to the table for exact figures.

Climbing steadily: US credit card balances rose from about 0.82 trillion dollars in 2020 to roughly 1.25 trillion by early 2026.

Total US credit card debt reached about 1.25 trillion dollars in the first quarter of 2026, according to the Federal Reserve Bank of New York, up from around 0.82 trillion in 2020. Balances dipped early in the pandemic as spending fell and stimulus payments flowed, then climbed sharply from 2022 as prices rose and households leaned on cards to keep up. The average balance among borrowers who carry debt is now close to 7,900 dollars. This borrowing sits inside a much larger picture of household and business credit, covered in our report on [bank loans in the United States](#), and it matters because card debt is among the most expensive money a household can borrow. The role of lenders and the banks behind the cards is examined further in our coverage of the [leading global investment banks by revenue](#).

Interest Rates



The price of borrowing

What makes card debt so costly is the interest rate. The chart shows the average US credit card rate by type of account.

US Average Credit Card Interest Rate by Account Type (percent)Average annual percentage rate, 2026.

Data:

LendingTree and Federal Reserve, 2026.

Note:

all accounts 20.94 percent; accounts accruing interest 22.15 percent; new card offers 23.79 percent.

Compiled by BusinessStats.Switch to the table for exact figures.

Near record highs: the average US card rate sat around 21 percent, and near 24 percent on brand-new card offers.

The average US credit card interest rate was about 20.9 percent across all accounts in 2026, rising to roughly 22.2 percent on accounts that actually carry a balance and near 23.8 percent on new card offers. These are among the highest rates on any form of consumer credit, and they have climbed as central banks raised benchmark rates to fight inflation. For a household carrying the average balance, interest alone can run to well over a thousand dollars a year. High rates are one reason buy now pay later services have grown so fast, as shoppers look for cheaper ways to spread payments, a shift documented in our report on [payment forms used by Amazon Prime shoppers](#). They also feed the wider debate about the cost of living, explored in our overview of the [US cost of living](#).

UnionPay and Asia

The rise of UnionPay and Asian cards

The fastest structural change in the card world has been the rise of China UnionPay from a domestic scheme into a global brand. The chart tracks its cards issued outside mainland China.

UnionPay Cards Issued Outside China (million cards)International UnionPay cards in circulation.

Data:

UnionPay International.

Note:



cards issued outside mainland China, in 83 countries and regions by late 2024. Compiled by BusinessStats. Switch to the table for exact figures.

Going global: UnionPay cards issued outside China rose from about 150 million in 2021 to 250 million by late 2024.

UnionPay had issued about 250 million cards outside mainland China by late 2024, across 83 countries and regions, up from around 150 million in 2021. Its cards are now accepted in 183 countries, and the share of UnionPay transactions taking place outside China has risen from a fraction of a percent a decade ago to a large part of its international business. Inside China, however, cards are increasingly a back-end technology: most everyday payments run through the mobile wallets Alipay and WeChat Pay, which sit on top of bank and card rails rather than replacing them entirely. This is the paradox of Asian payments, where the region issues more cards than anywhere else yet uses physical cards less, a theme connected to the broader growth of financial technology in our report on [artificial intelligence in finance](#) and the digital money covered in [crypto market statistics and facts](#).

Fraud and Security

The cost of fraud

With trillions of dollars flowing across card networks, fraud is an unavoidable cost of doing business. Global card fraud losses run at roughly 33 billion dollars a year and are expected to keep rising in absolute terms as card spending grows, even though losses as a share of total volume have stayed broadly stable at a small fraction of one percent. Every stolen card number, skimmed terminal and phishing scam adds to that total, and the networks, banks and merchants share the bill.

The industry has responded with layers of security: chip cards that are far harder to clone than the old magnetic stripe, tokenization that hides the real card number in online and mobile payments, and machine-learning systems that flag suspicious transactions in real time. These defenses are part of the same wave of technology reshaping banking, from fraud detection to lending, and they are a growing area of investment for the firms in our report on [the future of banking](#). As payments move online and onto phones, the battleground has shifted from the physical card to the digital identity behind it, and the money spent defending the system now runs into many billions of dollars a year.

How It Works



How a card payment works

To understand why the networks are so profitable, it helps to follow a single payment. When a shopper taps a card, four parties spring into action almost instantly. The issuing bank, which gave the shopper the card, checks that funds or credit are available. The acquiring bank, which serves the merchant, routes the request. The network, Visa, Mastercard or another, connects the two and sets the rules. And the merchant receives the money, minus a set of fees, a day or two later. The whole exchange takes a second or two, but a chain of institutions and a slice of the price change hands.

The fee at the heart of this is called interchange. On most credit card purchases the merchant pays a fee of roughly 1.5 to 3.5 percent of the sale, the bulk of which, the interchange, flows to the shoppers issuing bank. Smaller slices go to the acquirer and to the network. On trillions of dollars of annual spending, these fractions add up to one of the largest revenue streams in finance, and they are what fund the rewards, cashback and travel points that make premium cards attractive. The mechanics are similar to the toll model that underpins much of modern payments, a business explored across our coverage of [fintech statistics](#).

This is why card acceptance and card rewards are locked in a kind of arms race. Banks compete to put the most rewarding card in a shoppers wallet, because every purchase on that card earns them interchange. Merchants, meanwhile, resent the fees but cannot easily refuse the worlds most popular cards, since turning them away means turning away customers. The tension between these two sides, banks that profit from card spending and merchants that pay for it, drives much of the regulation and innovation in the industry.

Regulation

Fees, rewards and regulation

Because interchange fees are invisible to most shoppers but costly to merchants, they have become a battleground for regulators around the world. The European Union went furthest, capping interchange at 0.3 percent for consumer credit cards and 0.2 percent for consumer debit cards under its Interchange Fee Regulation. Those caps, far below typical US levels, sharply reduced the fees European merchants pay and reshaped the economics of rewards on the continent, where lavish cashback cards are far less common than in North America.

The United States has taken a lighter touch. The Durbin Amendment capped interchange on debit cards issued by large banks, but left credit card interchange untouched, which is one reason American rewards cards remain the most generous in the world and American interchange among the highest. Proposals such



as the Credit Card Competition Act, which would force big banks to enable a second network on their cards, have kept the fee debate alive in Washington. The outcome matters well beyond the checkout: interchange helps fund the entire rewards ecosystem, so squeezing it tends to shrink the perks, a trade-off at the center of policy fights over the cost of the system.

Regulation is not the only pressure on the traditional model. Buy now pay later services, which let shoppers split a purchase into interest-free instalments, have grown quickly by offering an alternative to revolving card debt, especially among younger consumers. Account-to-account payments, which move money directly between bank accounts and bypass the card networks altogether, are spreading fast in markets from Brazil to India. And the digital wallets that now dominate Asian spending sit on top of cards in some places and replace them in others. The incumbents have responded by buying technology firms, processing these new payment types themselves, and leaning on the trust and reach of their brands, a defensive playbook visible across the [banking sector in Europe](#) and beyond.

Outlook

Where the card goes next

The credit card is not disappearing, but its role is changing. In North America and much of Europe the card remains the default way to pay and to borrow, and the networks that run it keep growing as spending shifts online. In China and much of Asia, by contrast, mobile wallets have leapfrogged the physical card, and instant bank-to-bank systems are spreading fast across emerging markets, offering merchants a cheaper alternative to card fees. The card networks are adapting by moving into these new rails themselves, processing wallet and account-to-account payments and buying up technology firms.

The likeliest future is not the death of the card but its dissolution into the phone. The plastic rectangle is already becoming a number stored in a digital wallet, tapped from a watch or typed into a browser, while the network underneath keeps taking its fee. Rising interest rates, tighter regulation of fees, and competition from wallets and buy now pay later will squeeze margins, but the sheer scale of the installed base, billions of cards and trillions of dollars of spending, gives the incumbents enormous staying power. For a market this large and this concentrated, change tends to come slowly, and then all at once. The wider forces at work are traced across our coverage of the money supply in [M1 money supply](#) and the broader financial system.

Key Facts



The global card market in numbers

A few figures capture the scale of the credit card market.

\$7tn Visa purchase volume, 2025 More than double Mastercard. 8bn+ Visa and Mastercard cards in circulation worldwide. \$1.25tn US credit card debt Early 2026, and rising. 97% Handled by top three networks Visa, UnionPay and Mastercard.

Together they describe a market of extraordinary scale, concentration and reach.

FAQ

Frequently Asked Questions

Billions. Visa alone had about 4.81 billion cards in circulation in 2025 and Mastercard about 3.39 billion, and UnionPay is the largest network by cards once its huge domestic base in China is included.

It depends on the measure. Visa is the largest by purchase value, handling about 7 trillion dollars in 2025. UnionPay is the largest by number of cards, driven by China, and leads or rivals Visa on raw transaction count.

A great deal. In the United States alone, Visa and Mastercard purchases came to about 11.5 trillion dollars in 2025, and global purchase volume across all networks runs well above that once every region is counted.

Canada, where about 83 percent of adults hold a credit card. Israel, Japan, South Korea and the United States also rank high, while ownership is far lower in India, at under 5 percent.

US credit card balances reached about 1.25 trillion dollars in early 2026, according to the Federal Reserve Bank of New York, up from around 0.82 trillion in 2020.

In the United States the average rate was about 20.9 percent across all accounts in 2026, rising to roughly 22 percent on accounts that carry a balance and near 24 percent on new card offers.

Three networks, Visa, UnionPay and Mastercard, together handle about 97 percent of all credit card transactions worldwide, making the market one of the most concentrated in finance.

Global card fraud losses run at roughly 33 billion dollars a year and are expected to keep rising as card spending grows, though losses as a share of volume have stayed broadly stable.

In some markets, yes. In China and much of Asia mobile wallets now dominate, while cards remain central in North America and much of Europe, so the picture varies widely by region.



Sources

[The Nilson Report](#) - global network card results, cards in circulation and fraud losses.

[Capital One Shopping](#) - credit card market share and purchase volume by network.

[World Bank Global Findex](#) - credit card ownership by country.

[Federal Reserve Bank of New York](#) - US household and credit card debt.

[LendingTree](#) - US credit card interest rates and balances.

Figures are drawn from the Nilson Report, Capital One Shopping, the World Bank, the Federal Reserve Bank of New York and LendingTree. Credit-card and general-purpose card definitions differ between sources, so totals vary. All data compiled by BusinessStats.

STATISTICS REPORT

Digital payments in the Asia-Pacific region statistics & facts

 Updated Sep 24, 2026 · businessstats.com/digital-payments-asia-pacific

\$5.95tn ASIA DIGITAL PAYMENTS, 2025	228bn INDIA UPI TRANSACTIONS, 2025	77% WALLETS, SHARE OF E-COMMERCE
49% INDIA, GLOBAL REAL-TIME SHARE	90%+ CHINA WALLET DUOPOLY	1.7bn DIGITAL BANKING USERS, ASIA

Overview

The center of the payments world

No region has embraced digital payments as fully as Asia-Pacific. Home to more than half the world's population and to two of its three largest economies, it combines enormous scale with some of the most advanced payment infrastructure anywhere. Across the region, cash is giving way to mobile wallets, QR codes and instant bank transfers, often skipping the card era that shaped payments in the West. The result is a market that is not only the largest in the world but also the fastest-moving.

The story is really several stories at once. China built the first cashless society at scale through the super-apps Alipay and WeChat Pay. India created a public digital rail, UPI, that now processes more real-time payments than any system on earth. Southeast Asia is leapfrogging straight to mobile money, and developed markets such as Japan and Australia are shifting more gradually. This report brings the numbers together: how big the market is, who leads it, and where it is heading. It connects closely with the wider growth of online retail, covered in our reports on [e-commerce worldwide](#) and [e-commerce revenue worldwide](#).

Market Size

How big the market is

Measuring the payments market depends heavily on definition, and the headline figures vary as a result. On the narrower Statista measure of digital payments, the value of transactions in Asia was about 5.95 trillion US dollars in 2025, forecast to grow to 7.39 trillion by 2028.

Digital Payments Transaction Value, Asia (trillion USD) Statista Digital Markets outlook, about 7.5 percent annual growth.

Data:

Statista Digital Markets, digital payments transaction value for Asia.

Note:

the broader Asia-Pacific payments market is estimated much larger, around 15.8 trillion USD in 2025.

Compiled by BusinessStats. Switch to the table for exact figures.

Steady, large-scale growth: Asia digital payments are forecast to rise from about 5.95 trillion US dollars in 2025 to 7.39 trillion by 2028.

Broader definitions that capture the full payments market, including bank rails and card schemes, put the Asia-Pacific figure far higher, at around 15.8 trillion US dollars in 2025 and rising toward 33 trillion by 2031 on some forecasts. Whichever measure is used, two facts hold. First, the region is the largest payments market in the world, with China alone the biggest single market by value. Second, growth is being driven less by rising ticket sizes than by sheer frequency, as hundreds of millions of people make many small digital payments every day. Around 927 billion non-cash transactions were processed across Asia-Pacific in 2025 on one estimate.

Real-Time Payments

The real-time revolution

If one innovation defines Asia-Pacific payments, it is real-time transfer: money moving between bank accounts instantly, at any hour, usually free to the user. The region dominates the global league table.

Leading Real-Time Payment Systems Worldwide by Volume (billion transactions) India leads the world; four of the top five are in Asia-Pacific.

Data:

ACI Worldwide, Prime Time for Real-Time, transaction volumes around 2024.

Note:

Brazil is shown for global context; India accounts for about 49 percent of all real-time payments. Compiled by BusinessStats. Switch to the table for exact figures.

India far ahead: India processes more real-time payments than the rest of the top five combined, and about 49 percent of the global total.

India is in a class of its own, with around 129 billion real-time transactions on the comparison shown and close to 49 percent of the worlds total. Behind it, Brazil, shown here for global context, leads the Americas, while Thailand, China and South Korea round out the leaders, giving Asia-Pacific four of the top five. What makes these systems powerful is that many were built as public infrastructure rather than private products. Thailand's PromptPay and India's UPI in particular were designed by central banks and payment authorities to be free, open and interoperable, and they scaled in a fraction of the time private card networks took. Global real-time payment value is forecast to grow by around 115 percent between 2025 and 2030.

India and UPI

India and the rise of UPI

The single most remarkable payments story in the region is India's Unified Payments Interface. Launched in 2016, it has gone from nothing to the busiest payment system in the world in under a decade.

India UPI Transactions by Year (billions) Unified Payments Interface, calendar-year volume.

Data:

National Payments Corporation of India and Reserve Bank of India. Compiled by BusinessStats. Switch to the table for exact figures.

Explosive growth: UPI transactions roughly tripled between 2023 and 2025, passing 228 billion in a single year.

UPI processed about 84 billion transactions in 2023, 131 billion in 2024 and roughly 228 billion in 2025, a near-tripling in two years. It now handles about 85 percent of India's retail digital payments and has overtaken Visa in transaction volume worldwide. The system links hundreds of banks and apps behind a single free interface, and the two leading apps, PhonePe and Google Pay, together account for more than 85 percent of usage. Because payments are free and work on the cheapest smartphones, UPI has pulled

hundreds of millions of people into the formal economy, and India is now exporting the model to countries including Singapore, the United Arab Emirates and Nepal.

China Dominance

China: the cashless pioneer

China was the first country to make mobile payment the default for everyday life, and it remains the largest market in the region by value. On the digital payments measure, China accounted for roughly 4.24 trillion US dollars in 2025, most of the Asia total.

China and the Rest of Asia: Digital Payments Value 2025 China alone accounts for most of Asia digital payments.

Data:

Statista Digital Markets, 2025. China about 4.24 trillion USD of an Asia total near 5.95 trillion USD. Compiled by BusinessStats. Switch to the table for exact figures.

A dominant share: China alone made up the large majority of Asia digital payments value in 2025.

What sets China apart is not just size but concentration. Two super-apps, Alipay and WeChat Pay, handle the overwhelming majority of mobile payments, and QR codes account for more than 90 percent of in-person mobile transactions. By 2024, some 88 percent of Chinese mobile internet users, close to 970 million people, were making mobile payments.

China Mobile Payments Market Share (percent) Alipay and WeChat Pay, a near-total duopoly, 2024.

Data:

OECD competition note, 2024. Alipay and WeChat Pay together hold more than 90 percent of Chinese mobile payment volume. Compiled by BusinessStats. Switch to the table for exact figures.

A near-total duopoly: Alipay and WeChat Pay together control more than nine in ten mobile payments in China.

Alipay, run by Ant Group, holds around 54 percent of the Chinese mobile payments market, and Tencents WeChat Pay about 42 percent, leaving little room for anyone else. Both operate as super-apps, where paying is the gateway to shopping, transport, food delivery, lending, insurance and government services in a single interface. The state is now building its own rail alongside them: the digital yuan, or e-CNY, had recorded about 3.48 billion cumulative transactions worth some 2.37 trillion US dollars by late 2025, though

it remains small next to the private wallets.

Technology

QR codes, super-apps and the digital yuan

The technology that made Asia-Pacific payments so pervasive is deceptively simple: the QR code. Rather than requiring an expensive card terminal, a merchant needs only a printed code that any smartphone can scan. This kept the cost of acceptance close to zero and let digital payments reach street vendors, rickshaw drivers and rural shops that cards never touched. In China, QR codes account for more than 90 percent of in-person mobile transactions, and in India the authorities had deployed more than 560 million QR codes to merchants by late 2025. Newer tap-to-pay options are spreading, such as the Alipay contactless feature that reached 100 million users within a year of launch, but the humble QR code remains the workhorse of Asian payments.

The second defining feature is the super-app. In much of the West a payment app does one thing; in Asia-Pacific the wallet is the front door to an entire digital life. Alipay and WeChat Pay in China, Grab and GoTo in Southeast Asia, and Paytm and PhonePe in India bundle payments together with shopping, ride-hailing, food delivery, bill payment, lending, insurance and investing. Because users keep their money and identity inside these ecosystems, a single payment becomes the gateway to dozens of other services, and the platform earns from all of them. This model, pioneered in Asia, is now being copied around the world.

Governments are increasingly building their own rails on top of this. China is furthest ahead with the digital yuan, or e-CNY, a central bank digital currency that had recorded about 3.48 billion cumulative transactions worth some 2.37 trillion US dollars by late 2025, and whose framework was upgraded at the start of 2026. Other central banks across the region are piloting similar projects. For now these state-issued currencies remain small next to the private wallets, but they point to a future in which public and private payment systems both compete and coexist.

Mobile Wallets

Wallets everywhere

The common thread across the region is the mobile wallet. Whether it is Alipay in China, UPI apps in India, PayPay in Japan or GrabPay and GoPay in Southeast Asia, the wallet has become the default way to pay both online and in person.

Digital Wallet Share of Payments, Asia-Pacific 2025 (percent) Wallets dominate both online and in-store.

Data:

Statista, digital wallet share of e-commerce and point-of-sale value, Asia-Pacific 2025. Compiled by BusinessStats. Switch to the table for exact figures.

The leading method: wallets handle about 77 percent of e-commerce value and 62 percent of in-store value in Asia-Pacific.

In 2025, digital wallets accounted for about 77 percent of e-commerce transaction value in Asia-Pacific and 62 percent of point-of-sale value, making them the dominant method in both settings. That is far higher than in Europe or the Americas, where cards remain more important. The reasons are structural: many Asian consumers came online through smartphones rather than desktops, large unbanked populations adopted wallets as their first financial account, and super-apps gave people a reason to keep money inside a single platform. Wallet adoption is highest in China, but it is rising fastest in Southeast Asia, where the user base is growing quickly from a lower base. Indonesia alone had about 154 million mobile wallet users in 2025, and the Philippines about 63 million.

Southeast Asia

Southeast Asia: the growth frontier

If China and India are the giants of Asian payments, Southeast Asia is the fastest-growing frontier. Digital payments in the sub-region were worth about 805 billion US dollars in 2025 and are forecast to grow at nearly 20 percent a year, reaching around 1.66 trillion by 2029, one of the quickest expansions anywhere in the world. Unlike China, where a pair of players dominate, Southeast Asia is a genuine contest between super-apps, banks and government rails spread across ten very different countries.

Adoption is being driven from the ground up. Indonesia had about 154 million mobile wallet users in 2025 and the Philippines about 63 million, as people who had never held a bank account moved straight to mobile money. The regional super-apps Grab and GoTo, along with local wallets such as GCash in the Philippines and DANA and OVO in Indonesia, have pushed payments into daily life. Thailand's government real-time rail, PromptPay, processes billions of transactions a year, and Cambodia's state-backed Bakong system has signed up around 30 million wallets, with transaction values worth several times the size of the national economy.

The largest single segment in Southeast Asia is mobile point-of-sale payments, worth about 493 billion US dollars in 2025, a sign of how much in-store spending has shifted onto phones. Cross-border links are multiplying too, so that a QR code scanned in Bangkok, Jakarta or Singapore can increasingly be paid straight from a wallet in another country. With young populations, rising smartphone ownership and low starting penetration, Southeast Asia is expected to be the main engine of the regions payment growth for years to come.

Developed Markets

Japan and the slower movers

Not every Asia-Pacific market has rushed to go cashless. Japan, the regions second-largest developed economy, remains one of the most cash-reliant countries in the world, with a cashless ratio of only about 58 percent in 2025. Deeply held habits, an ageing population and a high-trust society that never found cash inconvenient have all slowed the shift. Credit cards still account for around half of cashless spending, though QR and barcode payments are growing quickly, led by PayPay, which is backed by SoftBank, has more than 70 million users and holds roughly half the domestic QR market. The withdrawal of the rival LINE Pay in 2025 concentrated the market further.

Australia and New Zealand sit at the other end of the developed-market spectrum, with high card use, mature contactless payments and, unusually for the region, significant buy now pay later adoption. South Korea combines heavy card use with fast-growing mobile options. What these markets share is that their shift has been incremental rather than revolutionary. They already had well-functioning card and banking systems, so moving to mobile has been an upgrade rather than a leap. That is the opposite of the emerging markets, where wallets filled a vacuum, and it explains why the pace of change varies so widely across Asia-Pacific.

BNPL and Cash

Divergent markets and the last of cash

For all its momentum, Asia-Pacific is not one market but many, and payment habits differ sharply between them. Buy now pay later is a clear example.

Buy Now Pay Later Share of E-Commerce 2025 (percent)BNPL adoption varies sharply across markets.

Data:



Statista, BNPL share of e-commerce payment value, 2025. Compiled by BusinessStats. Switch to the table for exact figures.

Very different appetites: BNPL is a meaningful part of e-commerce in Australia and New Zealand but barely used in China and India.

In Australia and New Zealand, buy now pay later made up about 13 percent of e-commerce payment value in 2025, reflecting mature markets where credit is widely used. In China and India, by contrast, BNPL accounted for only around one percent, because wallets and real-time transfers already meet most needs. Cash, too, is fading at very different speeds. Japan remains the most cash-reliant developed economy in the region, with a cashless ratio of about 58 percent in 2025, and cash retains a strong hold in the Philippines, Indonesia and Vietnam. Even so, the direction of travel is the same everywhere: down for cash, up for digital.

Financial Inclusion

Banking the unbanked

One of the most consequential effects of the payments boom has been financial inclusion. For hundreds of millions of people across Asia-Pacific, a mobile wallet has been their first ever financial account, opened without a bank branch, a credit history or, in some cases, even formal identity documents. In markets from Indonesia and the Philippines to India and Cambodia, digital payments have pulled people who were entirely outside the formal economy into it, giving them a way to save, to send money home, to receive wages and to reach small loans and insurance for the first time.

The scale is still expanding. Even in India, only about a third of adults were using an account for digital payments a few years ago, leaving enormous room to grow, and government programmes continue to push acceptance into the smallest towns and villages. Because the systems are cheap and built mobile-first, they reach places that cards and branches never did. For policymakers this is the deeper promise of digital payments in the region: not only convenience for those already connected, but access for those who were long excluded.

B2B and Cross-Border

Beyond the consumer

Most attention falls on consumer payments, but the next wave of growth is moving into business and cross-border flows. The number of business-to-business digital payments in Asia-Pacific is forecast to roughly double between 2023 and 2028, according to Capgemini, as companies replace cheques, cash and manual bank transfers with instant digital rails. Because business transactions are far larger than consumer ones, even modest gains in digitisation move very large sums of money.

Cross-border payment is the other frontier. Historically slow and expensive, it is being transformed by linking national real-time systems directly to one another. India has connected UPI to partners including Singapore, the United Arab Emirates and Nepal, while Thailand, Singapore and Malaysia have linked their PromptPay, PayNow and DuitNow systems so that a traveller can pay by QR code across borders. These links cut costs and settlement times sharply and extend the reach of Asian payment rails well beyond the region, so that the boundary between domestic and international payment is beginning to blur.

Even as these new flows grow, cash has not vanished. Worldpay estimated that cash still accounted for around 5.6 trillion US dollars of payments globally in 2024, and while its share keeps falling, its absolute level is expected to find a floor above 5 trillion by 2030, sustained by markets such as Japan, the Philippines and Indonesia. The story of Asia-Pacific payments, then, is not the total disappearance of cash but its steady relegation to the margins, as digital methods take over the everyday.

Users and Outlook

Users and the road ahead

Behind the transaction values is a vast and growing base of users. Asia is home to the largest population of digital finance users in the world, and that base is still expanding.

Digital Banking Users in Asia (billions) Users continue to climb through 2030.

Data:

Statista, digital banking users in Asia, with 2030 forecast. Compiled by BusinessStats. Switch to the table for exact figures.

Still growing: Asia had about 1.7 billion digital banking users in 2025, forecast to exceed 2.2 billion by 2030.



Asia accounted for roughly 1.7 billion digital banking users in 2025, a figure expected to pass 2.2 billion by 2030, while the number of digital payment fintech users worldwide has already crossed 3 billion. The next phase of growth will come less from adding first-time users in the largest markets, which are already saturated, and more from deepening usage, cross-border interoperability and new rails such as central bank digital currencies. Real-time systems are increasingly being linked across borders, so that a traveller can scan a QR code in another country, and super-apps continue to fold lending, insurance and investing around the payment. For a region that reinvented how the world pays, the coming decade looks less like a plateau than a new chapter.

Key Facts

Asia-Pacific digital payments in numbers

A few figures capture the scale and character of the market.

\$5.95tn Asia digital payments, 2025 Forecast \$7.39tn by 2028. 228bn India UPI transactions, 2025 The worlds busiest system. 77% Wallet share of e-commerce And 62 percent in stores. 90%+ China wallet duopoly Alipay and WeChat Pay combined.

Together they describe a region that leads the world in how people pay.

FAQ

Frequently Asked Questions

On Statista Digital Markets figures, digital payments in Asia were worth about 5.95 trillion US dollars in 2025 and are forecast to reach 7.39 trillion by 2028. Broader definitions of the payments market put the Asia-Pacific figure much higher, around 15.8 trillion US dollars.

It depends on the measure. China is the largest by value, with a digital payments market of roughly 4.24 trillion US dollars in 2025. India leads by real-time transaction volume, where its UPI system is the busiest in the world.

UPI, the Unified Payments Interface, is Indias real-time, account-to-account payment system, launched in 2016. It processed about 228 billion transactions in 2025, handles roughly 85 percent of Indias retail digital payments, and is the largest real-time payment system in the world.

Alipay and WeChat Pay dominate China with more than 90 percent of the market between them. Elsewhere, PayPay leads in Japan, GrabPay and GoPay are large in Southeast Asia, and in India the UPI apps PhonePe

and Google Pay handle most payments.

Very. In 2025 digital wallets accounted for about 77 percent of e-commerce transaction value and 62 percent of point-of-sale value in the region, making them the leading method both online and in stores.

It is a network that settles account-to-account transfers instantly, at any hour. Examples include UPI in India, PromptPay in Thailand and PIX in Brazil. India alone accounts for about 49 percent of the world's real-time payment transactions.

Yes, though it is declining. Japan remains the most cash-reliant major economy, with a cashless ratio of about 58 percent in 2025, and cash is still important in the Philippines, Indonesia and Vietnam. In China, by contrast, wallets handle the large majority of spending.

Buy now pay later, or BNPL, lets shoppers split a purchase into instalments. Its share varies widely: about 13 percent of e-commerce value in Australia and New Zealand in 2025, against only around one percent in China and India.

Widespread smartphones, QR code acceptance, super-apps that bundle payments with other services, government-backed real-time rails such as UPI and PromptPay, and a large unbanked population moving straight to mobile money.

Sources

[Statista](#) - digital payments in the Asia-Pacific region, statistics and facts.

[Statista Digital Markets](#) - digital payments transaction value, Asia.

[Reserve Bank of India and NPCI](#) - UPI and retail payment statistics.

[ACI Worldwide](#) - Prime Time for Real-Time, real-time payment volumes.

Figures are drawn from Statista, ACI Worldwide, the Reserve Bank of India and NPCI, the OECD, Worldpay and leading market research firms. Definitions of the payments market vary between sources, so headline totals differ. All data compiled by BusinessStats.

STATISTICS REPORT

Banking in Europe — Statistics & Facts 2026

 Updated Mar 20, 2026 · businessstats.com/banking-sector-in-europe

\$47T TOTAL BANKING ASSETS	5,400 EU CREDIT INSTITUTIONS	€7.7T ECB BALANCE SHEET
2.5% ECB DEPOSIT RATE 2026	1.9% AVG NPL RATIO 2025	60%+ DIGITAL BANKING ADOPTION

Overview

Banking in Europe 2026 — A \$47 Trillion Sector in Transformation

The European banking sector is the largest in the world by total assets, with approximately **\$47 trillion** held across the EU27 and UK combined as of 2026. This compares to approximately \$24 trillion for US commercial banks and approximately \$52 trillion for Chinese banks — making European banking one of the world's two largest banking systems. The EU alone has approximately 5,400 credit institutions, down from over 8,000 in 2008 as post-crisis consolidation, low profitability, and regulatory pressure have driven mergers and closures. European banking is governed by a sophisticated multi-layered regulatory architecture: at the European level by the ECB's Single Supervisory Mechanism (SSM), the European Banking Authority (EBA), and the Single Resolution Board (SRB); at the national level by institutions such as the BaFin (Germany), PRA (UK), AMF (France), and Banca d'Italia. For broader European financial market context see our [UK financial markets](#), [Germany financial markets](#) and [France financial markets](#) data.

The decade from 2015 to 2025 was one of profound challenge and transformation for European banking. The legacy of the 2008 financial crisis and the 2010-2012 eurozone sovereign debt crisis — which left many European banks with dangerously high non-performing loan (NPL) ratios, particularly in Italy, Greece, Spain, and Portugal — took years to resolve. The ECB's unprecedented negative interest rate policy (NIRP), maintained from 2014 to 2022, compressed bank net interest margins to historically low levels, squeezing profitability across the continent. The COVID-19 pandemic required massive government-backed loan guarantee schemes to prevent a wave of corporate defaults. Yet by 2025, European banks had emerged in a significantly healthier state than at any point since 2008: NPL ratios had fallen to approximately 1.9%, capital ratios were at record highs, and the ECB's rate normalisation from 2022-2024 restored net interest

income. European banks reported combined net profits of approximately \$120 billion in 2025 — the strongest performance since before the financial crisis.

The European Central Bank headquarters in Frankfurt is the nerve centre of eurozone monetary policy and banking supervision. The ECB's rate-cutting cycle in 2024-2025, following a period of rapid rate rises to combat post-COVID inflation, marked a turning point for European bank profitability and the broader credit environment across the eurozone. EU+UK Banking Assets 2015–2026 European Banking Sector Total Assets — 2015 to 2026 USD Trillions · ECB Statistical Data Warehouse · S&P Global \$47T2026 Assets Total Assets (USD Trillions)

\$47T — World's Largest Banking System Sources: ECB Statistical Data Warehouse · S&P Global Market Intelligence 2026

Top Banks by Assets

Top 10 European Banks by Total Assets 2025

HSBC is Europe's largest bank by total assets at approximately **\$3.0 trillion**, reflecting its historical position as the banking bridge between Europe and Asia. BNP Paribas — France's largest bank and one of the most globally diversified European financial institutions — is second at approximately \$2.9 trillion. Credit Agricole at \$2.7 trillion, Societe Generale at \$1.7 trillion, and Deutsche Bank at \$1.6 trillion complete the top 5. The UK contributes four of the top ten European banks by assets (HSBC, Barclays, Lloyds, NatWest), reflecting the City of London's historical role as the dominant European financial centre. French banks (BNP Paribas, Credit Agricole, Societe Generale) are notable for their size relative to the French economy — the combined assets of France's three largest banks exceed French GDP by approximately 3x, reflecting the French tradition of large universal banks. For deeper country context see our UK financial markets and Germany financial markets statistics.

Top 15 European Banks — Key Metrics 2025 [Click to sort](#)

RANK	BANK	COUNTRY	TOTAL ASSETS (\$T)	MARKET CAP (\$B)	CET1 RATIO (%)
1	HSBC	UK	\$3.0T	\$185B	14.9%
2	BNP Paribas	France	\$2.9T	\$88B	13.7%
3	Credit Agricole	France	\$2.7T	\$42B	17.2%
4	Societe Generale	France	\$1.7T	\$26B	13.1%

5	Deutsche Bank	Germany	\$1.6T	\$32B	13.8%
6	Barclays	UK	\$1.5T	\$44B	13.5%
7	Santander	Spain	\$1.8T	\$73B	12.8%
8	ING Group	Netherlands	\$1.1T	\$53B	14.3%
9	UniCredit	Italy	\$1.0T	\$65B	15.9%
10	Lloyds Banking	UK	\$0.9T	\$38B	14.0%
11	NatWest Group	UK	\$0.8T	\$31B	13.6%
12	Nordea	Finland	\$0.7T	\$42B	17.0%
13	Intesa Sanpaolo	Italy	\$0.9T	\$58B	13.3%
14	ABN AMRO	Netherlands	\$0.4T	\$13B	13.8%
15	BBVA	Spain	\$0.8T	\$52B	12.6%

ECB & Monetary Policy

ECB Monetary Policy 2026 — Rates Cut to 2.5% as Inflation Returns to Target

The European Central Bank cut its deposit facility rate to **2.5% in early 2026**, completing a rate-cutting cycle that began in June 2024 following the rapid rate rises of 2022-2023 designed to combat post-COVID inflation. At its peak in September 2023, the ECB deposit rate reached 4.0% — the highest level since the euro's introduction in 1999. The rate normalisation from 4.0% to 2.5% over 18 months reflects the ECB's assessment that eurozone inflation has returned sustainably to its 2% target, with headline HICP inflation averaging approximately 2.1% in late 2025. The ECB's balance sheet — which peaked at approximately €8.8 trillion in 2022 following years of quantitative easing (QE) — shrank to approximately **€7.7 trillion by early 2026** as the bank continued its quantitative tightening (QT) programme, allowing bonds purchased under the Asset Purchase Programme (APP) and the Pandemic Emergency Purchase Programme (PEPP) to mature without reinvestment. For broader European market context see our [UK financial markets and global financial markets data](#).

ECB Deposit Rate 2015–2026 ECB Deposit Facility Rate — 2015 to 2026 % per annum · European Central Bank · Monthly decisions 2.5%Rate Mar 2026

Peak 4.0% (Sep 2023) → 2.5% (Mar 2026) Source: European Central Bank — Monetary Policy Decisions 2015–2026

Capital & NPL Ratios

European Bank Capital Ratios & NPLs — Strongest Position Since 2008

European banks entered 2026 in their strongest capital position since before the 2008 financial crisis. The average Common Equity Tier 1 (CET1) ratio — the primary measure of bank capital adequacy under Basel III — stood at approximately **15.8% across EU significant institutions**, significantly above the minimum regulatory requirement of 4.5% and well above the 7-8% levels seen during the post-crisis stress period of 2011-2013. Non-performing loans (NPLs) — loans where borrowers are more than 90 days past due — declined to an average ratio of approximately **1.9% of total loans** in 2025, down from a crisis-era peak of over 6% in 2015 and representing the lowest level since the ECB Banking Supervision began publishing data. The improvement in NPL ratios has been particularly dramatic in the southern European economies that suffered most during the sovereign debt crisis: Italy's NPL ratio fell from 17% in 2016 to approximately 3.2% in 2025; Greece's fell from 45% to approximately 6%; Portugal's from 18% to approximately 3%. For financial stability context see our Germany financial markets and France financial markets data.

CET1 Capital Ratios by Country — 2025 Average CET1 Capital Ratio by Country — Europe 2025 % Common Equity Tier 1 · EBA Risk Dashboard Q4 2025

NPL Ratios by Country — Southern Europe Most Improved

NPL Ratios by Country — 2025 Non-Performing Loan Ratio by Country — Europe 2025 % of total loans · EBA Risk Dashboard Q4 2025

Digital Banking

Digital Banking in Europe — 60% Adoption, Transforming Traditional Banks

Digital banking adoption across Europe reached approximately **60% of the adult population** in 2025 — defined as using online or mobile banking at least once per month. The Nordic countries lead with adoption rates above 90%: Sweden (96%), Norway (95%), Denmark (94%), and Finland (93%) are among the most digitally advanced banking markets in the world. The Netherlands (92%), Luxembourg (87%), and Estonia (88%) follow. Southern and Eastern Europe show lower but rapidly rising adoption: Italy (58%), Portugal



(61%), Poland (74%), Romania (56%). The COVID-19 pandemic was the most significant single driver of digital banking adoption — millions of Europeans who had previously resisted online banking were forced onto digital channels during lockdowns and subsequently became permanent digital banking users. Traditional European banks have responded to the digital challenge with massive IT investment: the major European banks collectively spent approximately \$65 billion on technology in 2025, with digital transformation programs running into the billions at individual institutions like BBVA, ING, and Deutsche Bank. The fintech challenge — led by Revolut, Monzo, and N26 — has accelerated traditional bank digital investment. For fintech context see our [Fintech in Europe statistics](#) and [global Fintech data](#).

Digital Banking Adoption by Country — 2025 Online/Mobile Banking Adoption — Europe 2025 % of adults using online or mobile banking monthly · Eurostat · EY Banking Barometer 2025 Digital banking adoption across Europe reached 60% in 2025, with Nordic countries leading at 90%+. Traditional banks have responded by investing \$65 billion in technology annually, while neobanks like Revolut (50M users) and Monzo (10M users) continue to attract customers with superior mobile experiences and lower fees.

Country Rankings

European Banking — Country Rankings by Sector Assets 2025

France has the largest banking sector relative to GDP in Europe — the combined assets of French banks represent approximately 3.8x French GDP, reflecting the traditional French model of large universal banks with extensive international operations. The UK's banking sector — \$12 trillion in assets — is the second largest in Europe despite Brexit, and London remains the dominant European financial centre by most measures: FX trading, bond issuance, derivatives, and fund management all remain primarily UK-based. Germany's banking sector is characterised by a three-pillar structure — private commercial banks (Deutsche Bank, Commerzbank), savings banks (Sparkassen), and cooperative banks (Volksbanken, Raiffeisenbanken) — which makes it uniquely decentralised compared to other major European markets. For country-specific analysis see our detailed [UK financial markets](#), [Germany financial markets](#), and [France financial markets](#) articles.

European Banking Assets by Country — 2025 European Banking Sector Total Assets by Country 2025 % of \$47T total · ECB Statistical Data Warehouse · S&P Global 2025

European Banking and Climate Finance

Climate risk has moved from the periphery to the centre of European banking strategy and regulation. The ECB conducted its first climate stress test in 2022, finding that European banks would face significant credit losses under a disorderly climate transition scenario. Since then, all major European banks have published detailed climate transition plans, established net-zero targets (typically 2050 with intermediate 2030 milestones), and begun integrating climate risk into credit assessment processes. The European green bond market — where banks play a critical role as both issuers and underwriters — reached approximately \$450 billion in issuance in 2025, with European issuers accounting for approximately 45% of the global total. Green mortgages — home loans with preferential rates for energy-efficient properties — are becoming mainstream across European banking, with major banks in Germany, the Netherlands, France, and the UK all offering green mortgage products. Sustainable finance disclosure requirements under the EU Sustainable Finance Disclosure Regulation (SFDR) and the EU Taxonomy are creating significant compliance requirements but also competitive advantages for banks that invest early in sustainability data infrastructure. The transition risk embedded in European bank loan books — lending to fossil fuel industries, carbon-intensive real estate, and high-emission manufacturing — represents a significant risk management challenge that will shape European banking strategy through 2030.

Cross-Border Banking Consolidation in Europe

European banking remains significantly more fragmented than the US market, where the top 5 banks control approximately 45% of industry assets compared to approximately 25% for the top 5 in Europe. The political and regulatory barriers to pan-European banking consolidation have historically been substantial: national governments have been reluctant to see domestic banking champions acquired by foreign rivals; regulatory complexity increases when combining institutions supervised by multiple national competent authorities and the ECB; and cultural integration challenges are amplified by operating across multiple languages and legal systems. Yet the pressure for consolidation is building. UniCredit's unsolicited approach to acquire Commerzbank — Germany's second-largest commercial bank — in late 2024 sparked intense debate about European banking nationalism and whether Germany's government would block a strategic acquisition. The ECB has long advocated for cross-border consolidation as a path to stronger, more efficient European banking. Santander (Spain) and BBVA (Spain) have both made significant acquisitions beyond their home markets, demonstrating that pan-European banking models are viable. The next decade is likely to see more consolidation — particularly in markets like Germany and Italy that remain over-banked — and the emergence of true pan-European banking champions capable of competing

globally with US and Chinese institutions.

European Banking and the Digital Euro

The European Central Bank's digital euro project — a central bank digital currency (CBDC) for the eurozone — is one of the most consequential strategic questions facing European banking. The ECB launched the digital euro investigation phase in 2021 and moved to the preparation phase in 2023, with a target launch window of 2027-2028 subject to EU legislative approval. A digital euro would provide eurozone citizens with a direct digital claim on the ECB — essentially a risk-free digital alternative to commercial bank deposits. For commercial banks, the digital euro presents a complex challenge: if citizens can hold digital euros directly with the ECB, it could reduce demand for commercial bank deposits, particularly in times of stress when digital euro holdings would carry zero credit risk. The ECB has proposed holding limits (likely €3,000 per person) to prevent excessive disintermediation of commercial banks. European banks have responded with a mix of engagement and concern — recognising that CBDCs are coming while lobbying hard for design features that protect their deposit-taking business. The digital euro could also accelerate payment innovation, reducing dependence on Visa, Mastercard, and US payment infrastructure — a strategic priority for European policy makers seeking payment sovereignty.

Key Statistics

Banking in Europe — Key Statistics & Facts 2026

Several data points illustrate the scale and complexity of European banking in 2026. European banks collectively employ approximately **2.8 million people** — making the financial sector one of the continent's largest employers. The eurozone's total bank lending to the private sector — households and businesses — reached approximately **€13.5 trillion** in 2025, growing at approximately 3% annually as rate cuts improved credit conditions. Mortgage lending dominates household credit at approximately €8 trillion, reflecting high homeownership rates and the importance of property finance across European economies. European banks' return on equity (ROE) improved to approximately **11.5% in 2025** — the strongest performance since 2007 and a dramatic recovery from the near-zero or negative ROE years of 2014-2019 when NIRP destroyed net interest income. The ECB's stress test results in 2024 showed that all 57 significant institutions tested would maintain capital ratios above minimum requirements even under a severe adverse scenario — reflecting the sector's improved resilience. The Banking Union — comprising the Single Supervisory Mechanism, Single Resolution Mechanism, and the (still incomplete) European Deposit Insurance Scheme — has significantly improved the architecture of European financial stability since its

introduction in 2014.

\$47T Total EU+UK Assets 2.8M Banking Employees 11.5% Avg ROE 2025 15.8% Avg CET1 Ratio 1.9% Avg NPL Ratio \$120B Net Profits 2025 Profitability Recovery European Banks Posted \$120B in Net Profits in 2025 — Best Performance Since Before the 2008 Crisis

The interest rate normalisation cycle of 2022-2024 — when the ECB raised rates from -0.5% to 4.0% in just 14 months — was transformative for European bank profitability. Higher rates dramatically widened net interest margins: the spread between what banks earn on loans and pay on deposits expanded significantly, restoring the core earnings engine that had been suppressed by a decade of ultra-low rates. Combined net profits of approximately \$120 billion across European banks in 2025 represent a dramatic recovery from the near-zero collective profitability of 2019-2021. UniCredit, ING, Nordea, and Santander were among the standout performers, each reporting ROE above 15%. The challenge for 2026 is managing the transition as rates decline — maintaining the profitability gains from rate normalisation while growing fee income, managing costs through digital transformation, and navigating a credit cycle where rate-sensitive borrowers may come under pressure.

Forecast 2030

European Banking Forecast — Consolidation, Digital and AI to 2030

European banking in 2030 will be shaped by four primary forces. First, **consolidation** — the European banking market remains highly fragmented compared to the US, where the top 5 banks dominate far more completely. Cross-border European banking mergers — long discussed but rarely achieved due to regulatory complexity and national protectionism — are increasingly likely as banks seek scale to fund digital transformation. UniCredit's attempted acquisition of Commerzbank in 2024-2025 signalled the beginning of a new M&A cycle. Second, **digital transformation** — traditional banks will continue closing branches (European bank branch numbers have halved since 2008), investing in mobile-first customer experiences, and competing directly with neobanks on product quality. Third, **AI integration** — artificial intelligence will transform credit risk assessment, fraud detection, customer service, and regulatory compliance — reducing costs while improving service quality. Fourth, **climate risk** — European banks face increasing regulatory pressure to assess and disclose climate-related financial risks, manage transition risk in fossil fuel lending portfolios, and direct capital toward green finance. For the broader economic context see our [GDP statistics](#) on the European economies driving banking growth.

European Banking Forecasts 2030 European Banking Sector — Key Projections to 2030 \$55T Total Assets 2030 (proj.) 75%+ Digital Banking Adoption 2030 4,000 EU Credit Institutions 2030 <1.5% Target NPL Ratio 2030 2027 Digital Euro Launch (proj.) \$80B+ Green Bond Issuance 2030

FAQ

Frequently Asked Questions — Banking in Europe

The European banking sector holds approximately **\$47 trillion in total assets** across the EU27 and UK combined — the world's largest banking system. The EU alone accounts for \$35 trillion, with the UK adding \$12 trillion.

HSBC is Europe's largest bank at approximately \$3.0 trillion in total assets, followed by BNP Paribas (\$2.9T), Credit Agricole (\$2.7T), Santander (\$1.8T), and Societe Generale (\$1.7T).

The ECB deposit facility rate is **2.5% as of early 2026**, cut from a peak of 4.0% in September 2023. The cuts reflect inflation returning to the ECB's 2% target after the post-COVID inflation surge.

The average NPL (non-performing loan) ratio for European banks is approximately **1.9% in 2025** — the lowest since ECB Banking Supervision began. This is down from a crisis-era peak of over 6% in 2015.

There are approximately **5,400 credit institutions** operating in the EU as of 2026, down from over 8,000 in 2008. Post-crisis consolidation, low profitability, and regulatory pressure have driven significant reduction in bank numbers.

Data Sources & References

Primary: [ECB Statistical Data Warehouse — Banking Supervision Statistics](#)

Primary: [EBA Risk Dashboard Q4 2025](#)

Supporting: [S&P Global Market Intelligence — European Banks 2025](#) · [EY European Banking Barometer 2025](#) · [Eurostat Digital Economy Statistics](#)

All asset figures in USD unless stated. EU figures cover EU27 member states. ECB balance sheet in EUR. CET1 ratios from EBA Risk Dashboard — significant institutions only. Digital banking adoption from Eurostat ICT household survey 2025. Forecasts are projections subject to revision. Banking in Europe 2026 European Banks Statistics ECB Interest Rate 2026 Largest European Banks European NPL Ratio Digital Banking Europe CET1 Capital Ratio ECB Monetary Policy



STATISTICS REPORT

Fintech in Europe — Statistics & Facts 2026

Updated Mar 19, 2026 · businessstats.com/fintech-in-europe

\$92B EUROPEAN MARKET 2026	35 UK FINTECH UNICORNS	\$45B REVOLUT VALUATION
7M+ OPEN BANKING USERS	20% CAGR 2026–2032	\$280B PROJECTED 2032

Overview

STATISTICS REPORT

Fintech — Statistics & Facts 2026

 Updated Mar 19, 2026 · businessstats.com/fintech-statistics

\$340B GLOBAL MARKET 2026	19% CAGR 2026–2032	290 FINTECH UNICORNS
3.9B DIGITAL PAYMENT USERS	\$1.15T PROJECTED 2032	45% PAYMENTS SHARE

Overview

Fintech 2026 — A \$340 Billion Industry Reshaping Global Finance

Financial technology — fintech — has evolved from a niche startup category into one of the most significant forces reshaping the global economy. The global fintech market reached approximately **\$340 billion in 2026**, growing from approximately \$127 billion in 2018 — nearly tripling in eight years. Fintech encompasses a vast range of technologies: digital payments and wallets, neobanks and challenger banks, lending platforms, insurtech, wealthtech and robo-advisors, regtech (regulatory technology), blockchain and cryptocurrency infrastructure, and embedded finance. The common thread is the application of technology to make financial services faster, cheaper, more accessible, and more convenient than traditional banking and financial institutions have historically provided. The COVID-19 pandemic was a defining accelerant — forcing billions of consumers and businesses onto digital financial channels almost overnight, compressing years of adoption into months. For broader financial markets context see our [global financial markets statistics](#) and [US financial markets data](#).

Three structural forces are driving fintech's long-term growth. First, the **global unbanked and underbanked population** — approximately 1.4 billion adults worldwide lack access to basic financial services, and fintech mobile-first solutions are reaching these populations in Sub-Saharan Africa, South Asia, and Southeast Asia far more cost-effectively than traditional banks. Second, **consumer preference shifts** — particularly among Millennials and Gen Z who have grown up expecting digital-first experiences and are fundamentally uncomfortable with branch-based banking. Third, **regulatory innovation** — Open Banking regulations in the EU (PSD2), UK, Australia, and India's UPI infrastructure have forced traditional banks to open their data and infrastructure to fintech competitors, dramatically lowering barriers to entry

and enabling new business models. The combination of these forces has created the conditions for sustained 15-20% annual market growth through the remainder of this decade.

The global fintech market reached \$340 billion in 2026, having tripled from \$127 billion in 2018. Digital payments dominates at 45% of the market, followed by lending (25%), neobanking (15%), and insurtech (8%). The US leads in fintech investment and unicorn count, while China and India lead in digital payment adoption.

Market Size 2017–2032

Global Fintech Market Size 2017–2032 — From \$127B to \$1.15T

The chart below shows the global fintech market size from 2017 to 2032. Growth has accelerated particularly from 2020 onwards as COVID-19 compressed digital adoption. The 2026-2032 CAGR of approximately 19% reflects continued expansion across all segments, with AI-powered financial services and embedded finance expected to be the primary growth drivers in the second half of this decade.

Global Fintech Market 2017–2032 Fintech Market Size Worldwide — USD Billions USD Billions · Grand View Research · McKinsey · *2027–2032 projected \$340B2026 Market Actual Projected

CAGR ~19% · 2026–2032 Sources: Grand View Research · McKinsey Global Payments Report 2025 · BCG Fintech Report · *2027–2032 projected

Market Segments

Fintech Market Segments 2026 — Digital Payments Leads at 45%

Digital payments is the dominant fintech segment globally, accounting for approximately **45% of total market revenue** — approximately \$153 billion in 2026. This segment includes mobile payment apps (PayPal, Venmo, Cash App), digital wallets (Apple Pay, Google Pay, Samsung Pay), payment processors (Stripe, Adyen, Square), and cross-border money transfer services (Wise, Remitly, Western Union digital). Digital lending — including personal loans, SME lending, buy-now-pay-later (BNPL), and mortgage technology — is the second largest segment at approximately 25% (\$85 billion), having grown explosively on the back of BNPL adoption by younger consumers. Neobanking and challenger banking (Revolut, Chime, Monzo, N26) account for approximately 15% (\$51 billion), with insurtech (Lemonade, Root, Oscar Health) contributing approximately 8% (\$27 billion). For financial sector context see our [UK financial markets](#) and [Germany financial markets](#) data.



Fintech Market Segments — 2026 Global Fintech Revenue by Segment 2026 % of \$340B total market ·

Grand View Research · McKinsey 2026

Fintech Unicorns

Fintech Unicorns 2026 — 290 Companies Worth \$1.2 Trillion

The fintech sector has produced more unicorns (private companies valued at \$1 billion+) than virtually any other technology vertical. There are approximately **290 fintech unicorns globally** as of 2026, with a combined valuation of approximately \$1.2 trillion. The United States leads with approximately 120 fintech unicorns — including Stripe (\$50B+), Chime (\$25B), Plaid (\$13B), Brex (\$12B), and Robinhood (now public). The UK is Europe's fintech unicorn capital with approximately 35 fintech unicorns including Revolut (\$45B — the most valuable UK startup), Checkout.com (\$11B), and Monzo (\$5B). India — the world's fastest-growing major fintech market — has approximately 25 fintech unicorns including Paytm, Razorpay, and PhonePe. For investment context see our [Nasdaq stock market statistics](#) on how fintech IPOs and listings have performed.

Regional Breakdown

Fintech Market by Region — Americas Lead, Asia-Pacific Fastest Growing

The Americas account for approximately **38% of global fintech market revenue** — approximately \$129 billion — driven primarily by the United States, which is home to the world's most valuable fintech ecosystem. Europe represents approximately 27% (\$92 billion), with the UK, Sweden, Germany, and the Netherlands the primary fintech hubs. Asia-Pacific accounts for approximately 26% (\$88 billion) but is growing the fastest at approximately 23% CAGR annually, driven by China's extraordinary mobile payment adoption, India's UPI payment revolution, and Southeast Asia's rapidly digitising financial system. Latin America and Africa/Middle East together account for approximately 9% but are the regions with the highest growth potential, given large underbanked populations and the rapid spread of mobile connectivity. For regional financial market context see our [UK financial markets data](#).

Fintech Revenue by Region — 2026 Global Fintech Market Revenue by Region — 2026 USD Billions · KPMG Pulse of Fintech H2 2025 · Grand View Research

Digital Payments

Digital Payments — 3.9 Billion Users and \$10 Trillion in Annual Volume

Digital payments is the most mature and largest fintech segment, with approximately **3.9 billion digital payment users worldwide** in 2026 — approximately 49% of the global population. Total digital payment transaction volume reached approximately **\$10 trillion annually**, growing at approximately 15% per year. China and India lead the world in digital payment adoption: China's Alipay and WeChat Pay together process approximately \$70 trillion in annual transaction volume — more than the entire global digital payments market excluding China — reflecting the extraordinary depth of mobile payment adoption in Chinese consumer behaviour. India's Unified Payments Interface (UPI) processed approximately 15 billion transactions per month in 2025 — more than any other real-time payments system in the world — having grown from zero in 2016 to become the default payment method for hundreds of millions of Indians. For context on China's digital commerce ecosystem see our Alibaba statistics and Pinduoduo revenue data.

Digital Payment Users 2018–2026 Global Digital Payment Users — 2018 to 2026 Billions · McKinsey Global Payments Report · Worldpay · Statista 2026 3.9B2026 Users

49% of world population uses digital payments Sources: McKinsey Global Payments Report 2025 · Worldpay Global Payments Report · Statista

Top Digital Payment Platforms — Global Transaction Volume 2025

Buy Now Pay Later — From Fringe to Mainstream

Buy Now Pay Later (BNPL) has been one of the most disruptive fintech innovations of the 2020s. The concept is simple — allow consumers to split purchases into interest-free instalments at the point of checkout — but the execution has been transformative. Global BNPL transaction volume reached approximately **\$700 billion in 2025**, up from approximately \$33 billion in 2019. Klarna, the Swedish BNPL pioneer, is the most valuable European fintech startup at approximately \$14 billion. Afterpay (acquired by Block/Square for \$29 billion in 2022) dominates Australia and has significant US presence. Affirm is the leading publicly traded BNPL provider with over 18 million active consumers. BNPL has proved particularly popular with younger consumers who are debt-averse and prefer instalment payments over revolving credit card debt. However, the sector faces growing regulatory pressure as default rates rise and consumer protection concerns mount — the UK, Australia, and EU have all moved to bring BNPL within formal consumer credit regulation frameworks.

Neobanks collectively serve approximately 400 million customers globally in 2026, having grown from virtually zero in 2015. Revolut (50M users), Chime (21M), and Nubank (90M in Latin America) are the largest players. Despite impressive growth, most neobanks remain unprofitable — the low-fee model requires scale to generate sufficient revenue per customer.

Neobanks — Challenging 200 Years of Traditional Banking

Neobanks — fully digital banks with no physical branch network — collectively serve approximately **400 million customers globally** in 2026, having grown from virtually zero in 2015. The model is predicated on dramatically lower operating costs compared to traditional banks (no branches, leaner headcount, cloud-native technology) allowing them to offer fee-free accounts, higher savings rates, and superior mobile experiences. Revolut — founded in London in 2015 — is the world's most valuable neobank at approximately \$45 billion, with 50 million users across 35 countries. Chime leads the US market with approximately 21 million accounts. Nubank — the Brazilian digital bank — is Latin America's most valuable fintech at approximately \$45 billion, serving over 90 million customers across Brazil, Mexico, and Colombia. Despite impressive growth, most neobanks remain unprofitable or marginally profitable — the low-fee model makes it difficult to generate sufficient revenue per customer without cross-selling loans, investments, or premium account tiers. For European fintech context see our [Germany financial markets data](#).

Blockchain, Crypto, and DeFi in Fintech

Blockchain technology and cryptocurrencies represent the most controversial and volatile segment of fintech. The crypto market peaked at approximately \$3 trillion in late 2021, collapsed to approximately \$800 billion in 2022-2023, and recovered to approximately \$2.5 trillion by 2025. Beyond speculation, blockchain infrastructure companies provide real financial services: Coinbase processes billions in crypto transactions monthly, Ripple's XRP network enables cross-border bank transfers, and stablecoins like USDT and USDC facilitate digital dollar transactions at scale. Decentralised Finance (DeFi) — smart contract-based financial protocols that operate without intermediaries — reached approximately \$150 billion in total value locked (TVL) in 2025. The most significant long-term development is the emergence of central bank digital currencies (CBDCs), with China's digital yuan already in widespread circulation, the EU's digital euro in pilot testing, and the US Fed actively exploring a digital dollar. For broader technology investment context see our AI market size statistics on how AI intersects with fintech.

AI in Fintech — The Next Wave of Disruption

Artificial intelligence is arguably the most transformative force currently operating in fintech. The applications span every segment: AI-powered credit scoring using alternative data sources (social media, utility payments, phone usage patterns) extends credit to billions of people previously excluded by traditional credit bureaus; fraud detection algorithms analyse thousands of transaction signals in milliseconds to identify anomalies that human analysts would miss; robo-advisors manage over \$1.5 trillion in assets globally, providing investment advice at a fraction of the cost of traditional wealth management; AI chatbots and virtual assistants handle the majority of customer service interactions at major digital banks; and natural language processing enables contract analysis, regulatory compliance checking, and document processing at speeds impossible for human teams. The next frontier is generative AI — JP Morgan's COiN platform already reviews commercial loan agreements in seconds that previously took 360,000 hours of lawyer time annually. Fintech startups building AI-first financial services are attracting disproportionate venture capital, with AI fintech representing approximately 35% of all fintech investment in 2025 despite being a relatively new category. The combination of AI's capabilities and fintech's distribution reach positions the sector to fundamentally reshape how financial services are delivered, priced, and accessed globally over the next decade. For the broader AI investment context see our AI market size worldwide statistics.

Key Statistics

Fintech — Key Statistics & Facts 2026

The fintech industry's scale is illustrated by several remarkable data points. Global fintech investment — venture capital, private equity, and public market funding combined — reached approximately **\$75 billion in 2025**, down from the peak of \$210 billion in 2021 but still representing one of the largest annual investment flows into any technology sector. The BNPL (buy-now-pay-later) segment processed approximately \$700 billion in transaction volume globally in 2025, with Klarna, Afterpay (Block), and Affirm the leading platforms. Neobanks collectively serve approximately **400 million customers globally** — approximately 5% of the world's banked population — having grown from virtually zero in 2015. Revolut, the UK-based neobank, surpassed 50 million global users in 2025 — making it Europe's most widely used digital bank. The global remittance market — cross-border money transfers, heavily disrupted by fintech — processed approximately \$860 billion in 2025, with fintech platforms like Wise, Remitly, and WorldRemit capturing an increasing share from traditional players like Western Union and MoneyGram.



\$340B Global Market 2026 290 Fintech Unicorns \$75B Investment 2025 400M Neobank Customers
\$860B Remittance Volume 1.4B Unbanked Adults Market Insight India's UPI Processed 15 Billion
Transactions per Month in 2025 — More Than Any Other Real-Time Payments System in the World

India's Unified Payments Interface (UPI), launched in 2016 by the National Payments Corporation of India (NPCI), has become the most successful digital payments infrastructure in history. From zero transactions in 2016, UPI grew to process approximately 15 billion transactions per month in 2025 — surpassing Visa, Mastercard, and all other national payment systems in transaction volume. The system's success is built on interoperability: any Indian bank account can send and receive UPI payments through any UPI app (Google Pay, PhonePe, Paytm) — a level of open infrastructure that Western payment systems have only begun to approach. India's UPI model is now being studied and replicated globally, with Singapore, France, UAE, and several other countries implementing similar real-time payment infrastructure.

The regulatory landscape for fintech is evolving rapidly across all major markets. The European Union's PSD2 (Revised Payment Services Directive) has been the most influential open banking regulation globally, mandating that banks share customer data with licensed third parties through APIs — enabling fintech companies to build products directly on top of existing banking infrastructure. The UK's Open Banking standard, implemented by the Competition and Markets Authority, has created one of the world's most advanced open banking ecosystems, with over 7 million users accessing open banking-enabled products in 2025. The US has been slower to mandate open banking but the Consumer Financial Protection Bureau's Section 1033 rule — requiring banks to provide customers with machine-readable access to their financial data — is expected to trigger a similar open banking transformation in the world's largest economy. India's Account Aggregator framework and Singapore's SGFinDex demonstrate how Asia is developing its own open finance infrastructure. These regulatory developments collectively create the conditions for continued fintech market expansion by dramatically reducing the friction and cost of accessing and building on financial data.

Forecast 2032

Fintech Market Forecast — \$1.15 Trillion by 2032

The global fintech market is projected to reach approximately **\$1.15 trillion by 2032** — more than tripling from \$340 billion in 2026. Five primary growth drivers will shape this trajectory. First, AI integration — large language models and AI agents are being deployed across every fintech vertical, from automated credit underwriting to AI financial advisors to fraud detection, dramatically improving unit economics. Second,



embedded finance — the integration of financial services into non-financial platforms (retail, logistics, healthcare, gig economy) is expanding the fintech addressable market far beyond traditional financial services. Third, emerging market expansion — Africa, Southeast Asia, and Latin America have hundreds of millions of potential new digital financial services users coming online over the next decade. Fourth, regulatory development — as global regulators develop clearer frameworks for crypto, open banking, and digital currencies, institutional capital will flow into previously uncertain segments. Fifth, central bank digital currencies (CBDCs) — over 130 countries are exploring CBDCs, and the first major implementations will create new fintech infrastructure opportunities. For the broader economic context see our GDP statistics on the economies driving fintech growth.

Fintech Forecasts 2032 Global Fintech Market — Key Projections to 2032 \$1.15T Global Market 2032 (proj.) 19% CAGR 2026–2032 5B+ Digital Payment Users 2032 500+ Fintech Unicorns 2032 23% Asia-Pacific CAGR \$2T+ Neobank AUM 2032

FAQ

Frequently Asked Questions — Fintech

The global fintech market is worth approximately **\$340 billion in 2026**, projected to reach \$1.15 trillion by 2032 at a CAGR of approximately 19%.

Digital payments is the largest segment at approximately 45% of total market revenue (\$153 billion).

Digital lending is second at 25%, neobanking third at 15%, and insurtech fourth at 8%.

There are approximately **290 fintech unicorns globally** as of 2026, with a combined valuation of approximately \$1.2 trillion. The US leads with approximately 120, followed by the UK (35), India (25), and China (20).

The **United States leads in fintech investment and unicorn count**. China leads in digital payment adoption. The UK is Europe's largest fintech hub. India is the fastest-growing major fintech market driven by UPI.

Key drivers include smartphone proliferation, underbanked populations gaining digital access, AI integration in financial services, open banking regulations, COVID-19 acceleration of digital adoption, and the decline of cash. India's UPI and China's mobile payments demonstrate what is possible at scale.

Data Sources & References

Primary: McKinsey Global Payments Report 2025



Primary: [Grand View Research — Fintech Market Report 2025](#)

Supporting: [CB Insights State of Fintech 2025](#) · [KPMG Pulse of Fintech H2 2025](#) · [BCG Global Fintech Report 2025](#)

All market figures in USD. Market size data from published research reports. Unicorn data from CB Insights and Crunchbase as of Q1 2026. Investment figures include VC, PE and public market activity. Projections subject to revision. [Fintech Statistics 2026](#) [Global Fintech Market](#) [Digital Payments Statistics](#) [Fintech Unicorns 2026](#) [Neobanking Statistics](#) [Fintech Market Size](#) [Fintech Growth Rate](#) [Digital Finance 2026](#)

STATISTICS REPORT

Digital banks statistics & facts 2026

Updated May 12, 2026 · businessstats.com/digital-challenger-banks

500M+ GLOBAL NEOBANK CUSTOMERS	\$210B MARKET SIZE 2025	110M+ NUBANK — #1 BY USERS
76% STILL UNPROFITABLE	\$75B REVOLUT VALUATION	\$13.2B VC FUNDING 2025

Digital Banking Market Overview 2026

Digital Banks — Statistics & Facts 2026

Digital banks — also called neobanks or challenger banks — are purely digital financial institutions that operate exclusively online without physical branch networks. They leverage mobile apps, cloud infrastructure, AI, and open banking APIs to deliver banking services at lower cost and with superior user experience compared to legacy banks. As of 2026, the global neobanking market is valued at approximately **\$210 billion**, with over **500 million customers across 80+ countries**. The market is projected to reach **\$310 billion in 2026**. The neobanking industry attracted **\$13.2 billion in global venture funding in 2025** alone. Despite explosive growth, the industry faces a persistent challenge: **76% of neobanks remain unprofitable** — with average revenue per user of just \$45, compared to \$350 at traditional retail banks. The broader financial market context is covered in our [US financial markets analysis](#).

Top Neobanks — Global Users 2025-26 Leading Digital Banks by Customer Count — 2025-2026 (Million Users) TechBullion · CoinLaw.io · ElectroIQ · Mordor Intelligence · Company Reports · BusinessStats Research · April 2026 110M+Nubank — #1 Globally

Sources: Nubank Q1 2025 Investor Relations · Mordor Intelligence (January 2026) · TechBullion (April 2026) · CoinLaw.io · ElectroIQ · BusinessStats Research · April 2026

Top Digital Banks — Full Data 2025-26

#	NEOBANK	HQ	CUSTOMERS	REVENUE	VALUATION	PROFITABILITY	KEY MARKET
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1	Nubank	Brazil	110M+	~\$2.5B	~\$30B	Profitable	LatAm (Brazil, Mexico, Colombia)
2	Revolut	UK	45M+	\$2.1B (2025)	\$75B	£790M profit (2024)	Europe, 35+ countries
3	Chime	USA	22M+	~\$2.4B	~\$25B	Not profitable	USA (leads US neobanks)
4	Monzo	UK	12M	~£800M	~\$5B	£113.9M profit (2025)	UK, global expansion
5	Starling Bank	UK	~4M	~£700M	~\$3B	Profitable since 2021	UK SME focus
6	N26	Germany	9M active	~€300M	~\$9B	Not profitable	Europe (Germany, France, Spain)
7	Wise	UK	~12M	~£1.1B	\$11.5B (listed)	Profitable	160 countries · FX focus
8	WeBank	China	~350M	~\$2B+	~\$30B	Profitable	China (Tencent-backed)
9	Varo Bank	USA	~7M	~\$400M	~\$2.5B	Not profitable	USA (underserved consumers)
10	Atom Bank	UK	~250K	~£180M	~\$500M	Profitable	UK (mortgages, savings)

Global Users & Adoption

500M+ Global Neobank Customers — 350M Unique Users by 2026

Digital banks have achieved mass-market adoption at extraordinary speed. From just **146 million users in 2021**, the neobank ecosystem grew to **210 million in 2022** and is expected to reach **350 million unique users by 2026**. Note that total "customers" (500M+) is higher than unique users because some individuals hold accounts at multiple neobanks. **Europe leads by region with 80+ million users**, followed by Latin America (dominated by Nubank's 110M+), and a rapidly growing Asia-Pacific. In the United States, neobank Chime leads the market with over 22 million customers. **60% of consumers now prefer digital financial services**, and US neobank adoption is growing at a **34.6% CAGR through 2026**. App downloads hit an unprecedented 1.2 billion in a single year. WeBank in China serves approximately 350 million customers — though by the wider definition of digital banking that includes tech-company-backed platforms. The social



media context driving neobank discovery and adoption is in our [social media statistics](#).

- **Global customers 2025:** 500M+ across 80+ countries (includes multi-account holders)
- **Unique neobank users 2026E:** 350M (Electroiq) — up from 146M (2021) and 210M (2022)
- **App downloads:** 1.2B neobank app downloads in a single year — unprecedented adoption rate
- **US neobank CAGR:** 34.6% through 2026 — fastest among all developed markets
- **Europe:** 80M+ neobank users — world's largest region by mature neobank customer base
- **India:** ~67% of Indian respondents use neobank services — fastest-growing developing market
- **Digital preference:** 60% of consumers globally prefer digital financial services over branch-based banking
- **Niche neobanks:** Eco-conscious and crypto-linked neobanks grew 20% in user count in 2025

Revenue & Profitability

\$30B+ Collective Revenue — But 76% of Neobanks Still Unprofitable in 2025

The neobanking industry generated over **\$30–40 billion in collective revenue in 2023–2025**. However, the industry's greatest challenge remains profitability. As of 2025, **76% of neobanks remain unprofitable** — primarily due to high customer acquisition costs, low product depth per customer, and a structural ARPU gap. According to a 2025 Accenture study, the average neobank generates just **\$45 in annual revenue per user (ARPU), compared to \$350 at traditional retail banks** — a 7.8 times gap. The root cause: most neobank customers use them as secondary accounts for everyday spending while keeping savings, mortgages, and investments at traditional banks. Only the industry leaders have cracked profitability: **Revolut (£790M net profit, 2024), Monzo (£113.9M pre-tax, 2025), and Starling Bank (profitable since 2021)**. BCG identified three viable profitability paths: premium subscriptions (Revolut's approach), lending-led revenue (Nubank), and interchange-heavy spending models (Chime). The broader banking revenue context is in our [investment banking revenue analysis](#).

Neobanking Market — Regional Share 2025 Global Neobanking Market — Share by Region 2025 (~\$210B Total) Fortune Business Insights · Grand View Research · Mordor Intelligence · BusinessStats Research · April 2026

Neobank Revenue & Profitability Snapshot — 2025

METRIC	NEOBANKS	TRADITIONAL BANKS	GAP / NOTES
Avg. Revenue Per User (ARPU)	\$45/year	\$350/year	7.8x gap — core profitability challenge
% Profitable (industry-wide)	~24%	~85%+	Only leading neobanks break even
Customer Acquisition Cost (CAC)	\$25-\$50	\$150-300	Lower CAC but also lower LTV
Avg. Monthly Transaction Value (consumer)	\$1,200	\$2,500+	Neobank = primary spending, not savings
SME Monthly Transaction Value	\$16,200	\$22,000+	SME accounts most profitable neobank segment
Revolut Net Profit (2024)	£790M	N/A	2nd consecutive profitable year · 2025: \$180M+
Monzo Pre-Tax Profit (2025)	£113.9M	N/A	Profitable since 2023 · 12M customers
Global VC Funding (2025)	\$13.2B	N/A	Continued investor confidence despite losses

Regional Breakdown

Europe Leads (37%), Asia-Pacific Grows Fastest (51% CAGR) — Regional Neobanking Data

Global Neobanking Market Size — 2021 to 2030E Global Digital Banking Market Size — 2021 to 2030E (USD Billion) Fortune Business Insights · Grand View Research · Mordor Intelligence · BusinessStats Research · April 2026

\$210B (2025) → \$310B (2026E) → \$9.4T (2033E) Source: Fortune Business Insights Neobanking Market Report 2025 · Grand View Research · Mordor Intelligence (January 2026) · BusinessStats Research Estimates · April 2026

Europe dominates the neobanking market with approximately **37% global market share (\$78B in 2025)**, projected to reach \$113B in 2026. Europe's lead reflects its advanced regulatory framework (PSD2, Open Banking), early fintech adoption, and the strength of Revolut, Monzo, Starling, N26, and Wise. The UK alone has seen over half of all bank branches close since 2015 — the most dramatic structural shift to digital banking of any major economy. **North America** is the second-largest market, growing at **34.6% CAGR**

through 2026, driven by Chime's dominance and a tech-forward millennial consumer base. **Latin America** is the most concentrated region — Nubank alone commands **32% of the LatAm neobank market**, driven by Brazil's large underbanked population and Nubank's pioneering transparency. **Asia-Pacific** is the fastest-growing region at a projected **51.8% CAGR through 2031**, with China (WeBank, Ant Group), India (UPI ecosystem), and Southeast Asia all driving extraordinary adoption. The AI transformation driving neobank efficiency is covered in our [AI in finance report](#).

Neobanking Market — Regional Data 2025-26

REGION	MARKET SHARE 2025	MARKET SIZE 2025	GROWTH RATE	KEY PLAYERS	NOTES
Europe	37.20%	~\$78B	~35% CAGR	Revolut · Monzo · Starling · N26 · Wise	Most mature neobank ecosystem · PSD2/Open Banking driven
North America	~25%	~\$52B	34.6% CAGR	Chime · Varo · Current · Dave · SoFi	4,000+ US branches closed 2025 · millennial-driven
Latin America	~18%	~\$38B	~45% CAGR	Nubank (32% LatAm share) · Mercado Pago	Nubank 110M+ users · Brazil/Mexico/Colombia
Asia-Pacific	~15%	~\$32B	51.8% CAGR	WeBank · Ant Group · Paytm · Fi (India)	Fastest growing · India 67% neobank penetration
Middle East & Africa	~5%	~\$10B	~40% CAGR	Kuda (Nigeria) · TymeBank (SA) · Ziina	Financial inclusion focus · mobile-first populations

Top Neobank Profiles

Revolut, Nubank, Chime, Monzo — The Four Defining Digital Banks of 2026

Revolut — \$75B Valuation, 45M+ Users, Global Super-App

Revolut is the world's most valuable private fintech company, raising \$2 billion at a **\$75 billion valuation in 2025-26**. Founded in 2015 in London, Revolut generated **\$2.1 billion in revenue in 2025** and **£790 million in net profit in 2024** — its second consecutive profitable year. Revolut serves **45+ million customers in 35+ countries**, offering a comprehensive financial super-app that includes currency exchange, stock trading, crypto, travel insurance, premium subscriptions, business accounts, and now mortgages (Lithuania, Ireland, France, with Spain expected in 2026). Revolut is aggressively targeting the US market — the world's largest banking economy — with high-yield savings accounts and an AI-powered financial

assistant (launched gradually in 2025). Revenue split: premium subscriptions, interchange fees, currency conversion, and financial services. Revolut's UK banking licence (obtained 2024) gives it full deposit protection rights and the ability to offer credit products in its home market. The UK financial context is in our [UK banks analysis](#).

Nubank — 110M+ Users, Brazil's Banking Revolution

Nubank is the world's largest digital bank by customer count — surpassing **110 million customers in 2025** across Brazil, Mexico, and Colombia. Nubank dominated Latin America with approximately **32% of the LatAm neobank market**. The company completed a **\$864 million public offering in May 2025** and went public on the NYSE in 2021. Nubank's extraordinary success reflects Brazil's specific market conditions: a large, underbanked population historically exploited by oligopolistic traditional banks with high fees and poor service. Nubank's transparent pricing, zero-fee accounts, and instant credit decisions via AI disrupted the Brazilian banking market structurally. Nubank's path to profitability used a lending-led model — its credit card and personal loan offerings generate the revenue that sustains its banking operations. The Latin American economic context driving Nubank's growth is covered in our [global GDP analysis](#).

Chime — 22M+ US Customers, Leads North American Neobanks

Chime is the leading neobank in the United States with over **22 million customers** and approximately **40% share of the US neobank market**. Chime's revenue model is interchange-heavy — it earns primarily from debit card transaction fees. Transaction value grew **30% to \$1.43 trillion in 2023-24**. Chime launched **Instant Loans in March 2025** — three-month installment loans up to \$500 with fixed rates and no credit checks — expanding into higher-margin products to improve ARPU. Chime's core appeal is simplicity: no hidden fees, early direct deposit (up to 2 days early), automatic savings, and a clean mobile interface. Despite leading on users, Chime remains unprofitable — customer acquisition costs in the competitive US market and its interchange-first revenue model limit margins. The US retail economy driving Chime's payment volume is covered in our [retail market analysis](#).

Monzo — 12M UK Customers, £113.9M Profit, Expanding Globally

Monzo is the UK's most prominent digital bank, reaching **12 million customers globally in 2025** and recording a **pre-tax profit of £113.9 million** — its second consecutive profitable year after turning profitable in 2023. Monzo's path to profitability combined premium subscription tiers (Monzo Plus, Monzo Premium) with expanding lending, business accounts, and investments. Monzo recorded a **45% increase in its user base in 2025**, concentrating on budgeting tools and financial management features that 72% of neobank

users say are better than traditional banks. Monzo raised additional capital in late 2024 following a period of strategic investment. Starling Bank, Monzo's primary UK competitor, has been consistently profitable since 2021 and serves approximately 4 million customers, focusing on SME banking — a high-ARPU segment where Starling earns approximately £700M+ in revenue.

User Demographics

78% Millennials & Gen Z — Digital Banks' Core Customer Base

Digital banks have a strikingly young user base, reflecting both deliberate product positioning and the reality that younger consumers have no attachment to legacy banking relationships. **Millennials and Gen Z make up 78% of the global neobank user base in 2025.** Over **62% of neobank users are aged 18 to 35.** This demographic doesn't merely tolerate digital banking — they expect it as the baseline, rejecting physical branches, hidden fees, and slow processes. Unlike previous generations who built decade-long relationships with legacy banks, Gen Z is establishing first financial accounts with neobanks — creating **loyalty patterns that could last 50+ years.** Women represent **48% of neobank users worldwide** — a substantially closed gender gap compared to traditional banking. **35% of neobank users identify freelancing or gig work as their primary income source** — reflecting neobanks' appeal to non-traditional workers who face friction with legacy bank income verification requirements. The digital content platform context driving Gen Z's financial choices is in our [Instagram statistics](#).

Top Neobanks — Revenue 2025 (USD/GBP) Leading Digital Banks by Annual Revenue — 2025 TechBullion · CoinLaw.io · ElectrolQ · Company Reports · BusinessStats Research Estimates · April 2026

Neobank User Demographics — 2025 Global Survey Data

DEMOGRAPHIC METRIC	NEOBANK USERS	SOURCE / NOTES
Millennials + Gen Z (18-40)	78% of users	CoinLaw.io 2025 · Dominant user demographic globally
Users aged 18-35	62% of users	Core target: mobile-native, fee-sensitive consumers
Women as % of users	48%	Near gender parity — unusual for financial services
Gig/freelance workers	35% of users	Non-traditional income earners prefer neobanks' flexibility
Users preferring neobank budgeting tools	72%	Over traditional bank tools — key retention driver
Digital banking preference (all consumers)	60%	Prefer digital financial services over branch-based
Users with e-commerce as primary use	45%	Avg transaction \$185 for e-commerce · growing segment

International remittance users	+33% growth	Avg transaction \$1,120 · growing 33% YoY in 2025
Users age 18-24	10.6%	Gen Z segment — fastest growing user cohort
SME digital banking monthly spend	\$16,200/month	Highest ARPU segment · key growth target for all neobanks

Digital Banks vs Traditional Banks

Digital Banks vs Traditional Banks — 4,000 US Branches Closed in 2025 Alone

The competitive pressure from digital banks is forcing a structural reconsidering of the traditional retail banking model. **More than 4,000 US bank branches closed in 2025 alone**, according to S&P Global Market Intelligence data. In the UK, **more than half of all bank branches have closed since 2015**. The branch network that once provided traditional banks' primary competitive advantage is becoming a cost liability as digital adoption accelerates. **40% of global banks plan collaborations with neobanks in 2025** to strengthen their digital capabilities — acknowledging that building these capabilities in-house is slower and more expensive than partnering. Tech giants are also entering: Amazon Lending and Apple Card (issued by Goldman Sachs) are significant competitors to both neobanks and traditional banks. The Amazon context is in our [Amazon statistics](#).

Neobanks vs Traditional Banks — Key Metrics Digital Banks vs Traditional Banks — Revenue Per User & Cost Comparison 2025 Accenture 2025 Neobank Revenue Models Study · S&P Global · BusinessStats Research · April 2026 7.8xTraditional ARPU Advantage

Source: Accenture 2025 Study on Neobank Revenue Models · S&P Global Market Intelligence · BusinessStats Research · April 2026

Digital Banks vs Traditional Banks — Head-to-Head Comparison 2025

FEATURE	DIGITAL BANKS (NEOBANKS)	TRADITIONAL BANKS
Branch Network	None — 100% digital	Costly physical branches (declining)
Monthly Account Fees	Often \$0 (freemium model)	\$5-\$15/month typical
Account Opening Time	Minutes (via smartphone)	Days-weeks (in-person/documents)
Avg. Revenue Per User (ARPU)	\$45/year	\$350/year
Customer Acquisition Cost	\$25-\$50	\$150-\$300



Operating Cost Per Account	~\$50-\$100/year	~\$250-\$400/year
International Transfer Fees	Near-zero (Wise, Revolut)	\$25-\$45 per wire
AI / Personalization	70% offer AI predictive insights	Limited (legacy systems)
Deposit Insurance	Varies (FDIC-insured in US · UK FSCS)	Fully insured (FDIC/FSCS)
Mortgage / Loan Products	Limited (Revolut, Nubank expanding)	Full product suite
Trust & Reputation	Still building (less than 5% breakeven)	Established (centuries of history)
Profitability (industry-wide)	~24% profitable	~85%+ profitable

Key Insight — The \$45 vs \$350 ARPU Problem Neobanks Earn 7.8x Less Per Customer Than Traditional Banks — And That Is the Industry's Core Challenge

The average neobank earns just **\$45 per user per year**. The average traditional retail bank earns **\$350 per user per year** — 7.8 times more. This gap exists because most neobank customers treat them as secondary accounts: the neobank gets the everyday spending card, but the traditional bank gets the savings account, mortgage, and investment portfolio — the high-margin products. To survive long-term, neobanks must close this gap. Three proven models exist: **Revolut's subscription model** (premium tiers at £9.99/month for Revolut Metal), **Nubank's lending model** (credit cards and personal loans generate the margin), and **Chime's scale model** (so many interchange transactions that even small margins compound). The neobanks that fail to move up the product stack — from free current accounts to mortgages, investments, and business banking — will face consolidation pressure as compliance costs rise and customer acquisition slows. The AI transformation helping neobanks bridge this gap cost-efficiently is in our AI in finance report.

Key Statistics

Digital Banks — Key Statistics & Facts 2026

500M+ Global Digital Bank Customers Across 80+ countries. 350M unique users by 2026 (Electroiq). Up from 146M (2021). 1.2B app downloads in one year. 60% of consumers prefer digital financial services. US CAGR: 34.6% through 2026. Europe leads: 80M+ users. \$210B Neobanking Market Size 2025 Fortune Business Insights consensus estimate. Growing to \$310B (2026E). Long-term: \$9.4T by 2033 (Grand View Research) at 61.9% CAGR. Europe: 37.2% share (\$78B). Asia-Pacific fastest growing at 51.8% CAGR. \$13.2B VC funding raised in 2025. 76% Neobanks Still Unprofitable — 2025 Only 24% profitable despite



explosive growth. ARPU: \$45 neobank vs \$350 traditional bank. Only 18% projected to break even.

Exceptions: Revolut (£790M net profit 2024), Monzo (£113.9M profit 2025), Starling (profitable since 2021), Nubank, Wise, Atom Bank. \$75B Revolut Valuation — 2025-26 Raising \$2B at \$75B valuation — world's most valuable private fintech. Revenue \$2.1B (2025). Net profit £790M (2024). 45M+ customers, 35+ countries. UK banking licence obtained 2024. Launching mortgages in Europe. AI assistant rolling out 2025.

110M+ Nubank Customers — #1 Globally World's largest digital bank by customer count. Brazil-based. 32% LatAm neobank market share. \$864M public offering (May 2025). NYSE listed. Profitable via lending-led model (credit cards + personal loans). Serves Brazil, Mexico, Colombia. 4,000+ US Bank Branches Closed — 2025 More than 4,000 US bank branches closed in 2025 alone (S&P Global). UK: 50%+ of all branches closed since 2015. 40% of global banks plan neobank collaborations in 2025. Traditional banks investing billions in digital upgrades. Chime leads US with 22M+ customers. 78% Millennials & Gen Z of Neobank Users 62% of neobank users aged 18-35. 35% identify as gig/freelance workers. Women: 48% of users (near gender parity). 72% say neobanks have better budgeting tools. Gen Z establishing first financial accounts with neobanks — creating 50-year loyalty patterns. \$45 Neobank ARPU vs \$350 Traditional Average annual revenue per user: \$45 neobank vs \$350 traditional (Accenture 2025). 7.8x gap. Root cause: neobanks get spending card, traditional banks keep savings/mortgages. SMEs: \$16,200/month transaction volume (highest ARPU neobank segment). Three viable paths: subscriptions, lending, interchange scale.

Key Trends 2025–2026

7 Defining Digital Banking Trends — AI, Super-Apps, Consolidation & Embedded Finance

1. AI Integration Becomes Standard: 70% of neobanks now offer AI-powered predictive financial insights on their apps. Revolut launched an AI financial assistant in 2025, adapting to customer needs and guiding financial decisions. Machine learning raised fraud detection accuracy by **40%** and improved user retention by **25%** through personalization. **65% of neobanks run entirely on cloud infrastructure**, enabling rapid AI deployment at scale. **50% use Open Banking APIs** for third-party integrations. The AI context is fully covered in our AI in finance report.

2. Super-App Expansion: Leading neobanks are shedding their single-purpose origins to become comprehensive financial ecosystems. Revolut now offers banking, stock trading, crypto, insurance, mortgages, and is pursuing phone plans in some markets. Nubank is expanding credit products. Chime launched Instant Loans. This super-app model aims to increase ARPU from \$45 toward \$200+ by capturing

a greater share of customers' total financial wallet.

3. Profitability Over Growth: The narrative has definitively shifted from user growth to profitability.

Investors in 2025 are asking about ARPU, lifetime value (LTV), and path to profitability — not just monthly active users. Revolut's £790M profit, Monzo's £113.9M profit, and Nubank's public market performance have demonstrated that the neobank model can generate sustainable returns. This shift is forcing weaker neobanks to either find a profitable niche or face consolidation.

4. Niche Neobanks Growing: Eco-conscious neobanks (Tomorrow, Aspiration), crypto-linked banks, teen banking platforms, and immigrant-serving neobanks (like DNERO, launched March 2026 for US-Mexico corridor) grew by **20%** in 2025. These specialized players often achieve better unit economics because their niche community has higher engagement and trust.

5. Embedded Finance: Neobanks are embedding financial services into non-financial platforms. Revolut's "Banking-as-a-Service" model allows other businesses to embed banking functionality. The global payments market reached **\$3.12 trillion in 2025**, projected to reach \$5.34 trillion by 2030, with mobile-first transactions fuelling growth. The digital commerce context is in our [YouTube statistics](#) — platforms like YouTube increasingly offer creator-focused financial tools.

6. Traditional Bank Response: 40% of global traditional banks plan collaborations with neobanks in 2025. JPMorgan Chase launched Chase UK as a digital bank. Goldman Sachs built Marcus. HSBC and Lloyds are investing heavily in digital capabilities. The competitive response from incumbents is significant — they have balance sheets, customer trust, and regulatory standing that neobanks lack. The UK traditional banking context is in our UK banks analysis.

7. Regulatory Tightening: Europe's Digital Operational Resilience Act (DORA) standardizes operational risk controls for digital banks from January 2025. Higher compliance costs are expected to accelerate consolidation among smaller neobanks. N26 completed its conversion to a European Company (Societas Europaea) in January 2025 to align with pan-European regulatory goals. Basel III Endgame frameworks may further increase compliance requirements.

Forecast 2026–2030E

Digital Banking Market Forecast — \$310B in 2026, \$9.4T by 2033

The global neobanking market is expected to grow from **\$210 billion in 2025 to \$310 billion in 2026** — and potentially to **\$9.4 trillion by 2033** (Grand View Research, 61.9% CAGR). While the long-term projections

vary widely by analyst — some use transaction volume (Mordor: \$7.38T in 2025) and some use revenue/valuation metrics — the direction is unambiguous: digital banking is replacing traditional banking as the primary financial services model globally. Key growth drivers for 2026-2030: continued smartphone adoption, AI-powered personalization improving retention and ARPU, neobank geographic expansion into underserved markets, embedded finance integration, and traditional bank branch network collapse creating service gaps that only digital banks can fill efficiently. **Asia-Pacific at 51.8% CAGR** will likely overtake Europe as the world's largest neobank region by 2028. The wealth management and investment market context is in our [US wealth analysis](#).

- **2026E market:** \$310B (Fortune Business Insights) — +48% from 2025's \$210B
- **2033E market:** \$9.4T (Grand View Research, 61.9% CAGR) — reflecting transaction volume growth
- **Asia-Pacific 2031E:** 51.8% CAGR — fastest regional growth; expected to lead global market by user count by 2028
- **Profitability trend:** Profitable share expected to grow from 24% (2025) to 40%+ by 2028 as weak players exit
- **ARPU convergence:** Leading neobanks targeting \$150+ ARPU through super-app expansion and lending
- **Consolidation wave:** 200+ smaller neobanks expected to merge or exit 2026-2028 as compliance costs rise
- **Revolut 2026:** US market push + Spain mortgage launch + AI assistant maturation
- **India growth:** UPI-integrated neobanks targeting 600M+ smartphone users with government backing

FAQ

Frequently Asked Questions — Digital Banks Statistics 2026

Digital banks serve over **500 million customers across 80+ countries** as of 2025-2026. Unique neobank users are expected to reach **350 million by 2026**. The largest neobank is Nubank (110M+), followed by Revolut (45M+), WeBank China (~350M under a broader definition), Chime (22M+ US), Monzo (12M). Europe leads with 80M+ users. India's 67% neobank penetration rate is the highest of any major market.

The global neobanking market was valued at approximately **\$210 billion in 2025** (Fortune Business Insights consensus), projected to reach **\$310-322 billion in 2026**. Long-term: Grand View Research projects \$9.4 trillion by 2033 at 61.9% CAGR, reflecting the inclusion of transaction volumes. Collective neobank revenue



exceeded **\$30-40 billion in 2025**. The market attracted **\$13.2 billion in VC funding in 2025**.

Yes. Revolut reported **£790 million in net profit for 2024** — its second consecutive profitable year. In 2025, Revolut generated **\$2.1 billion in annual revenue and \$180 million in profit**. Revolut is raising \$2 billion at a **\$75 billion valuation** in 2025-26, making it the world's most valuable private fintech. It operates in 35+ countries with 45M+ customers across banking, trading, crypto, insurance, and mortgages.

No — **76% of neobanks remain unprofitable in 2025**. Only 18% are projected to break even. The core challenge: neobank ARPU of \$45/year vs \$350 at traditional banks. Profitable exceptions: **Revolut (£790M net profit 2024), Monzo (£113.9M profit 2025), Starling Bank (since 2021), Nubank, Wise, and Atom Bank**. BCG identifies three viable paths: premium subscriptions, lending-led revenue, and interchange scale.

Chime has over **22 million customers** in the United States, making it the leading neobank in the US with approximately 40% of the US neobank market share. Chime completed a **\$864 million public offering in May 2025**. Transaction value grew 30% to \$1.43 trillion. Chime launched Instant Loans in March 2025. Despite leading on users, Chime remains unprofitable — its interchange-first model generates relatively low ARPU.

According to Accenture's 2025 study, the average neobank generates **\$45 in annual ARPU** compared to **\$350 at traditional retail banks** — a 7.8x gap. This exists because most neobank customers use them as secondary accounts for everyday spending, while keeping savings, mortgages, and investments at traditional banks. To close this gap, leading neobanks are expanding into mortgages (Revolut), lending (Nubank, Chime), and premium subscriptions (Revolut Metal at £12.99/month).

By penetration rate: **India leads with approximately 67% of respondents currently using neobank services**. Brazil has the highest individual neobank concentration (Nubank 110M+ in a population of 215M). The UK has seen over **50% of all branches close since 2015** — the most dramatic branch decline of any major economy. As a region, Europe leads with 37% global neobanking market share and 80M+ users. Asia-Pacific is the fastest growing.

In the United States, **more than 4,000 bank branches closed in 2025 alone** (S&P Global Market Intelligence). In the UK, **more than half of all bank branches have closed since 2015**. This accelerating closure trend creates service voids in local communities, particularly for elderly and rural populations — while simultaneously pushing younger, digital-native consumers toward neobanks. Branch networks are now primarily a cost liability for traditional banks rather than a competitive advantage.



The four principal challenges for digital banks in 2025-2026: (1) **Profitability** — 76% unprofitable; \$45 ARPU vs \$350 for traditional banks; (2) **Trust and security** — neobanks face fraud at higher rates than traditional banks; (3) **Regulatory compliance** — DORA in Europe, banking licence requirements, AML/KYC costs rising; (4) **Customer acquisition cost** — while lower than traditional banks (\$25-50 vs \$150-300), CAC is still significant relative to the \$45 ARPU. Scale is the solution to all four — larger neobanks can spread compliance and acquisition costs over more customers.

Nubank holds approximately **32% of the Latin American neobanking market** — the highest concentration of any major neobank in its home region. With 110M+ customers, Nubank is the world's largest digital bank by customer count. In Brazil specifically, Nubank serves approximately 51% of the adult population. Globally, Nubank is expanding through Mexico and Colombia. The company went public on the NYSE in 2021 and completed a \$864M public offering in May 2025.

Digital banking in 2026-2030 will be shaped by: (1) **AI super-apps** — neobanks evolving from single products to full financial operating systems; (2) **Profitability consolidation** — weaker neobanks merging or exiting; (3) **Geographic expansion** — Revolut targeting US, Nubank expanding LatAm, neobanks entering Africa and Southeast Asia; (4) **Embedded finance** — banking services embedded into non-financial platforms; (5) **Traditional bank response** — JPMorgan Chase UK, Goldman Marcus, HSBC digital investments; (6) **Asia-Pacific dominance** — projected 51.8% CAGR making APAC the world's largest neobank region by 2028.

Monzo generates revenue through: (1) **Premium subscriptions** — Monzo Plus (~£5/month) and Monzo Premium (~£15/month) offering travel insurance, higher cashback, and exclusive features; (2) **Lending** — overdrafts, personal loans, and Monzo Flex buy-now-pay-later; (3) **Business accounts** — Monzo Business (Pro and Lite) for SMEs, which generate higher ARPU; (4) **Interchange fees** — per-transaction fees from card payments. Monzo turned profitable in 2023 and recorded £113.9M pre-tax profit in 2025 across 12 million customers.

The neobank industry attracted **\$13.2 billion in global venture funding in 2025** — demonstrating continued investor confidence despite widespread unprofitability. Revolut is raising \$2B at \$75B valuation. Chime completed a \$864M public offering in May 2025. Monzo raised capital in late 2024. Nubank is publicly listed (NYSE). Global fintech funding surged 21% to \$53 billion in 2025, with neobanking a major beneficiary. The investor shift is from pure growth metrics to profitability timelines.

Data Sources & References



Primary: [TechBullion \(April 2026\) — Digital Banks Profitability Transition: Revolut £790M net profit \(2024\), Monzo £113.9M profit \(2025\), Starling profitable since 2021, 4,000+ US branch closures in 2025](#)

Primary: [CoinLaw.io — Neobank Industry Statistics 2025: Revolut \\$2.1B revenue, Chime \\$4.8B combined, 76% unprofitable, \\$13.2B VC funding, ARPU data, demographics](#)

Primary: [Fortune Business Insights — Neobanking Market Report 2025: \\$210.16B market size 2025, \\$310.15B 2026E, Europe 37.20% share, CAGR 49.30%](#)

Primary: [Mordor Intelligence \(January 2026\) — Global Neobanking Market: Nubank 110M+ users \(\\$864M offering May 2025\), Asia-Pacific 51.80% CAGR, Europe 35.96% share](#)

Supporting: [MEXC \(March 2026\) — Rise of Neobanks: \\$45 ARPU vs \\$350 traditional \(Accenture 2025\), Chime 22M users, 60% consumers prefer digital, \\$150B valuation \(Grand View\)](#)

Supporting: [ElectrolQ — Neobank Statistics: 146M \(2021\) to 210M \(2022\) to 350M \(2026E\), 70% AI predictive insights, 65% cloud, Cash App 16% global share](#)

Market size figures vary significantly by source due to different definitions: some analysts measure transaction/deposit volume (\$7.38T — Mordor), others measure revenue (\$30-40B) or enterprise valuation (\$150-210B). BusinessStats Research uses the \$210B consensus figure (Fortune Business Insights) as the most widely cited revenue/valuation-based metric for 2025. User counts represent total customers (including multi-account holders) unless specified as "unique users." All company revenue figures from official filings or analyst estimates as noted. 2026E projections are estimates. This article does not constitute financial or investment advice.



STATISTICS REPORT

Most Trusted Online Payment Options Australia — Statistics & Facts 2026

Updated Mar 21, 2026 · businessstats.com/most-trusted-online-payment-options-australia-statistics

\$1.07T PAYMENTS MARKET 2025	90% USE DIGITAL PAYMENTS	40%+ PAYPAL ADOPTION
\$200B+ DIGITAL WALLET TXNS	37% USE BNPL ONLINE	27M+ PAYID REGISTRATIONS

Overview

Australia's Digital Payments Revolution — \$1.07 Trillion Market and Growing

Australia has undergone one of the most dramatic shifts from cash to digital payments of any developed economy in the world. The country's payments market is valued at approximately **USD \$1.07 trillion in 2025**, projected to reach **USD \$2.29 trillion by 2030** at a compound annual growth rate of 16.44%, according to Mordor Intelligence. Approximately **90% of Australians** now use digital payment methods, and cash has fallen to less than **10% of all transactions** — one of the lowest cash-usage rates in the world. This transformation has been accelerated by near-universal smartphone ownership, 96% internet penetration, widespread merchant acceptance of contactless payments, and the COVID-19 pandemic which permanently shifted consumer behaviour toward touchless payment methods. In October 2024, **44% of all device-present transactions** in Australia were made using mobile wallets such as Apple Pay, Google Pay, and Samsung Pay, with a further 54% via contactless cards — meaning just 2% of in-person payments still involved physically inserting a card. For broader context on how fintech is reshaping payment systems globally, see our [fintech statistics worldwide](#).

The Australian online payments landscape is characterised by a diverse mix of trusted options that cater to different consumer preferences and demographics. **Debit and credit cards** remain the most widely used payment method overall, accounting for approximately **45% of e-commerce transactions** through Visa, Mastercard, and American Express networks. **PayPal** leads consumer trust for online payments



specifically, used by over **40% of the population** and trusted by **81% of online shoppers** to keep their payment details secure. **Digital wallets** — led by Apple Pay, Google Pay, and Samsung Pay — have become the fastest-growing segment, with Australians making over **500 million mobile wallet transactions** in a single month in 2024, worth more than AUD \$20 billion. **Buy Now Pay Later (BNPL)** has become mainstream with more than **one in three Australians (37%)** using services like Afterpay, Zip, Klarna, and PayPal Pay in 4 for online purchases. The emergence of **PayID and PayTo** — Australia's real-time payment infrastructure built on the New Payments Platform — represents the next frontier, with over **27 million PayID registrations** and growing merchant adoption as a lower-cost alternative to traditional card processing. For comparison with European payment innovation, see our [fintech in Europe analysis](#).

Australia's payments market is valued at USD \$1.07 trillion in 2025. Approximately 90% of Australians use digital payment methods, with cash accounting for less than 10% of transactions. PayPal, debit cards, and digital wallets lead online payment trust and adoption.

Trust Rankings

Most Trusted Online Payment Methods — PayPal Leads at 40%+

Consumer trust is the most critical factor determining which payment methods Australians choose for online transactions. According to Roy Morgan's Digital Payments Report, **PayPal and BPAY** are each used by over **40% of Australians**, making them the two most widely adopted digital payment services in the country. PayPal's dominance in online trust is particularly significant — a PayPal-commissioned survey found that **81% of Australian online shoppers** trust PayPal to keep their payment information secure, compared to 71% who trust Visa and 69% who trust Mastercard. PayPal's trust advantage stems from its buyer protection programme, which reimburses consumers for unauthorised transactions and items that do not arrive, and from the fact that consumers do not need to share their actual card or bank details with merchants when paying via PayPal. This is particularly important in Australia's growing cross-border e-commerce market, where consumers are increasingly purchasing from international retailers through platforms like Amazon, Shein, and Temu and want an additional layer of payment security between themselves and unfamiliar overseas merchants.

Consumer Trust by Payment Method — Australia 2025

The horizontal bar chart below ranks the most trusted online payment options in Australia by the percentage of consumers who express trust in each method for secure online transactions. PayPal leads at 81% trust, reflecting its decades-long presence in the Australian market and its reputation as the default



online payment option. Visa follows at 71%, benefiting from its global brand recognition and the familiarity that comes with being the most widely held card brand in Australia. Mastercard's 69% trust level places it marginally behind Visa. Apple Pay and Google Pay, despite their relatively recent entry, have rapidly built trust through biometric authentication (Face ID, Touch ID) that adds a layer of security beyond traditional card payments. Afterpay and other BNPL services have lower trust scores among older demographics but are highly trusted among Gen Z and Millennials, where BNPL is now preferred over credit cards for online purchases. For data on how these digital payment platforms affect online conversion rates, see our [global conversion rate by industry and device statistics](#).

Consumer Trust in Online Payment Methods — Australia 2025 Percentage of Australians Who Trust Each Payment Method Online % of online shoppers · PayPal eCommerce Index · Roy Morgan Digital Payments Report 2025

Digital Payment Service Adoption — Australia 2018–2025

The adoption trajectory of digital payment services in Australia over the past seven years tells a compelling story of disruption and evolving consumer preferences. PayPal's adoption has remained remarkably stable at approximately **40-42% of the population**, reflecting its maturity as a platform — virtually every Australian who shops online has a PayPal account. BPAY, Australia's legacy bill payment service integrated with all major banks, similarly holds steady at approximately **40%** adoption. The most dramatic growth story belongs to **Apple Pay**, which grew from just **4% of Australians in 2018** to approximately **20%+ by 2025**, making it the fastest-growing digital payment service in the country. Apple Pay overtook Afterpay in average users in 2023 to become Australia's third most widely used digital payment service. Afterpay's growth, by contrast, has plateaued at approximately **15-16%** since mid-2022, though it remains the dominant BNPL provider. Google Pay adoption sits at approximately **10-12%** and is growing steadily, while newer entrants like Klarna and PayPal Pay in 4 are rapidly gaining ground in the BNPL segment.

Digital Payment Adoption Australia 2018–2025 Australia Digital Payment Service Adoption — % of Population % of Australians 14+ using each service · Roy Morgan Single Source 2018–2025 40%+ PayPal 2025 PayPal Adoption %

Apple Pay fastest growing service Sources: Roy Morgan Digital Payments Report · PayPal eCommerce Index 2025

Digital Wallets & Mobile

Digital Wallets — \$200 Billion in Transactions and Rising

Digital wallets have fundamentally transformed how Australians pay, both in-store and online. In **2024 alone, Australians made more than 500 million mobile wallet transactions in a single month**, worth over **AUD \$20 billion** — and the total annual value of mobile wallet transactions reached approximately **AUD \$126 billion**, nearly doubling year-on-year according to the Australian Banking Association. Industry forecasts released in 2025 project that digital wallet transaction values could **exceed AUD \$200 billion** by the end of the year, representing more than 20% growth from 2024. Apple Pay leads the digital wallet market in Australia, used by approximately **20% of the population** (over 4.5 million people), followed by Google Pay at approximately **12%** and Samsung Pay at approximately **5%**. The major Australian banks — Commonwealth Bank, ANZ, Westpac, and NAB — have also launched their own mobile payment solutions, including CommBank Tap & Pay and ANZ Tap and Pay, which integrate directly into customers' existing banking apps. The adoption of digital wallets is highest among consumers aged 18-39, where usage rates exceed **65%**, but is growing fastest among consumers aged 40-59 as familiarity and merchant acceptance continue to expand.

E-commerce Payment Method Share — Australia 2025

The donut chart below illustrates the breakdown of payment methods used in Australian e-commerce transactions in 2025. Credit and debit cards remain the dominant online payment method at approximately **45% of transactions**, driven by the familiarity and universal acceptance of Visa and Mastercard across virtually all online merchants. However, this share is declining as alternative payment methods gain traction — cards held approximately 55% of e-commerce share just three years ago. Digital wallets (including PayPal, Apple Pay, and Google Pay) account for approximately **25%** of online transactions. BNPL services represent approximately **12%** of e-commerce payments and are growing at approximately 14.7% CAGR, making them the fastest-growing category. Bank transfers and PayID account for approximately **8%**, while other methods (cryptocurrency, BPAY, etc.) represent the remaining **10%**. The shift away from cards toward wallets and BNPL is particularly pronounced among younger consumers — for the first time in 2025, more Gen Z Australians used BNPL (38%) than credit cards (32%) for online purchases.

E-commerce Payment Share Australia 2025 Online Payment Method Market Share — Australia 2025 % of e-commerce transaction value · RBA · Mordor Intelligence · PCMI 2025

The mobile payment market in Australia is growing at a **CAGR of 12.5%** over 2025-2030, according to Mordor Intelligence, driven by increasing smartphone penetration, the proliferation of NFC-enabled terminals, and consumer preference for speed and convenience. Australia's high-speed mobile internet

infrastructure — with 5G networks expanding rapidly across metropolitan areas — supports seamless mobile payment experiences, and the Reserve Bank of Australia's push for least-cost routing has made contactless debit transactions cheaper for merchants, further encouraging acceptance. The competitive landscape includes global technology companies like Apple, Google, and Samsung alongside major Australian banks and fintech companies. For context on how Google's broader ecosystem supports its payment services, see our [Google comprehensive statistics](#).

Digital wallets processed over AUD \$126 billion in transactions in 2024, with projections exceeding \$200 billion in 2025. Apple Pay leads with 20%+ adoption, followed by Google Pay at 12%. In-store contactless payments now account for 98% of device-present card transactions in Australia.

Buy Now Pay Later

Buy Now Pay Later — \$19.5 Billion Market, 37% of Australians Using It

Australia is the birthplace and the most mature market for Buy Now Pay Later services globally. The Australian BNPL market reached approximately **USD \$19.5 billion in 2025**, growing from \$12.95 billion in 2024, and is projected to reach **USD \$48.7 billion by 2031** at a CAGR of 16.5% according to Mordor Intelligence. More than **one in three Australians (37%)** used BNPL for online purchases in the past six months in 2025, an increase of 11 percentage points from 26% the previous year according to the PayPal eCommerce Index. The most significant demographic shift is among **Gen Z consumers** (aged 18-24): for the first time in 2025, more Gen Z Australians used BNPL (**38%**) than credit cards (**32%**) for online purchases — making them the only generation to prefer BNPL over traditional credit. Millennials remain the largest BNPL user group by volume, with **53%** of Millennials using BNPL for online purchases. The regulatory landscape shifted significantly in June 2025 when BNPL was formally brought under the National Consumer Credit Protection Act, requiring providers to hold an Australian Credit Licence and comply with responsible lending obligations — a move designed to protect consumers from over-indebtedness while legitimising BNPL as a mainstream credit product.

BNPL Market Size — Australia 2020–2030

The line chart below shows the growth trajectory of Australia's BNPL market from 2020 to 2030 (projected). The market experienced explosive growth during the pandemic years of 2020-2021 as e-commerce surged and younger consumers sought alternatives to traditional credit. Growth moderated in 2022-2023 as the sector faced scrutiny over consumer debt levels and rising default rates — Zip Co's bad debts quadrupled in 2022, and Afterpay experienced a 50% jump in expected credit losses. However, the



market has recovered and reaccelerated from 2024 onwards, driven by the mainstreaming of BNPL into everyday retail, the entry of major banks like Commonwealth Bank (StepPay) into the segment, and the integration of BNPL with digital wallets including Apple Pay and Google Pay. The 2025 regulation has paradoxically strengthened the sector by increasing consumer confidence and weeding out smaller, less responsible providers.

BNPL Market Growth Australia 2020–2030 Buy Now Pay Later Market Size — Australia USD Billions
2020–2030* USD Billions · Mordor Intelligence · ResearchAndMarkets · *2026–2030 projected

CAGR ~16.5% · 2025–2031

BNPL Provider Market Share — Australia 2025

Afterpay (owned by Block Inc) remains the clear market leader in Australia with approximately **3.5 million active local users** and an estimated **35–40%** of BNPL market share. Afterpay's dominance stems from its first-mover advantage (launched in 2014), strong brand recognition, partnerships with major Australian retailers including Kmart, Target, JB Hi-Fi, and Myer, and its integration with Cash App. **PayPal Pay in 4** has emerged as the fastest-growing BNPL service, with 51% of all BNPL users now using it — up from 45% the previous year — representing 13% year-over-year customer growth. PayPal's advantage lies in its existing base of millions of Australian PayPal users who can instantly activate Pay in 4 without a separate application. **Zip Co** holds approximately **15–18%** market share, offering both short-term (Zip Pay) and longer-term (Zip Money) instalment options. **Klarna**, the Swedish BNPL giant, has gained approximately **8–10%** market share since entering Australia, while **Humm** and smaller providers account for the remainder. Fintech pioneers collectively held **80.95%** of the Australian BNPL market in 2025, though banks are growing fastest at an estimated 17.55% CAGR as they bundle BNPL with existing banking products. For broader context on social commerce driving BNPL adoption, see our [Instagram statistics and facts](#).

BNPL Provider Revenue Comparison 2025Revenue by BNPL Provider — Australia USD Billions 2025USD Billions · Company filings · Mordor Intelligence 2025\$19.5B BNPL Market 2025

Afterpay leads with ~35–40% share Sources: Block Inc · Zip Co · PayPal · Mordor Intelligence — 2025 estimates Key InsightFor the First Time, More Gen Z Australians Used BNPL (38%) Than Credit Cards (32%) for Online Purchases in 2025

This generational shift signals a fundamental change in how younger Australians approach consumer credit. Gen Z's preference for BNPL over traditional credit cards reflects a desire for transparency (fixed instalments rather than revolving debt), digital-native experiences (in-app approval in seconds), and the

psychological appeal of interest-free payments. As Gen Z enters their peak earning and spending years over the next decade, BNPL's share of total consumer credit is projected to continue growing, potentially reshaping the traditional credit card industry's business model in Australia.

Real-Time Payments

PayID, PayTo & Real-Time Payments — The Next Frontier

Australia's real-time payment infrastructure — built on the **New Payments Platform (NPP)** developed by Australian Payments Plus — is one of the most advanced in the world and represents the next major disruption in how Australians pay online and transfer money. **PayID**, the NPP's addressing service, allows users to send and receive money using a mobile phone number or email address instead of traditional BSB and account numbers. There are now over **27 million PayID registrations** in Australia (as of 2025), representing approximately **80% of the adult population**, and registrations are expected to continue growing as more businesses adopt PayID for receiving payments. **PayTo**, the NPP's payment authorisation service, enables secure one-click payments and recurring transactions, effectively replacing the aging BECS Direct Debit system (scheduled for retirement by 2030) with a real-time, data-rich alternative. The significance of PayID and PayTo for online merchants is substantial: these services offer **instant settlement** (compared to 1-2 business days for card payments), **lower transaction fees** (no interchange fees), and **no chargebacks** — making them attractive alternatives to Visa and Mastercard for e-commerce. Pay by Bank solutions built on this infrastructure, developed by providers like Azupay and NAB, are increasingly being integrated into online checkout flows.

PayID Registrations Growth — Australia 2019–2025

The rank bar chart below illustrates the rapid growth of PayID registrations since the service's launch. From approximately 4 million registrations in 2019, PayID has grown to over 27 million by 2025 — a nearly seven-fold increase in just six years. The Reserve Bank of Australia has been actively promoting the NPP ecosystem as part of its broader strategy to reduce the cost of payment processing for merchants and consumers, and the proposed reduction in credit card interchange fee caps from 0.8% to 0.3% (expected to take effect from July 2026) will further incentivise merchants to adopt lower-cost real-time payment alternatives. The integration of PayID into merchant checkout experiences is still at an early stage compared to card payments, but the trajectory is clear — Australia is building the infrastructure for a payments ecosystem that is less dependent on the global card networks and their associated fees. For context on how financial market infrastructure is evolving globally, see our [global financial markets](#)

[statistics.](#)

Australia E-commerce Market Size — 2019–2029

The growth of online payment options in Australia is inextricably linked to the expansion of e-commerce. Australia's e-commerce market reached approximately **USD \$55 billion in 2025**, with digital payments accounting for 53% of all transactions in 2024 according to GlobalData. The market is projected to reach **USD \$70.3 billion by 2029** at a CAGR of 6.5%. Smartphones account for **65% of online transactions** and this share is rising with 5G coverage expansion. Australia is the **14th largest e-commerce market** in the world — ahead of countries with significantly larger populations including Brazil and Italy — reflecting the country's high digital literacy, strong logistics infrastructure, and consumer willingness to shop online. Cross-border e-commerce represents approximately **14.1%** of total online sales, with Australian consumers increasingly purchasing from international platforms like Amazon, Shein, and Temu, which has made payment security and buyer protection features even more important. The e-commerce market is expected to continue growing as mobile commerce expands, social commerce platforms like TikTok Shop enter the Australian market, and same-day delivery becomes more widely available in metropolitan areas. For additional context on how social commerce platforms are influencing payments, see our [Facebook statistics and facts](#).

Online Payment Options — Australia Comparison 2025 [Click column header to sort](#)

PAYMENT METHOD	TRUST %	ADOPTION %	SPEED	AVG. FEE
PayPal	81%	42%	Instant	2.6%
Visa/Mastercard	70%	85%	1-2 days	1.5%
Apple Pay	65%	20%	Instant	1.5%
Afterpay (BNPL)	55%	16%	Instant	4-6%
Google Pay	60%	12%	Instant	1.5%
PayID / PayTo	62%	35%	Instant	~0.2%
BPAY	68%	40%	1-2 days	~0.5%
Zip (BNPL)	48%	8%	Instant	4-6%

The regulatory environment for payments in Australia is evolving rapidly and will have significant implications for payment method preferences in 2026 and beyond. The Reserve Bank of Australia's



proposed **reduction of the domestic credit card interchange cap from 0.8% to 0.3%**, expected to take effect from July 2026, will reduce the cost of accepting credit cards for merchants but may also reduce the rewards and benefits that card issuers can offer to consumers — potentially accelerating the shift toward lower-cost alternatives like PayID. The government's proposed **ban on debit card surcharges from January 2026** will further reshape the competitive landscape, making debit cards more attractive relative to credit cards for merchants. The formal **regulation of BNPL as credit** from June 2025 brings responsible lending obligations to the sector, which will likely consolidate the market around larger, well-capitalised providers while improving consumer protection. These regulatory changes collectively point toward a payments future where real-time bank transfers, digital wallets, and regulated BNPL increasingly displace traditional card payments for online commerce. For related data on how evolving financial regulation shapes payment innovation in developed economies, Australia's approach is considered among the most progressive globally.

Key Statistics

Australia Online Payments — Key Statistics & Facts 2025

The Australian payments ecosystem is one of the most digitally advanced in the world, underpinned by strong regulatory oversight from the Reserve Bank of Australia, high levels of consumer digital literacy, and a competitive market of payment providers spanning global technology companies, domestic banks, and innovative fintech startups. The speed of adoption has been remarkable — Australia went from being a predominantly cash-based economy just 15 years ago to one where cash represents less than 10% of all transactions today. The country's real-time payments infrastructure through the NPP is among the most advanced globally, processing billions of dollars in instant transfers monthly, and the upcoming retirement of the BECS Direct Debit system by 2030 in favour of PayTo will further modernise the payment stack. For Australian consumers, the breadth of trusted online payment options available — from established services like PayPal and BPAY to digital wallets, BNPL, and emerging real-time payment solutions — represents one of the most competitive and consumer-friendly payment environments anywhere in the world.

\$1.07T Payments Market 2025 90% Use Digital Payments 81% Trust PayPal Online 37% Used BNPL Online
\$200B+ Wallet Transactions <10% Cash Usage

Forecast 2028



Australia Payments Forecast — \$2.29 Trillion Market by 2030

The Australian payments market is projected to nearly double from **USD \$1.07 trillion in 2025** to **USD \$2.29 trillion by 2030** at a CAGR of 16.44%. Several powerful trends will drive this expansion. First, **digital wallet dominance** — mobile wallets are expected to surpass cards as the single largest payment method in Australia by 2027-2028, driven by Apple Pay, Google Pay, and bank-native wallet solutions. Second, **BNPL maturation** — the BNPL market is projected to grow from \$19.5 billion in 2025 to approximately \$48.7 billion by 2031, becoming a standard payment option across all retail categories rather than a niche offering. Third, **real-time payments expansion** — PayID and PayTo will increasingly appear in online checkout flows, particularly as the interchange fee cap reduction from July 2026 makes card acceptance less attractive for merchants. Fourth, **open banking and Consumer Data Right (CDR)** expansion will enable new payment experiences built on secure data sharing between banks and fintechs. Fifth, **social commerce** integration — as platforms like TikTok Shop, Instagram Shopping, and YouTube Shopping launch or expand in Australia, embedded payment solutions will become critical for converting social media engagement into transactions.

Australia Payments Forecasts 2028Australia Online Payments — Key Projections to 2028–2030
\$2.29TPayments Market 2030 (proj.) 16.4%CAGR 2025–2030 \$70.3BE-commerce 2029 (proj.)
\$48.7BBNPL Market 2031 (proj.) 30M+PayID Registrations 2028 <5%Cash Usage 2030 (proj.)

FAQ

Frequently Asked Questions — Australia Online Payments

PayPal is the most trusted online payment method in Australia, with 81% of online shoppers trusting it to keep their payment secure. It is used by over 40% of the Australian population. Visa and Mastercard follow at 71% and 69% trust respectively, while Apple Pay is the fastest-growing trusted payment option.

Approximately **90% of Australians** use digital payment methods. In a single month in 2024, Australians made over 500 million mobile wallet transactions worth more than AUD \$20 billion. Digital wallet transaction values are projected to exceed AUD \$200 billion by end 2025, with Apple Pay leading at 20%+ adoption followed by Google Pay at 12%.

The Australian BNPL market reached approximately **USD \$19.5 billion in 2025** and is projected to reach \$48.7 billion by 2031 at a CAGR of 16.5%. More than one in three Australians (37%) used BNPL for online purchases in 2025. Afterpay leads with 3.5 million active users, followed by PayPal Pay in 4, Zip, and Klarna.



PayID is Australia's real-time payment addressing service on the New Payments Platform, allowing instant money transfers using a phone number or email. There are over **27 million PayID registrations** as of 2025, covering approximately 80% of the adult population. It offers instant settlement and lower fees than traditional card payments.

Australia's payments market is valued at approximately **USD \$1.07 trillion in 2025** and is projected to reach USD \$2.29 trillion by 2030 at a CAGR of 16.44%. The e-commerce segment alone is worth approximately USD \$55 billion. Cash usage has declined to less than 10% of all transactions, with digital payments dominating.

Data Sources & References

Primary: [Reserve Bank of Australia — Payments System Data & Policy](#)

Primary: [Roy Morgan — Digital Payments Report Australia 2024](#)

Supporting: [PayPal eCommerce Index 2025](#) · [Mordor Intelligence — Australia Payments & BNPL Market Reports](#) · [ASIC — BNPL Regulatory Guidance](#)

All figures in USD unless marked AUD. Consumer trust percentages from PayPal-commissioned survey (2021) and Roy Morgan Single Source (2023–2024). BNPL market size estimates vary by source; figures cited from Mordor Intelligence and ResearchAndMarkets. PayID registration data from Australian Payments Plus. 2026–2030 figures are projections subject to revision. Australia Payments 2025 Online Payment Methods PayPal Australia Digital Wallets Buy Now Pay Later Afterpay Apple Pay Australia PayID e-commerce Australia Trusted Payments



STATISTICS REPORT

BNPL (Buy Now, Pay Later) statistics & facts

Updated Sep 25, 2026 · businessstats.com/bnpl-buy-now-pay-later

\$560bn GLOBAL BNPL VALUE, 2025	\$912bn FORECAST, 2030	118M KLARNA ACTIVE CONSUMERS
24% SHARE OF SWEDEN E-COMMERCE	41% US USERS WHO PAID LATE	29% USED BNPL FOR GROCERIES

Overview

The fastest-growing way to pay

Buy now pay later, usually shortened to BNPL, lets shoppers take a product home today and pay for it in instalments, most often four equal payments spread over six weeks with no interest. What began as a niche option on fashion websites has become one of the fastest-growing payment methods in the world, offered at the checkout of millions of online and physical stores and used by hundreds of millions of people.

The appeal is simple. For shoppers, BNPL spreads the cost of a purchase without the interest charges of a credit card, and often without a hard credit check. For merchants, it tends to lift sales and the size of the average basket. For the providers in the middle, it opened a lucrative new business that challenged the dominance of the card networks, a shift explored in our overview of [fintech statistics and facts](#). But as BNPL has spread from designer trainers to weekly groceries, concerns have grown about late payments, stacked loans and consumers borrowing more than they can manage. This report brings the data together.

Market Size

How big the market is

The value of purchases paid through buy now pay later has grown rapidly and is still rising. The chart shows global BNPL payment value, with a forecast to 2030.

Global BNPL Payment Value (billion USD)Value of purchases paid through buy now pay later, with 2030 forecast.

Data:

ResearchAndMarkets Global BNPL Business Report 2025.

Note:

2030 is a forecast; the market grew at about 21.7 percent a year from 2021 to 2024 and is expected to slow to around 10 percent a year to 2030. Compiled by BusinessStats. Switch to the table for exact figures.

Over half a trillion dollars: global BNPL payments rose to about 560 billion US dollars in 2025 and are forecast to reach about 912 billion by 2030.

Global BNPL payment value reached about 492.8 billion US dollars in 2024 and roughly 560.1 billion in 2025, growth of about 13.7 percent in a single year. Between 2021 and 2024 the market expanded at an average of around 21.7 percent a year as the pandemic pushed shopping online and BNPL buttons spread across checkouts. Growth is now expected to slow to about 10 percent a year, taking the market to roughly 912 billion dollars by 2030. That slowdown reflects a maturing industry: the easy gains from signing up new merchants are fading, higher interest rates have raised the cost of funding interest-free loans, and regulators are tightening the rules. Even so, BNPL remains one of the fastest-growing corners of consumer finance, and its growth has tracked the broader expansion of online retail covered in our report on [retail e-commerce sales growth worldwide](#).

How BNPL Works

How buy now pay later works

At its core, a BNPL transaction is a small, short-term loan. When a shopper chooses BNPL at checkout, the provider pays the merchant the full price, minus a fee, almost immediately. The shopper then repays the provider over time. The most common product is pay in four, where the price is split into four equal instalments, the first paid at purchase and the rest every two weeks. Because these loans are usually interest-free, the provider makes most of its money not from the shopper but from the merchant.

Merchant fees are the engine of the business. Retailers typically pay BNPL providers a fee of several percent of each sale, generally more than they pay to accept a credit card. They accept that higher cost because BNPL tends to bring in more customers and bigger baskets. Providers also earn late fees in some markets, and increasingly offer longer-term loans, lasting months or even years, that do carry interest, much like a traditional instalment loan. This blend of interest-free short loans and interest-bearing long ones is what makes the modern BNPL provider look less like a payment button and more like a bank, a

transition visible across the digital challenger banks reshaping consumer finance.

For consumers, the key difference from a credit card is structure. A credit card offers a revolving line of credit with interest charged on unpaid balances, often above 20 percent a year. A pay-in-four BNPL loan has a fixed schedule and no interest if paid on time. That clarity is a large part of its appeal, especially to younger shoppers wary of card debt. But the ease of taking out several loans at once, with different providers, can make it hard to keep track of what is owed, which is where the risks begin.

By Country

Where BNPL is most popular

BNPL adoption varies enormously between countries. The chart shows its share of e-commerce payment value in a range of markets.

BNPL Share of E-Commerce Payment Value by Market (percent) Latest available figures, 2024 to 2025.

Data:

Worldpay Global Payments Report and Statista.

Note:

Nordic and German figures include pay-by-invoice; Australia and New Zealand are reported together; years vary between 2024 and 2025. Compiled by BusinessStats. Switch to the table for exact figures.

A Northern European habit: BNPL accounts for around a quarter of online payment value in Sweden and a fifth in the Netherlands and Germany, against about one percent in China and India.

BNPL is most deeply embedded in Northern Europe. In Sweden it accounts for around 24 percent of e-commerce payment value, and in the Netherlands and Germany about 21 and 20 percent. Part of the reason is history: shoppers in these countries have long been used to paying by invoice after delivery, a habit that Klarna, founded in Stockholm, turned into a global business. Australia and New Zealand, where Afterpay was born, follow at about 13 percent. In the United States BNPL is growing fast but still makes up only about 6 percent of online spending, close to the global average of around 5 percent.

At the other end of the scale, BNPL barely registers in China and India, at about one percent of e-commerce value each. That is not because shoppers there avoid credit, but because other tools already fill the role: Chinese super-apps such as Alipay offer their own instalment products inside the wallet, and in India instant bank payments dominate everyday spending. The contrast shows that BNPL succeeds most

where cards are common but credit card use is unpopular, and where digital wallets have not already absorbed the job. In Australia, BNPL has become so familiar that it features among the payment options consumers trust most, as shown in our report on [the most trusted online payment options in Australia](#).

The Providers

The leading providers

A handful of providers dominate the global BNPL market. The chart compares the largest by gross merchandise value, the total value of purchases they financed.

Leading BNPL Providers by Gross Merchandise Value (billion USD) Latest reported fiscal year for each provider.

Data:

company reports.

Note:

Klarna full year 2025; Affirm fiscal year to June 2025; PayPal Pay Later 2024. Fiscal years differ, so compare with care. Compiled by BusinessStats. [Switch to the table](#) for exact figures.

Klarna far ahead: Klarna financed about 128 billion dollars of purchases in 2025, several times more than Affirm or PayPal Pay Later.

Klarna is the largest BNPL provider in the world, with about 127.9 billion dollars of gross merchandise value in 2025. Affirm, the leading US specialist, financed about 36.7 billion dollars in its fiscal year to June 2025, and PayPal, whose Pay Later products ride on its enormous checkout network, handled more than 33 billion dollars in 2024. Afterpay, now owned by Block, the parent of Square and Cash App, is another major player, especially in the United States and Australia. Beyond these giants sits a long tail of regional providers: Zip and Sezzle in North America and Australia, Scalapay in Italy, Alma in France, and Tabby and Tamara in the Middle East, where BNPL has grown especially quickly.

The competitive landscape is shifting as big technology and payment firms move in. Apple launched and then withdrew its own pay-later product, choosing instead to integrate third-party providers into Apple Pay, while banks and card networks now offer instalment options on existing credit and debit cards. Large retailers, including Amazon, partner with BNPL firms at checkout, a trend reflected in the [payment forms used by Amazon Prime shoppers](#). The line between BNPL providers, banks and payment networks is

blurring fast.

Affirm

Affirm: the US specialist

Affirm, founded by PayPal co-founder Max Levchin, has become the largest dedicated BNPL lender in the United States. The chart tracks the value of purchases it financed.

Affirm Gross Merchandise Value by Fiscal Year (billion USD) Fiscal years ending in June.

Data:

Affirm Holdings investor reports. Compiled by BusinessStats. Switch to the table for exact figures.

Accelerating growth: Affirm GMV rose from about 20 billion dollars in fiscal 2023 to nearly 37 billion in fiscal 2025.

Affirm financed about 20.2 billion dollars of purchases in fiscal 2023, 26.6 billion in fiscal 2024 and 36.7 billion in fiscal 2025, growth of about 38 percent in the latest year. Its model differs from pure pay-in-four players: a large share of its lending is in longer-term instalment loans for bigger-ticket items such as furniture, electronics and travel, many of which carry interest. Partnerships have been central to its rise, including a long-running deal to provide instalments at Amazon checkout and an integration with Apple Pay. Affirm has also launched its own debit card that lets users choose to split purchases after the fact, part of a wider push to turn BNPL into an everyday spending tool rather than an occasional checkout option.

Klarna

Klarna: the global leader

Klarna, founded in Sweden in 2005, is both the pioneer and the largest company in BNPL. After listing on the New York Stock Exchange in September 2025, it published its first full year of results as a public company. The chart shows how fast it grew.

Klarna Growth in Full Year 2025 (percent, year on year) How fast the largest BNPL provider grew.

Data:

Klarna Group plc, full year 2025 results. GMV \$127.9bn, revenue \$3.5bn, 118 million active consumers, 966,000 merchants. Compiled by BusinessStats. Switch to the table for exact figures.

Growth on every measure: in 2025 Klarna grew GMV by 22 percent, revenue by 25 percent, active consumers by 28 percent and merchants by 42 percent.

Klarna processed about 127.9 billion dollars of GMV in 2025, up 22 percent on the year, and its revenue rose 25 percent to about 3.5 billion dollars. Its active consumer base grew 28 percent to 118 million people, and the number of merchants offering Klarna rose 42 percent to about 966,000. The company returned to an adjusted operating profit, of about 65 million dollars, after years of heavy losses. Klarna is now repositioning itself as a broader digital bank, offering accounts, cards and savings alongside BNPL, and it has leaned heavily on artificial intelligence to cut costs, a strategy that places it at the center of the trends explored in our report on [artificial intelligence in finance](#). The United States has become its most important growth market, where it competes head to head with Affirm and Afterpay.

Who Uses BNPL

Who uses buy now pay later

BNPL is overwhelmingly a young persons product. Roughly half of all US BNPL users are under the age of 33, and adoption is highest among Gen Z and millennials, many of whom are wary of credit cards or have thin credit histories that make cards hard to obtain. For these shoppers, a fixed schedule of interest-free instalments feels more transparent and less risky than revolving card debt. Older consumers are catching up, however, and use among baby boomers has grown steadily as BNPL options have spread to more everyday retailers.

Adoption is broad. Industry estimates put the number of BNPL users in the United States at more than 90 million, and Klarna alone had 118 million active consumers worldwide in 2025. Fashion and beauty remain the most common purchase categories, followed by electronics, home goods and travel, but the mix is shifting toward everyday spending. Lifestyle patterns matter too: the way BNPL use differs between groups of Amazon shoppers is set out in our report on [BNPL purchases on Amazon by lifestyle](#). Merchants have noticed that BNPL shoppers skew young and digitally native, which is one reason the method has become standard at checkouts aimed at younger audiences.

Late Payments

The late payment problem

The biggest concern about BNPL is whether users can keep up. The chart shows the share of US BNPL users who say they paid late at least once in the past year.



US BNPL Users Who Paid Late in the Past Year (percent) Share of users reporting at least one late payment.

Data:

LendingTree BNPL surveys.

Note:

most late payments were made within about a week, before they would typically reach credit reports.

Compiled by BusinessStats. Switch to the table for exact figures.

Rising stress: about 41 percent of US BNPL users paid late at least once in the past year, up from 34 percent in the previous survey.

In the latest LendingTree survey, about 41 percent of US BNPL users said they had made at least one late payment in the past year, up from 34 percent a year earlier. The good news is that most of those late payments were small slips: around 72 percent of late payers caught up within about a week, before the missed payment would typically be reported to credit bureaus. Formal default rates at the largest providers remain low, generally in the low single digits. But the rising share of people falling behind is a warning sign, especially as borrowers increasingly juggle several loans at once. Around 23 percent of users reported having three or more BNPL loans open at the same time, which makes it easy to lose track of payment dates and harder to see the true total owed.

Visibility is changing. For years, BNPL loans rarely appeared on credit reports, which meant lenders could not see how much a person owed across providers. That is now shifting: credit bureaus have begun accepting BNPL data, and FICO has announced credit scores that factor in BNPL loans. The effect cuts both ways. Consumers who pay on time may build a credit history, while those who fall behind may see their scores suffer. Debt collectors are also increasingly handling BNPL accounts, a sign that the product has become a meaningful part of household credit, alongside the bank loans in the United States tracked by regulators.

Everyday Essentials

From luxuries to groceries

BNPL was built for discretionary shopping, but many consumers now use it to cover everyday needs. The chart shows how US users rely on it.

How US Consumers Use BNPL (percent of users) Share of BNPL users reporting each behaviour.



Data:

LendingTree latest BNPL survey. Compiled by BusinessStats. Switch to the table for exact figures.

Stretching the budget: more than half of US BNPL users rely on it to bridge the gap to their next paycheck, and nearly three in ten use it for groceries.

About 54 percent of US BNPL users say they use it as a bridge to their next paycheck, and roughly 29 percent say they have used it to buy groceries, up from about 25 percent a year earlier. Around 16 percent have used it for food delivery or takeout. These numbers reflect the pressure that years of high inflation have placed on household budgets, a theme covered in our reports on [the monthly inflation rate in the United States](#) and the [US cost of living](#). When people finance essentials such as food with short-term loans, it can be a sign of genuine financial strain rather than simple convenience.

Supporters of BNPL argue that an interest-free instalment plan is a cheaper way to smooth a tight month than a credit card at 20 percent interest or a payday loan at far higher rates. Critics counter that the ease of splitting small, routine purchases encourages people to spend beyond their means and to pile up obligations that are hard to track. Both can be true at once, depending on the borrower, which is why regulators have focused less on banning BNPL than on making sure lenders check affordability and disclose terms clearly.

Merchants

Why merchants embrace BNPL

For retailers, the case for BNPL is mostly about sales. Providers and industry studies consistently report that offering BNPL at checkout raises conversion rates and lifts average order values, often by double-digit percentages, because shoppers are more willing to complete a purchase, or buy a more expensive item, when they can spread the cost. For a retailer, that extra revenue can more than offset merchant fees that are higher than those for cards. BNPL also brings in younger customers who might otherwise abandon their baskets, a key concern given the online conversion rates tracked in our report on [global conversion rates by industry and device](#).

BNPL providers have also become powerful marketing channels in their own right. Apps from Klarna, Afterpay and others let users browse deals, save wish lists and discover brands, sending traffic to merchants much like a shopping search engine. For e-commerce platforms, BNPL has become a standard feature: platforms such as Shopify offer built-in instalment options, part of the payments ecosystem behind



the growth covered in our report on [Shopify revenue worldwide](#). The result is that BNPL is no longer a differentiator for merchants but an expectation, particularly in fashion, beauty and electronics.

Regulation

Regulators step in

For much of its early life, BNPL operated in a regulatory grey zone, because short interest-free loans often fell outside traditional consumer credit rules. That is changing around the world. Australia, one of the earliest BNPL markets, brought the product under its credit laws in 2025, requiring providers to hold a credit licence and assess whether loans are suitable. In the United Kingdom, the Financial Conduct Authority began regulating BNPL, formally known as deferred payment credit, in July 2026, introducing affordability checks, clearer information and access to the financial ombudsman for complaints.

The European Union is bringing BNPL into scope through its revised Consumer Credit Directive, which extends affordability and disclosure rules to many interest-free and small loans that previously escaped regulation. In the United States the picture has been more uneven. In 2024 the Consumer Financial Protection Bureau moved to treat BNPL lenders like credit card providers for key consumer protections, but it later stepped back from enforcing that interpretation, leaving states and credit bureaus to fill some of the gaps. The overall direction is nonetheless clear: BNPL is being treated less like a payment button and more like the credit product it is, a shift that fits the wider tightening of rules across [fintech in Europe](#) and beyond.

Outlook

Where BNPL goes next

BNPL is entering a new phase. The explosive early growth is giving way to steadier expansion of around 10 percent a year, as the market matures and regulation raises costs. The leading providers are responding by broadening into full-service digital finance: Klarna now offers bank accounts and cards, Affirm has its own debit card, and both are pushing into in-store payments and longer-term lending. At the same time, banks and card networks are offering their own instalment plans on existing cards, so shoppers can split a purchase without leaving their bank.

The biggest questions are about credit quality and competition. If rising late payments turn into higher defaults, providers will have to tighten lending, slowing growth. If banks and card networks match BNPL features cheaply, the specialists may struggle to defend their margins. And as regulation brings BNPL fully



into the credit system, with affordability checks and credit reporting, its advantage of speed and simplicity will narrow. Even so, the underlying demand is durable: consumers, especially younger ones, like the clarity of fixed instalments, and merchants like the extra sales. The likeliest outcome is that BNPL becomes a standard feature of how people pay, woven into cards, wallets and bank apps, rather than a separate category, much as the broader payments market described in our [Amazon statistics and facts](#) has absorbed new ways to pay over time.

Key Facts

BNPL in numbers

A few figures capture the scale and the risks of buy now pay later.

\$560bn Global BNPL payments, 2025 Forecast about \$912bn by 2030. 118M Klarna active consumers The largest BNPL provider. 24% Share of Sweden e-commerce The highest adoption anywhere. 41% US users who paid late Up from 34 percent a year earlier.

Together they describe a payment method that has scaled fast and now faces the scrutiny that comes with maturity.

FAQ

Frequently Asked Questions

Buy now pay later payments reached about 560 billion US dollars worldwide in 2025, up from roughly 493 billion in 2024, and are forecast to exceed 900 billion by 2030.

BNPL lets shoppers split a purchase into instalments, most often four interest-free payments over six weeks. The provider pays the merchant upfront and collects from the shopper, earning mainly from merchant fees.

Klarna is the largest, with about 127.9 billion dollars of gross merchandise value and 118 million active consumers in 2025. Affirm, Afterpay and PayPal are the other leading providers.

In the Nordic countries and Germany, where it accounts for around a fifth to a quarter of online payment value, helped by a long tradition of paying by invoice. It is far less common in China and India.

About 41 percent of US BNPL users said they paid late at least once in the past year in the latest LendingTree survey, up from 34 percent a year earlier, although most caught up within a week.



Increasingly, yes. About 29 percent of US BNPL users say they have used it to buy groceries, and 54 percent say they use it to bridge the gap until their next paycheck.

It can. Missed payments may be reported and passed to collections, and FICO has begun building BNPL loans into new versions of its credit scores, so on-time and late payments are becoming more visible.

Increasingly. Australia brought BNPL under credit law in 2025, the UK began regulating it through the Financial Conduct Authority in July 2026, and the EU is bringing it into its consumer credit rules.

Because it tends to lift sales. Providers and industry studies report higher conversion and larger average order values when BNPL is offered at checkout, which is why merchants accept fees above typical card costs.

Sources

[ResearchAndMarkets](#) - global BNPL payment value and forecast to 2030.

[Klarna Group plc](#) - full year 2025 results.

[Affirm Holdings](#) - gross merchandise value by fiscal year.

[Worldpay Global Payments Report](#) - BNPL share of e-commerce by market.

[LendingTree via ACA International](#) - BNPL late payments and everyday use.

Figures are drawn from ResearchAndMarkets, Worldpay, Statista, Klarna and Affirm company reports, LendingTree surveys and national regulators. Definitions of BNPL differ between sources and some markets include pay-by-invoice, so figures are not always directly comparable. All data compiled by BusinessStats.

STATISTICS REPORT

Total assets under management (AUM) of State Street Corporation from 4th quarter 2010 to 2nd quarter 2026

 Updated Jun 24, 2026 · businessstats.com/assets-under-management-state-street

\$5.67T RECORD AUM 2025	\$5.62T Q1 2026	+20% YOY GROWTH
\$54.5T CUSTODY (AUC/A)	~\$2.0T AUM IN 2010	#3 BIG THREE

Overview

State Street total assets under management worldwide from Q4 2010 to Q2 2026

State Street is best known as a giant custody bank, but it is also one of the worlds largest asset managers, through State Street Global Advisors. This report tracks the total assets under management of State Street Corporation from the fourth quarter of 2010 to the second quarter of 2026.

Over this period, State Street AUM has grown from around 2 trillion dollars to a record of more than 5.6 trillion, despite several sharp setbacks along the way. This sits alongside the fund-count view in our [Vanguard funds by region](#) report and the rankings in our [largest asset managers worldwide](#) analysis.

State Street Total AUM, Q4 2010 to Q2 2026 (USD trillion)From around 2 trillion to a record 5.6 trillion.

Data:

Total assets under management (AUM) of State Street Corporation, through State Street Global Advisors and State Street Investment Management, from Q4 2010 to Q2 2026, in trillion U.S. dollars. Compiled by BusinessStats from State Street filings.

Note:

Recent quarters are reported actuals; Q2 2026 is an estimate. Earlier annual figures are approximate. Switch views with the toolbar.

A tripling since 2010: State Street total AUM has climbed from around 2 trillion dollars at the end of 2010 to a record above 5.6 trillion by 2026, driven by rising markets and steady inflows into low-cost index funds and ETFs.

The growth has been driven by rising markets and steady inflows into low-cost index funds and ETFs, especially the SPDR range. State Street place among the giants is set out in our [BlackRock assets under management](#) comparison.

A note on the data. The figures are total assets under management, the money State Street manages for clients, which is separate from its much larger assets under custody and administration. Recent quarters are reported actuals; the latest quarter is an estimate.

AUM Table

State Street AUM by Year

State Street Total AUM by Period (USD trillion, with year-on-year change) Click any column to sort

PERIOD	TOTAL AUM	YOY CHANGE
Q4 2010	\$2.01t	-
Q4 2011	\$1.86t	-7%
Q4 2012	\$2.09t	+12%
Q4 2013	\$2.34t	+12%
Q4 2014	\$2.45t	+5%
Q4 2015	\$2.24t	-9%
Q4 2016	\$2.47t	+10%
Q4 2017	\$2.78t	+13%
Q4 2018	\$2.51t	-10%
Q4 2019	\$3.12t	+24%
Q4 2020	\$3.47t	+11%

Q4 2021	\$4.14t	+19%
Q4 2022	\$3.48t	-16%
Q4 2023	\$4.13t	+19%
Q4 2024	\$4.72t	+14%
Q4 2025	\$5.67t	+20%
Q1 2026	\$5.62t	+20%
Q2 2026E	\$5.90t	+15%

The table lists State Street total AUM at the end of each year from 2010, plus the latest quarters, with the year-on-year change. It shows steady growth interrupted by down years in 2011, 2015, 2018 and 2022. Sorting reveals the full picture.

By Quarter

State Street AUM by Quarter

Looking at recent quarters shows how quickly State Street AUM has climbed. From around 4.4 trillion dollars in early 2024, it reached a record 5.67 trillion by the end of 2025, before easing slightly to 5.62 trillion in the first quarter of 2026.

The slight dip in early 2026 reflected a pullback in markets, not outflows, since the firm continued to attract new money. Even with that dip, AUM was up around 20 percent on a year earlier, a pace explored in our [asset manager statistics overview](#).

State Street AUM by Quarter, Q1 2024 to Q2 2026 (USD trillion)A fast climb to a record.

Data:

Derived from State Street Corporation quarterly filings and investor materials, compiled by BusinessStats.

Note:

AUM is the asset management figure, separate from assets under custody and administration. Q2 2026 is an estimate. Updated 2026.Switch views with the toolbar.

Record then a small dip: AUM rose from around 4.4 trillion dollars in early 2024 to a record 5.67 trillion by the end of 2025, easing to 5.62 trillion in the first quarter of 2026 on a market pullback, still up around 20

percent year on year.

Quarter-to-quarter, State Street AUM moves largely with global stock and bond markets, since most of its assets track indexes. When markets rise, AUM rises; when they fall, AUM falls, with inflows adding a steadier upward push.

Year on Year

Year-on-Year Changes in State Street AUM

Year-on-year changes show how market-driven State Street AUM is. In strong years like 2019, 2021, 2023 and 2025, AUM jumped by close to or above 20 percent, while in down years it fell sharply.

The worst year was 2022, when AUM fell around 16 percent as both stocks and bonds dropped. Other down years came in 2011, 2015 and 2018, each tied to market declines, a pattern seen across managers in our [BlackRock AUM by asset class](#) analysis.

State Street AUM Year-on-Year Change, 2011 to 2025 (%) Strong up years, four declines.

Data:

Derived from State Street Corporation quarterly filings and investor materials, compiled by BusinessStats.

Note:

AUM is the asset management figure, separate from assets under custody and administration. Q2 2026 is an estimate. Updated 2026. Switch views with the toolbar.

Bumpy but rising: State Street AUM jumped close to or above 20 percent in strong years like 2019, 2021, 2023 and 2025, but fell in 2011, 2015, 2018 and most sharply in 2022, when it dropped around 16 percent. Green marks gains, red marks declines.

Because State Street assets are heavily weighted toward index funds, its AUM swings closely with the markets. This makes its growth less smooth than fee income alone, but over time the direction has been firmly upward.

By Asset Class



State Street AUM by Asset Class

By asset class, State Street AUM is dominated by equities, which make up well over half the total. Fixed income, cash, multi-asset and alternative strategies make up the rest.

As of early 2026, equities accounted for around 3.5 trillion dollars of AUM, with fixed income, cash, multi-asset and alternatives each far smaller. This equity tilt mirrors the wider industry, as our [BlackRock AUM by region analysis](#) shows.

State Street AUM by Asset Class, Q1 2026 (USD billion)Equities dominate the total.

Data:

Derived from State Street Corporation quarterly filings and investor materials, compiled by BusinessStats.

Note:

AUM is the asset management figure, separate from assets under custody and administration. Q2 2026 is an estimate. Updated 2026.Switch views with the toolbar.

Equity-heavy: equities make up well over half of State Street AUM, at around 3.5 trillion dollars, far ahead of fixed income, cash, multi-asset and alternatives. This reflects its strength in equity index funds and SPDR ETFs.

The heavy weighting toward equities reflects State Street strength in equity index funds and ETFs, including its flagship SPDR S&P 500 ETF. Cash and fixed income provide ballast, while alternatives are a small but growing area.

The Big Three

State Street Among the Largest Managers

State Street is one of the worlds largest asset managers, but it is smaller than the two biggest, BlackRock and Vanguard. Together these three are often called the Big Three index managers.

With around 5.6 trillion dollars in AUM, State Street trails BlackRock at roughly 14 trillion and Vanguard at around 11.6 trillion, and is close to Fidelity in size among the worlds top managers.

Leading Asset Managers by AUM, 2026 (USD trillion, estimated)State Street is the smallest of the Big Three.

Data:



Derived from State Street Corporation quarterly filings and investor materials, compiled by BusinessStats.

Note:

AUM is the asset management figure, separate from assets under custody and administration. Q2 2026 is an estimate. Updated 2026. Switch views with the toolbar.

Third of the Big Three: with around 5.6 trillion dollars, State Street trails BlackRock at roughly 14 trillion and Vanguard at around 11.6 trillion, and is close to Fidelity. Yet through SPDR it pioneered the ETF industry.

Despite being smaller, State Street is hugely influential, especially in ETFs, where its SPDR range pioneered the industry. Through its index funds, it is a major shareholder in most large listed companies worldwide.

AUM vs Custody

AUM vs Assets Under Custody

A key point about State Street is that its assets under management are only part of the story. Its assets under custody and administration, the money it safekeeps and services for others, are vastly larger.

As of early 2026, State Street held around 54.5 trillion dollars in assets under custody and administration, against 5.6 trillion in assets under management. The custody business is its historic core, as our [asset management overview](#) coverage notes.

State Street: Assets Under Custody vs Under Management, Q1 2026 (USD trillion) Custody dwarfs managed assets.

Data:

Derived from State Street Corporation quarterly filings and investor materials, compiled by BusinessStats.

Note:

AUM is the asset management figure, separate from assets under custody and administration. Q2 2026 is an estimate. Updated 2026. Switch views with the toolbar.

Two very different numbers: State Street safekeeps around 54.5 trillion dollars in assets under custody and administration, nearly ten times its 5.6 trillion in assets under management. Custody is its historic core; asset management earns higher fees.

The distinction matters: custody assets are held and serviced, not managed, and earn lower fees, while managed assets earn higher fees but are far smaller. State Street is unusual in being a giant in both



businesses at once.

Milestones

Key Milestones in State Street AUM

State Street AUM has passed a series of milestones over the period. It hovered around 2 trillion dollars in the early 2010s, crossed 3 trillion around 2019, passed 4 trillion in 2021, and reached more than 5 trillion in 2025.

Each milestone took progressively less time to reach, as both markets and inflows accelerated the climb. This compounding growth is a feature of the whole industry, as our [largest ETFs by market cap coverage](#) shows.

State Street AUM at Five-Year Marks, 2010 to 2026 (USD trillion)Each milestone came faster.

Data:

Derived from State Street Corporation quarterly filings and investor materials, compiled by BusinessStats.

Note:

AUM is the asset management figure, separate from assets under custody and administration. Q2 2026 is an estimate. Updated 2026.Switch views with the toolbar.

An accelerating climb: State Street AUM hovered around 2 trillion dollars in the early 2010s, crossed 3 trillion around 2019, passed 4 trillion in 2021, and topped 5 trillion by 2025. Each milestone came progressively faster.

The journey from 2 trillion to over 5 trillion in about fifteen years reflects the long bull market in stocks, the shift into low-cost index funds, and State Street steady gathering of new assets, especially through ETFs.

By Era

State Street AUM Across the Eras

Comparing the start and end of each five-year era shows how State Street growth has accelerated. The firm added far more AUM in the most recent era than in the early 2010s.

Between 2010 and 2015, AUM barely grew, held back by the 2011 and 2015 setbacks, but from 2020 to 2026 it surged, despite the 2022 slump. The contrast reflects the boom in passive investing, as our [largest](#)



ETF providers coverage shows.

State Street AUM, Start vs End of Each Era (USD trillion) Growth has accelerated over time.

Data:

Derived from State Street Corporation quarterly filings and investor materials, compiled by BusinessStats.

Note:

AUM is the asset management figure, separate from assets under custody and administration. Q2 2026 is an estimate. Updated 2026. Switch views with the toolbar.

Faster every era: AUM barely grew between 2010 and 2015, held back by setbacks, but surged from 2020 to 2026 despite the 2022 slump. The widening gaps show how the boom in passive investing has powered recent growth.

The accelerating growth shows how the rise of index funds and ETFs has powered State Street in recent years. As more investors choose low-cost index products, the firm assets have compounded faster than ever.

Net New Assets

Net New Assets at State Street

Beyond market moves, State Street has been steadily attracting new money. Net new assets, the inflows minus outflows, have been strongly positive in most recent years, adding to the market-driven growth.

In 2024, net new assets reached around 144 billion dollars, after 117 billion in 2023, and the first quarter of 2026 alone brought around 49 billion. These inflows are led by low-cost ETFs, especially in the SPDR range.

State Street Net New Assets, 2023 to Q1 2026 (USD billion) Strong, ETF-led inflows.

Data:

Derived from State Street Corporation quarterly filings and investor materials, compiled by BusinessStats.

Note:

AUM is the asset management figure, separate from assets under custody and administration. Q2 2026 is an estimate. Updated 2026. Switch views with the toolbar.



Winning new money: State Street has attracted strong net inflows, around 117 billion dollars in 2023, 144 billion in 2024, and roughly 49 billion in just the first quarter of 2026, led by low-cost ETFs. Net flows briefly turned negative in 2022.

Inflows matter because they grow AUM even when markets are flat, and they show that State Street is winning business. The exception was 2022, when net flows turned slightly negative amid the market turmoil, before recovering strongly.

AUM and Growth

State Street AUM and Growth

Plotting AUM against its year-on-year change brings the whole picture together. The bars show the steady rise in assets, while the line shows how bumpy that rise has been from year to year.

The pattern is clear: strong up years far outnumber the occasional sharp falls, so the trend is firmly upward. This mix of volatility and growth defines the firm, much like the swings in our [Apple and Google comparison](#) coverage.

State Street AUM and Year-on-Year Change, 2019 to 2026 Steady rise, bumpy year to year.

Data:

Derived from State Street Corporation quarterly filings and investor materials, compiled by BusinessStats.

Note:

AUM is the asset management figure, separate from assets under custody and administration. Q2 2026 is an estimate. Updated 2026. Switch views with the toolbar.

Two views at once: the bars show the steady rise in AUM while the line shows how bumpy it has been year to year. Strong up years far outnumber the occasional sharp falls, so the trend is firmly upward.

\$5.67T Record AUM End of 2025. \$5.62T Q1 2026 Up ~20% YoY. ~3x Since 2010 From ~\$2T. \$54.5T Custody (AUC/A) Far larger.

For State Street, the lesson is that AUM growth is real but uneven, driven by markets in the short run and by inflows over time. The firm scale among the worlds biggest managers, profiled in our [biggest companies by value](#) rankings, looks set to keep growing.

Taken together, the data shows a State Street that has roughly tripled its assets under management since 2010, from around 2 trillion dollars to a record above 5.6 trillion, despite sharp setbacks in 2011, 2015, 2018 and 2022.

Whether measured quarter by quarter or across the eras, State Street AUM tells a story of steady, market-driven growth, powered by the global shift into low-cost index funds and ETFs. As the third of the Big Three index managers, it remains a quiet giant of global finance.

FAQ

Frequently Asked Questions: State Street AUM

State Street total assets under management (AUM) reached a record of more than 5.6 trillion U.S. dollars by 2026. At the end of 2025, AUM stood at around 5.67 trillion dollars, easing slightly to 5.62 trillion in the first quarter of 2026 as markets pulled back, though this was still up around 20 percent on a year earlier. AUM is the money State Street manages for clients through its asset management arm, State Street Global Advisors, now branded State Street Investment Management. This is separate from, and much smaller than, its assets under custody and administration, which were around 54.5 trillion dollars and reflect its giant custody-bank business. State Street AUM has grown substantially over the long run, roughly tripling from around 2 trillion dollars at the end of 2010. The growth has been driven by rising markets and steady inflows into low-cost index funds and exchange-traded funds, especially its well-known SPDR range. As one of the Big Three index managers, alongside BlackRock and Vanguard, State Street is among the most important asset managers in the world.

State Street total assets under management has roughly tripled since the end of 2010, rising from around 2 trillion dollars to more than 5.6 trillion by 2026. This represents strong long-term growth, although the path has been uneven. The firm AUM hovered around 2 to 2.5 trillion dollars through the early 2010s, crossed 3 trillion around 2019, passed 4 trillion in 2021, fell back during the 2022 market downturn, and then surged to a record above 5 trillion by 2025. Most of this growth has come from two sources: rising global stock and bond markets, which lift the value of the index funds State Street manages, and steady inflows of new money, particularly into its low-cost ETFs. Because so much of its AUM tracks market indexes, State Street assets rise and fall closely with markets, which is why its growth has not been smooth. Even so, the overall direction has been firmly upward, reflecting the broad, long-running shift of investors toward low-cost passive investing, an area where State Street, as a pioneer of ETFs, has been a major beneficiary.

State Street AUM fell in four years over the period from 2010 to 2026: in 2011, 2015, 2018 and, most sharply, in 2022. In each case, the fall was driven by declining markets rather than by clients pulling out money in large amounts. Because the great majority of State Street assets are in index funds and ETFs that track stock and bond markets, its AUM moves closely with those markets. When markets fall, the value of the assets it manages falls too, reducing AUM even if inflows remain positive. The worst year was 2022, when AUM dropped around 16 percent as both stocks and bonds fell sharply in a rare simultaneous decline, driven by rising interest rates and high inflation. The years 2011, 2015 and 2018 each saw more modest market declines, particularly in their final months. In all these cases, AUM recovered in the following years as markets rebounded. This sensitivity to markets is typical of large index managers and is the main reason their AUM growth tends to be bumpy rather than steady.

State Street reports two very different and very large figures: assets under management (AUM) and assets under custody and administration (AUC/A). AUM, at around 5.6 trillion dollars in early 2026, is the money State Street actively manages for clients through its investment management arm, choosing or tracking investments on their behalf and earning management fees. AUC/A, at around 54.5 trillion dollars, is far larger and refers to assets that State Street safekeeps, settles, values and administers for other institutions, without managing them. This custody and administration business is State Street historic core, dating back to its origins as a Boston bank, and it is one of the largest such operations in the world. The key difference is that managed assets earn higher fees but are smaller, while custody assets are much larger but earn lower fees per dollar. State Street is unusual in being a giant in both businesses at once: a top-tier asset manager through State Street Global Advisors, and one of the worlds largest custodians through State Street Bank. Both figures are important to understanding the firm scale and revenue.

No, State Street is smaller than both BlackRock and Vanguard by assets under management, though all three are among the worlds largest asset managers and are often grouped together as the Big Three index managers. As of early 2026, State Street managed around 5.6 trillion dollars, compared with roughly 14 trillion at BlackRock and around 11.6 trillion at Vanguard. So State Street is the smallest of the three by AUM, and is also close to Fidelity in size. However, State Street is hugely influential despite being smaller, particularly in exchange-traded funds: its SPDR range, launched in 1993 with the first US-listed ETF, pioneered the entire ETF industry, and its SPDR S&P 500 ETF remains one of the most heavily traded funds in the world. Through its vast index-fund holdings, State Street is also a major shareholder in most large listed companies. So while it ranks third among the Big Three by managed assets, State Street remains one of the most important and influential players in global finance, and a giant in the separate business of asset custody.

Equities, meaning stocks, are by far State Street largest asset class, making up well over half of its total assets under management. As of early 2026, equities accounted for around 3.5 trillion dollars of its roughly 5.6 trillion in AUM. The remaining assets are spread across fixed income, meaning bonds, at around 756 billion dollars; cash, at around 581 billion; multi-asset strategies, which blend stocks and bonds, at around 503 billion; and alternative investments, at around 284 billion. This heavy weighting toward equities reflects State Street particular strength in equity index funds and ETFs, above all its flagship SPDR S&P 500 ETF, one of the largest and most traded funds in the world. Cash and fixed income provide steadier, lower-risk assets, while alternatives, though still small, are a growing area as the firm expands into private markets and other strategies. The dominance of equities also means State Street AUM is especially sensitive to stock-market movements, since a large share of its assets rises and falls with share prices.

State Street earns money from its assets under management mainly through management fees, which are charged as a small percentage of the assets it manages. Because State Street specialises in low-cost index funds and ETFs, these fees are very low per dollar, often just a few hundredths of a percent, but they add up across trillions of dollars in AUM. As AUM grows, whether through rising markets or new inflows, fee revenue grows with it, which is why the firm AUM trend matters so much to its earnings. This is only part of State Street overall business, however. The firm also earns large amounts from its custody and administration operations, charging fees to safekeep and service the roughly 54.5 trillion dollars in assets it holds for other institutions, and it earns net interest income from its banking activities. So while AUM-based management fees are an important and growing source of revenue, especially as ETFs expand, State Street income is more diversified than that of pure asset managers, spanning asset management, custody, and banking. This mix gives it more stable revenue but also makes it a more complex business than a typical fund manager.

State Street Corporation is based in Boston, Massachusetts, where it was originally organised in 1969 as a bank holding company, though its roots as a Boston bank go back much further. Its asset management arm, State Street Global Advisors, was established in 1978 and is now branded State Street Investment Management. The firm is led by chairman and chief executive Ronald O Hanley, and employs around 51,000 people worldwide, operating in more than 100 geographic markets. State Street is a publicly traded company, listed on the New York Stock Exchange under the ticker STT, which makes it different from Vanguard, one of its main rivals, which is owned by its own funds. The company has two main businesses: investment servicing, which is its giant custody and administration operation, and investment management, which is its asset management arm. State Street is best known among the public for its SPDR ETFs and for the Fearless Girl statue it commissioned, but within finance it is known above all as one of the worlds

largest custodians and as the third of the Big Three index managers. Its scale and influence make it a quietly central institution in global markets.

SPDR ETFs are State Street range of exchange-traded funds, and they are central to its asset management business. The name SPDR, pronounced spider, stands for Standard and Poor Depository Receipts, and the range began in 1993 with the launch of the SPDR S&P 500 ETF, known by its ticker SPY, which was the first exchange-traded fund listed in the United States. This makes State Street the pioneer of the entire ETF industry, which has since grown into a multi-trillion-dollar market. The SPDR range now spans hundreds of ETFs covering stocks, bonds, sectors, commodities such as gold, and more, and accounts for a large share of State Street assets under management, with ETF AUM of around 1.9 trillion dollars by early 2026. SPDR ETFs matter to State Street because they are a major source of both assets and fee revenue, and because they keep the firm at the forefront of the fast-growing ETF market. They also give State Street enormous influence, since funds like SPY are among the most heavily traded securities in the world. Competing with BlackRock iShares and Vanguard, SPDR remains one of the three dominant ETF brands globally.

While future AUM cannot be predicted with certainty, the broad trends behind State Street growth remain favourable. The long-running shift of investors toward low-cost index funds and ETFs continues to drive money into the kinds of products State Street specialises in, particularly its SPDR ETF range. The firm has been attracting strong net inflows, including around 144 billion dollars in 2024 and around 49 billion in just the first quarter of 2026, much of it into low-cost ETFs, which suggests continued underlying growth. At the same time, because so much of its AUM tracks markets, State Street assets will keep rising and falling with global stocks and bonds, so its AUM could dip in any year that markets fall, as it did in 2022. The estimated figure for the second quarter of 2026 points to continued growth from the first-quarter level, assuming markets hold up. Over the longer term, the combination of steady inflows, expanding ETF demand, and a gradual move into areas like active ETFs and private markets supports continued growth, even if the path remains bumpy. As one of the Big Three, State Street is well placed to benefit from the ongoing expansion of passive investing.

Sources

State Street Corporation - Quarterly results and Form 10-K and 10-Q filings - Source for AUM of 5.67 trillion at year-end 2025 and 5.62 trillion in Q1 2026.

State Street Corporation - Form 10-Q Q1 2026 - Source for the AUM by asset class breakdown, including 3.5 trillion in equities.



State Street investor relations - Reference for AUM, AUC/A and net new assets.

AUM figures are total assets under management of State Street Corporation, through State Street Global Advisors and State Street Investment Management, in trillion U.S. dollars. Recent figures are anchored on State Street reported results: AUM of 5.67 trillion dollars at December 31, 2025, and 5.62 trillion at March 31, 2026, against assets under custody and administration of around 54.5 trillion. The Q2 2026 figure is an estimate. Year-end figures for 2010 to 2021 are approximate, based on reported AUM. The asset-class split is from the Q1 2026 Form 10-Q. Net new asset and peer-comparison figures are reconciled from State Street and industry data and are approximate. AUM moves with markets and changes constantly.

STATISTICS REPORT

Bank Loans in the United States — Statistics & Facts 2026

 Updated Mar 25, 2026 · businessstats.com/bank-loans-in-the-united-states

\$13.5T TOTAL BANK LOANS Q4 2025	\$18.59T HOUSEHOLD DEBT (RECORD)	\$13.17T MORTGAGE DEBT
\$1.28T CREDIT CARD BALANCES	4.8% DELINQUENCY RATE Q4 2025	\$77.7B BANK NET INCOME Q4

Overview

US Bank Lending in 2026 — A \$13.5 Trillion System Navigating Divergent Signals

The United States banking system — the world's largest and most complex — entered 2026 sending divergent signals that reflect the broader tension in the American economy. On one hand, the industry demonstrated remarkable resilience: total bank loans and leases reached **\$13.5 trillion by Q4 2025**, growing 5.9% year-over-year, with quarterly net income of \$77.7 billion running 16.5% above the prior year and net interest spreads at their widest since 2019. On the other hand, stress signals are accumulating in specific corners of the lending market: credit card delinquencies have risen to their highest levels since the Global Financial Crisis, auto loan delinquency rates remain elevated across income levels and credit scores, student loan serious delinquencies spiked after the pandemic-era moratorium ended, and commercial real estate portfolios — particularly office properties — face deep structural challenges from the permanent shift to remote work.

The US banking industry consists of approximately **4,500+ FDIC-insured commercial banks and savings institutions**, though the sector has been consolidating for decades (there were approximately 8,300 institutions in 2000). Loans and leases represent the single largest asset category on the banking industry balance sheet, accounting for approximately 55-60% of total bank assets. The remaining assets consist primarily of government and agency securities, mortgage-backed securities, and cash reserves. Domestic deposits across the industry totalled approximately **\$17.7 trillion in 2024**, growing 2.3% year-over-year,



though estimated insured deposits grew only 0.5%. The net loans-to-deposits ratio — a key measure of how aggressively banks are lending relative to their funding base — has been gradually rising, indicating that banks are deploying a larger share of their deposit base into loans. For context on how the banking sector fits within the broader US economic picture, see our analysis of [US GDP and economic trends](#).

The Federal Reserve's interest rate policy has profoundly shaped bank lending dynamics over the past three years. The Fed raised the federal funds rate from near zero to 5.25-5.50% between March 2022 and July 2023, creating a dramatically different lending environment from the ultra-low-rate period that preceded it. Higher rates simultaneously benefited bank net interest margins (the difference between what banks earn on assets and pay on liabilities) while dampening loan demand — particularly for rate-sensitive categories like mortgages, commercial real estate, and business expansion financing. The Fed began cutting rates in September 2025, easing some pressure on borrowers, but the path of future rate adjustments remains uncertain amid persistent inflation concerns and economic uncertainty from tariff policy. The interaction between monetary policy and bank lending is one of the most important transmission mechanisms in the US economy, as explored in our analysis of [interest rate dynamics](#).

US bank loans reached \$13.5 trillion in Q4 2025, growing 5.9% year-over-year. Household debt hit a record \$18.59 trillion. The banking industry reported Q4 net income of \$77.7 billion with net interest spreads at 3.39% — the highest since 2019. However, delinquency rates rose to 4.8% across household debt.

Total Bank Loans

Total Bank Loans — From \$4.8T in 2004 to \$13.5T in 2025

The trajectory of total bank loans and leases in the United States tells the story of two decades of expansion punctuated by one severe contraction (the 2008-2010 financial crisis) and one brief pandemic-driven slowdown (March-November 2023). Total loans grew from approximately **\$4.8 trillion in 2004** to approximately **\$7.3 trillion at the pre-crisis peak in 2008**, before declining to approximately \$6.8 trillion during the deleveraging period of 2009-2010. The post-crisis recovery saw steady growth through the 2010s, accelerating during the pandemic-era stimulus period, and reaching the current level of **\$13.5 trillion by Q4 2025**. The Q4 2025 increase of \$267.8 billion (2.0% quarter-over-quarter) was driven by loans to non-depository financial institutions (NDFIs), securities-related loans, credit cards, nonfarm nonresidential commercial real estate, and 1-4 family residential mortgages.

The composition of bank lending has shifted meaningfully over time. **Loans secured by real estate** remain the largest category, encompassing residential mortgages, commercial real estate, multifamily properties,



construction and development, and farmland. **Commercial and industrial (C&I) loans** — business lending for working capital, equipment, expansion, and operations — represent the second-largest category and serve as a key barometer of business confidence and economic activity. **Consumer loans** (credit cards, auto loans, personal loans) have grown significantly, particularly credit card balances which have been climbing steadily since the pandemic-era paydown period ended. A notable emerging trend is the rapid growth in **bank lending to non-depository financial institutions (NDFIs)** — private equity firms, private credit funds, and other non-bank lenders — which has grown significantly since the Global Financial Crisis as banks increasingly provide credit lines to the shadow banking system rather than lending directly to end borrowers.

Total US Bank Loans & Leases — 2010 to 2025 (\$ Trillions)

Total Bank Loans & Leases FDIC-Insured Institutions — 2010 to 2025 USD Trillions · BusinessStats Research \$13.5T Q4 2025 Total Loans & Leases +5.9% YoY (2024→2025) Sources: BusinessStats analysis of FDIC data

Household Debt

Household Debt — Record \$18.59 Trillion, Mortgage Dominates at 74%

Total US household debt reached a record **\$18.59 trillion in Q3 2025**, rising \$197 billion in the quarter, before climbing further to approximately **\$18.8 trillion by Q4 2025**. Nominal household debt has been growing at approximately the pre-pandemic trend rate of 3.5% annually, though there is considerable variance across individual debt categories. The composition of household debt reveals the centrality of housing to American household balance sheets: **mortgage debt accounts for approximately 74%** of total household debt, while the remaining 26% comprises auto loans, student loans, credit cards, HELOCs, and other consumer obligations.

The household debt breakdown as of Q4 2025 illustrates the scale of each component. **Mortgage balances totalled \$13.17 trillion**, having grown \$98 billion in the quarter. **Credit card balances reached \$1.28 trillion**, rising \$44 billion — a significant quarterly increase reflecting both seasonal holiday spending and the ongoing normalisation of revolving credit after the pandemic-era paydown. **Auto loan balances stood at \$1.67 trillion**, increasing \$12 billion after holding flat the prior quarter. **Student loan balances reached \$1.66 trillion**, growing \$11 billion, with the resumption of delinquency reporting after the pandemic-era moratorium causing sharp increases in reported delinquency rates. **Home equity line of credit (HELOC) balances rose to \$434 billion**, marking the fourteenth consecutive quarterly increase as



homeowners tapped record levels of housing equity. Understanding how these debt levels interact with broader economic output is essential — see our analysis of the [global economy](#).

US Household Debt Breakdown — Q4 2025

Household Debt Composition US Household Debt by Category — Q4 2025 ~\$18.8T total · BusinessStats Research

Mortgage Lending

Mortgage Lending — \$13.17T Outstanding, \$512B Quarterly Originations

Mortgage debt is by far the largest component of US household debt and the single most important category of bank lending. Outstanding mortgage balances reached **\$13.17 trillion by Q4 2025**, growing steadily throughout the year as home prices continued to appreciate in most markets despite elevated mortgage rates. Mortgage originations increased to **\$512 billion in Q3 2025** — the strongest quarter since 2022 — as mortgage rates drifted lower from their 2023 peaks (above 7.5% for a 30-year fixed) toward approximately 6.5-6.8%, providing some relief to affordability-constrained buyers.

Mortgage credit quality remains the brightest spot in the consumer lending landscape. Overall mortgage delinquency rates stayed at **the lower end of their historical distribution** through the first half of 2025, reflecting the combination of tight underwriting standards implemented after the 2008 crisis, ample homeowner equity (the average homeowner has significant equity cushions from a decade of price appreciation), and the "lock-in effect" where homeowners with sub-4% mortgage rates are reluctant to sell and take on higher-rate mortgages, reducing turnover and the potential for distressed sales. However, early payment delinquency rates have begun to tick up, and the deterioration is concentrated in lower-income areas and markets with declining home prices. Mortgage originations remain heavily concentrated among borrowers with the highest credit scores — a structural feature of post-crisis lending standards that limits credit access for subprime and near-prime borrowers. The housing and mortgage market's health has significant implications for [US financial markets](#) more broadly.

Consumer Credit

Consumer Credit — Credit Cards \$1.28T, Auto \$1.67T, Student Loans \$1.66T

Credit card debt has been one of the most closely watched segments of the consumer lending market. Balances reached **\$1.28 trillion by Q4 2025**, rising \$44 billion in the quarter. The growth trajectory has

been dramatic: credit card balances plummeted during the pandemic as stimulus payments and restricted spending allowed consumers to pay down revolving debt, but since mid-2021 balances have climbed relentlessly, surpassing pre-pandemic levels in 2023 and setting new records in every subsequent quarter. The number of outstanding bankcard accounts reached approximately **582 million in mid-2025**, growing 5.7% year-over-year. Average bankcard utilisation stood at approximately **20.8%** — a slight decrease year-over-year, suggesting that while balances are growing, available credit is growing slightly faster. Interest rates on credit cards have reached record levels, with the average rate on accounts assessed interest exceeding 22%, meaning that revolving credit card debt has become extraordinarily expensive for consumers who carry balances.

Auto loan balances totalled \$1.67 trillion as of Q4 2025, with approximately **87 million outstanding accounts**. Unlike credit card debt, auto loan growth has been modest — largely because higher vehicle prices and elevated interest rates (average new car loan rates of approximately 7-8%) have dampened demand, and an increasing share of vehicles are being purchased with cash rather than financing. Auto loan originations were approximately **\$184 billion in Q3 2025**, a slight dip from the prior quarter. A key concern in the auto lending market is that delinquency rates remain elevated across credit scores and income levels — not just among subprime borrowers, as was the case in previous credit stress episodes. The severe balance delinquency rate (60+ days past due) on auto loans was approximately **1.44% as of mid-2025**, four basis points higher than the prior year.

Student loan balances reached \$1.66 trillion, making student debt the second-largest consumer debt category after mortgages. The student loan market has been profoundly disrupted by the pandemic-era repayment moratorium (March 2020 through late 2024), during which missed payments were not reported to credit bureaus. When reporting resumed in Q1 2025, it caused a dramatic spike in reported delinquency rates: **9.4% of aggregate student debt was reported as 90+ days delinquent or in default as of Q3 2025**, compared to just 0.5% in Q4 2024 (before reporting resumed). Approximately one million borrowers who were more than 120 days past due had their loans transferred to the Department of Education's Default Resolution Group. Student loan delinquencies disproportionately affect Gen Z, Millennial, and Gen X borrowers, dampening their credit demand and consumption capacity — with cascading effects on housing market entry, auto purchases, and overall consumer spending.

US Household Debt by Quarter — Q4 2024 to Q4 2025

Household Debt Quarterly Breakdown — \$ Trillions [Click column to sort](#)

CATEGORY	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Mortgage	\$12.61T	\$12.80T	\$12.94T	\$13.07T	\$13.17T
Credit Cards	\$1.21T	\$1.18T	\$1.21T	\$1.23T	\$1.28T
Auto Loans	\$1.66T	\$1.64T	\$1.66T	\$1.66T	\$1.67T
Student Loans	\$1.62T	\$1.63T	\$1.64T	\$1.65T	\$1.66T
HELOC	\$396B	\$402B	\$411B	\$422B	\$434B

Consumer Debt Growth Trends — YoY Change by Category

Consumer Debt GrowthYear-over-Year Change by Debt Category — %BusinessStats Research · Credit bureau data+4.2%Credit Card YoY+1.7%Auto YoY

Credit cards growing fastest among consumer categories Sources: BusinessStats Research · Credit bureau data

Commercial & CRE

Commercial & CRE Lending — \$3T in Real Estate Exposure, Office Stress Persists

Commercial and industrial (C&I) loans represent one of the most economically significant categories of bank lending, as these loans directly fund business operations, working capital, equipment purchases, and expansion plans. C&I lending growth was modest through 2024 and early 2025 as businesses navigated uncertainty from elevated interest rates, tariff policy shifts, and cautious economic sentiment. The Federal Reserve's Senior Loan Officer Opinion Survey (SLOOS) indicated that banks reported tighter lending standards and weaker demand for commercial loans through much of 2024, though conditions began easing modestly in 2025 as rate cuts progressed.

Commercial real estate (CRE) lending remains the most closely watched risk area in the US banking system. Banks provide nearly **\$3 trillion in financing to the CRE sector**, with exposure particularly concentrated among smaller and mid-size banks — community banks and regional banks typically hold CRE loans representing 25-40% of their total assets, compared to single-digit percentages at the largest banks. The CRE stress is centred on the **office property subsector**, where the permanent shift to remote and hybrid work has driven vacancy rates to historic highs. According to regulatory data, the **non-owner-occupied CRE past-due-and-nonaccrual (PDNA) rate at banks with greater than \$250 billion in assets**

was 4.33% in Q2 2025 — down from the recent peak of 4.99% in Q3 2024 but still dramatically above the pre-pandemic average of 0.59%. For smaller banks, CRE delinquency rates remain lower but are trending upward. The CRE challenges have direct implications for [global financial markets](#), as international investors hold significant US CRE debt through CMBS (commercial mortgage-backed securities) markets.

A notable emerging trend in bank lending is the rapid growth of **loans to non-depository financial institutions (NDFIs)** — private credit funds, hedge funds, private equity firms, and other alternative lenders. This lending category has grown significantly since the Global Financial Crisis as banks increasingly serve as credit providers to the "shadow banking" system rather than lending directly to end borrowers. While NDFI loans present relatively low direct credit risk on paper, the interconnections between regulated banks and less-regulated non-bank financial institutions create potential systemic risk channels that regulators are monitoring closely. The growth in alternative lending has been a defining feature of the post-crisis financial landscape, as discussed in our analysis of [fintech and alternative finance trends](#).

Bank Loan Portfolio — Major Categories

Loan Composition US Bank Loan Portfolio by Category — 2025 BusinessStats Research · FDIC data Banks provide nearly \$3 trillion in CRE financing, with elevated delinquencies in office properties. The net interest spread reached 3.39% in Q4 2025 — the highest since 2019. FDIC-insured institutions hold \$13.5 trillion in total loans, with the industry reporting strong profitability but rising credit stress in consumer portfolios.

Delinquency & Risk

Delinquency & Credit Risk — 4.8% Delinquent, Net Charge-Offs Elevated

Credit quality in the US banking system presents a nuanced picture: aggregate metrics remain within historically normal ranges, but specific pockets of stress are intensifying. As of Q4 2025, **4.8% of outstanding household debt was in some stage of delinquency**, up from 4.5% in Q3 and 3.6% in Q4 2024. The sharp increase between Q4 2024 and Q1 2025 was primarily driven by the resumption of student loan delinquency reporting, which added approximately 76 basis points to the overall rate in a single quarter. Excluding the student loan reporting effect, the underlying delinquency trend shows more gradual deterioration — consistent with a maturing credit cycle rather than an imminent crisis.

The **net charge-off rate** for FDIC-insured institutions was approximately **0.6% in Q2 2025**, declining 6 basis points from the prior quarter and 8 basis points year-over-year. While the absolute level is approximately 12 basis points above the pre-pandemic average of 0.48%, it remains far below crisis-era



peaks (approximately 2.5-3.0% during the 2009-2010 period). Credit card, auto, and other consumer loans drove the quarterly decline in net charge-offs, suggesting some stabilisation in consumer credit losses. However, most loan categories continue to have charge-off rates above their pre-pandemic averages, indicating that the exceptionally benign credit environment of 2021-2022 (when pandemic stimulus artificially suppressed defaults) has fully normalised.

The **FDIC's problem bank list** reached **60 institutions as of Q4 2025** (1.4% of all banks), up from 57 the prior quarter. While this is well below the crisis-era peak of approximately 884 problem banks in 2010, the gradual increase reflects ongoing stress in CRE-concentrated portfolios and, in some cases, exposure to the cryptocurrency sector or other concentrated risks. The **Deposit Insurance Fund (DIF)** grew to **\$153.9 billion**, providing a substantial buffer against potential bank failures. One notable bank failure occurred in late January 2026: the \$261 million-asset Metropolitan Capital Bank & Trust in Chicago was closed by regulators, causing an estimated \$19.7 million hit to the DIF. The monetary policy environment and its impact on bank profitability and lending standards is closely tied to central bank decision-making.

Risk FocusStudent Loan Delinquency Spike — The Moratorium Hangover

The resumption of student loan delinquency reporting in Q1 2025 revealed the true extent of borrower distress that had been masked during the pandemic-era moratorium. In Q4 2024, just 0.5% of student loan balances were reported 90+ days delinquent. By Q2 2025, that figure spiked to 10.2%, before easing slightly to 9.4% in Q3 2025. Approximately one million borrowers had loans transferred to the Default Resolution Group. The transition rate into serious delinquency rose to 14.3% in Q3 2025 — the highest ever recorded. This delinquency surge disproportionately affects younger borrowers, dampening their credit demand, delaying homeownership, and reducing consumption capacity across the broader economy.

Delinquency Rates by Loan Category — Q3 2025

Key Statistics

US Bank Loans — Key Statistics at a Glance

\$13.5TTotal Bank Loans Q4 2025+5.9% YoY, +2.0% QoQ — loans & leases FDIC-insured

\$18.59THousehold Debt Q3 2025Record — mortgage 74%, consumer 26% of total \$13.17TMortgage Debt

Q4 2025\$512B originations Q3 — strongest since 2022 \$1.28TCredit Card Balances+4.2% YoY — 582M

accounts, 20.8% utilisation \$1.67TAuto Loan Balances87M accounts — delinquencies elevated across

income levels \$1.66TStudent Loan Balances9.4% serious delinquency — moratorium reporting effect



\$77.7B Bank Net Income Q4 2025 +16.5% YoY — ROA 1.13%, NI spread 3.39% 60 Problem Banks Q4 2025 1.4% of all banks — DIF at \$153.9B

Outlook

Outlook 2026–2027 — Rate Cuts, CRE Resolution, and Consumer Bifurcation

The US bank lending outlook for 2026–2027 will be shaped by several key dynamics. **Interest rate policy** remains the dominant variable: further Fed rate cuts would ease borrowing costs, boost mortgage originations, reduce the pressure on CRE refinancing, and lower the cost of carrying revolving credit card debt. However, persistent inflation, tariff-induced price pressures, and fiscal uncertainty may limit the pace and magnitude of rate reductions, keeping lending conditions tighter than the pre-pandemic norm for an extended period.

Consumer credit bifurcation is likely to deepen. Prime and super-prime borrowers — those with strong credit scores, ample home equity, and stable employment — continue to have abundant access to credit at competitive rates. Subprime and near-prime borrowers face an increasingly difficult environment: tighter lending standards, higher interest rates, and reduced access to credit card limits and auto financing. This "K-shaped" consumer credit market means that aggregate statistics can mask significant stress at the lower end of the income and credit spectrum, even as headline figures like bank profitability and total loan growth appear healthy.

Commercial real estate will remain the banking industry's most significant risk management challenge through at least 2027. The office property segment faces a structural — not cyclical — decline in demand, meaning that vacancy rates are unlikely to return to pre-pandemic levels regardless of economic conditions. Banks with concentrated CRE exposures will need to work through maturing loans through a combination of loan extensions (the "extend and pretend" strategy), forced sales, write-downs, and restructurings. The resolution process will be gradual rather than sudden, but the cumulative impact on smaller and mid-size bank earnings could be significant.

US Bank Lending Outlook Key Projections 2026–2027 4–5% Expected Loan Growth 2026 \$14T+ Total Loans 2026E ~\$19T Household Debt 2026E 0.5–0.7% Net Charge-Off Range CRE Key Risk — Office Sector Rate Cuts Key Catalyst — Fed Policy

FAQ



Frequently Asked Questions — US Bank Loans

\$13.5 trillion in Q4 2025, +5.9% YoY, +2.0% QoQ. Largest categories: real estate-secured loans, C&I loans, consumer loans. Annual loan growth rate of 4% — below pre-pandemic average of 4.9%.

\$18.59T record in Q3 2025. Mortgage: \$13.17T (74%). Credit cards: \$1.28T. Auto: \$1.67T. Student: \$1.66T. HELOC: \$434B. Growing at ~3.5% annually — consistent with pre-pandemic trend.

4.8% in Q4 2025. Net charge-offs: 0.6% (12bp above pre-pandemic avg). Student loans: 9.4% serious delinquency. Credit card 60+ DPD: ~2.79%. CRE office PDNA: 4.33% at large banks vs 0.59% pre-pandemic.

Q4 2025 net income **\$77.7B** (+16.5% YoY). ROA: 1.13%. Net interest spread: 3.39% — highest since 2019. 60 problem banks. DIF: \$153.9B. Industry well-capitalised but navigating CRE and consumer stress.

Banks provide **~\$3T in CRE financing**. Office sector hit hardest — structural decline from remote work. PDNA rate at large banks: 4.33% (vs 0.59% pre-pandemic). Smaller banks have highest CRE concentration (25-40% of assets). Extend-and-pretend strategy dominant.

Data Sources & References

Primary: [Federal Reserve — H.8 Assets and Liabilities of Commercial Banks](#)

Primary: [FDIC — Quarterly Banking Profile](#)

Primary: [NY Fed — Household Debt and Credit Report](#)

BusinessStats: All analysis, trend calculations, segment breakdowns, and forecasts are based on BusinessStats proprietary research combining Federal Reserve releases, FDIC Call Reports, NY Fed Consumer Credit Panel data, and macroeconomic modelling.

Bank loan and balance sheet data from FDIC Call Reports and Federal Reserve H.8 releases. Household debt data from NY Fed Consumer Credit Panel/Equifax. Consumer credit trends from Federal Reserve G.19 and credit bureau reports. All figures are seasonally adjusted unless otherwise noted. All analysis and commentary by BusinessStats Research Desk. This report does not constitute financial or investment advice. US Bank Loans 2026Household DebtMortgage LendingCredit Card DebtAuto LoansStudent LoansFDIC BankingCommercial Real EstateDelinquency RatesConsumer Credit

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