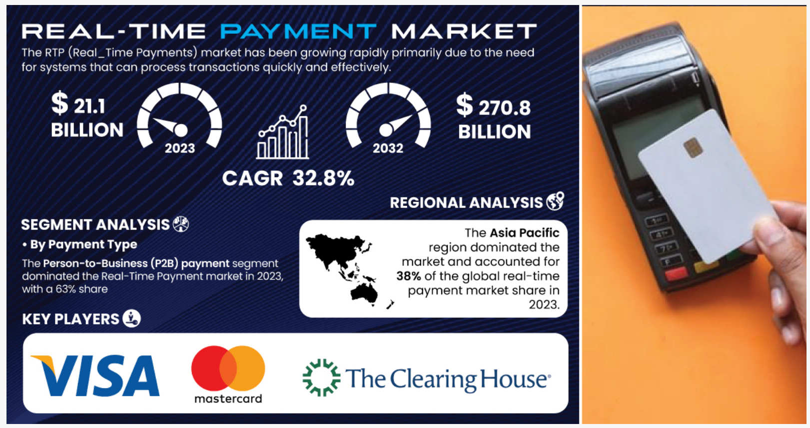
Real-Time Payment Market to Reach USD 270.8 Billion by 2032 |SNS Insider

The Real-Time Payment Market was USD 21.1 Bn in 2023 and is projected to reach USD 270.8 Bn by 2032, growing at a 32.8% CAGR from 2024-2032.



AUSTIN, TX, UNITED STATES, February 14, 2025 /EINPresswire.com/ -- “The Real-Time Payment market is growing rapidly, driven by digitalization, security needs, and government initiatives across industries.”

The Real-Time Payment Market was valued at USD 21.1 billion in 2023 and is projected to reach USD 270.8 billion by 2032, growing at a CAGR of 32.8% from 2024 to 2032. This rapid growth is driven by the adoption of emerging technologies, network infrastructure expansion, and increasing cloud services usage across regions. Furthermore, the rising frequency of cybersecurity incidents and the demand for secure, instant transactions contribute to the market's expansion, especially in sectors like finance and e-commerce.

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Some of Major Keyplayers:

- Visa (Visa Direct, Visa B2B Connect)
- MasterCard (MasterCard Send, MasterCard RTP)
- The Clearing House (RTP Network, Payment Solutions)
- PayPal (Xoom, PayPal Instant Transfer)
- Bitpanda (Bitpanda Pay, Bitpanda Pro)
- Deutsche Bank (RTP Payments Solution, Cash Management)
- Ripple Labs (RippleNet, On-Demand Liquidity)
- FIS (RealNet, PayNet)
- ACI Worldwide (ACI Real-Time Payment, ACI Payments Hub)
- Worldpay (Worldpay Instant Payments, Worldpay B2B Payments)

By Payment Type, P2B Segment Leads Real-Time Payment Market with 63% Share, Driven by Speed, Efficiency, and Government Initiatives

The Person-to-Business (P2B) segment dominated the Real-Time Payment market in 2023 with 63% of worldwide revenue. This growth is driven by increasing demand for frictionless payments in retail, e-commerce, and services. Government programs like the U.S. Federal Reserve's "Faster Payments Strategy" have accelerated adoption further. Companies increasingly use real-time payments to optimize cash flow, decrease payment delay, and increase operating efficiency, with American companies witnessing a 27% increase in payment processing effectiveness, especially around the holiday season.

By Enterprise Size, Large Enterprises Dominate Real-Time Payment Market, Driven by High Transaction Volumes, Cash Flow Efficiency, and Regulatory Support

Large enterprises are leading the Real-Time Payment market. Their robust financial strength, high volumes of transactions, and requirement for smooth, secure, and efficient payment processing fuel adoption. Large corporations use real-time payments for better cash flow management, payment to suppliers, and cross-border transactions. Government initiatives and regulatory policies also promote extensive adoption among these corporations. While small and medium-sized businesses (SMEs) are increasingly adopting real-time payment solutions, large businesses remain ahead because of their size, infrastructure, and capacity to invest in sophisticated payment technologies.

By Component, Solutions Segment Leads Real-Time Payment Market with 75% Share, Driven by End-to-End Security, Compliance, and Government Support

The solutions segment dominated the Real-Time Payment market in 2023, accounting for more than 75% of worldwide revenue. This growth is driven by the uptake of end-to-end solutions that simplify transactions, improve fraud prevention, and provide regulatory compliance. Governments across the globe are investing in secure payment infrastructures, with the European Central Bank recording a 22% increase in integrated payment solutions. Incentives, including U.S. grants for small businesses, also fuel adoption, while fintech collaborations make real-time payment more accessible to businesses and consumers.

By Deployment, On-Premise Deployment Dominates Real-Time Payment Market, Driven by Security, Control, and Compliance Requirements

On-premise deployment model leads the Real-Time Payment market due to the demands for increased security, control, and regulatory compliance. Financial institutions and large organizations opt for on-premise solutions to have complete control over transaction data, minimize cybersecurity threats, and address rigorous regulatory needs. The model allows for smooth integration with current IT infrastructure, supporting high-performance transaction processing. While cloud deployment is increasing based on scalability and cost savings, sectors that work with sensitive financial information rely on on-premise infrastructure to secure operations to maintain reliability, data sovereignty, and compliance with global financial regulations.

By End-use Industry, Retail & E-Commerce Segment Leads Real-Time Payment Market with 34% Share, Driven by Digital Commerce Growth and Government Initiatives

The retail and e-commerce sector led the Real-Time Payment market in 2023 with a 34% global revenue share. Growing demand for instant payments is fueling adoption, lowering cart abandonment and improving customer experience. U.S. retail e-commerce sales increased 19% year-over-year, demonstrating the move towards quicker payments. Government efforts, including the U.S. Digital Dollar Project, are working to speed up cashless and cross-border payments. Companies utilizing Real-Time Payment experienced a 15% increase in overseas sales, affirming its pivotal position in international commerce growth.

Real-Time Payment Market Segmentation:

By Payment Type
- P2B
- B2B
- P2P
- Others

By Enterprise Size
- Large Enterprises
- Small & Medium Enterprises

By Component
- Solutions
- Services

By Deployment
- Cloud
- On-premise

By End-use Industry
- Retail & E-commerce
- BFSI
- IT & Telecom
- Travel & Tourism
- Government
- Healthcare

- Energy & Utilities
- Others

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Asia Pacific Leads Real-Time Payment Market with 38% Share, North America and Europe Witness Rapid Real-Time Payment Growth

Asia Pacific led the Real-Time Payment market in 2023 with a 38% market share, driven by fast digitalization in countries such as China, India, and Japan. Government-sponsored networks, including India's UPI, handled 85 billion transactions in 2023, as programs like Digital India deepened financial inclusion. Likewise, China's Alipay and WeChat Pay transformed payments, solidifying the region's dominance in real-time transactions.

North America is set for robust Real-Time Payment expansion, with the U.S. leading the charge, as the Federal Reserve's Faster Payments Initiative fuels industry adoption. Europe is also growing, with governments encouraging real-time payments through fintech partnerships and regulatory environments. The European Central Bank recorded a 25% increase in transactions in 2023, making the region one of the fastest-growing instant payment markets globally.

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