

# Open Banking Market Driving Digital Financial Innovation

*Open banking enables secure data sharing between banks and fintechs, boosting innovation, competition, and customer control while raising security concerns.*

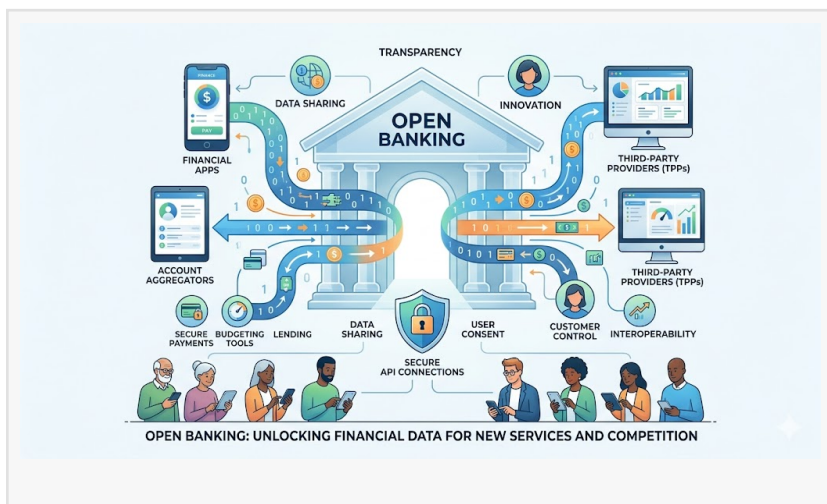
AUSTIN, TX, UNITED STATES, April 15, 2026 /EINPresswire.com/ -- DataM Intelligence has released a new research report titled "[Open Banking Market](#) Size 2026". The report delivers in-depth insights into key market

dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the global Open Banking Market.

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Open banking is redefining finance by putting users at the center. Its success depends on trust, security, and innovation, shaping a more connected and competitive financial future.”

*DataM Intelligence*



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Open Banking Market reached US\$ 41.5 billion in 2025 and is expected to reach US\$ 258.5 billion by 2033, growing with a CAGR of 25.7% during the forecast period 2026–2033.

The Open Banking Market refers to a financial ecosystem where banks securely share customer data with authorized third-party providers through APIs (Application Programming Interfaces), with user consent. This enables the development of innovative financial services such as payments, lending, and personal finance management. It is driven by regulatory initiatives, digital transformation, and the growing demand for transparent and customer-centric banking

solutions.

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## Key Industry Developments

### United States:

- February 2026: Plaid expanded its open banking capabilities by launching enhanced identity verification and anti-fraud tools integrated with its data network, enabling banks and fintechs to improve secure account connectivity and comply with evolving U.S. regulatory frameworks.

- January 2026: Mastercard strengthened its open banking platform in North America by introducing AI-powered data analytics solutions, helping financial institutions deliver personalized financial insights and improve credit decisioning using consumer-permissioned data.

- November 2025: Visa advanced its open banking strategy through Visa Open Data by expanding partnerships with U.S. fintech firms, focusing on real-time account-to-account (A2A) payments and enhancing API-based financial data sharing

### Japan:

- March 2026: Tink expanded its open banking connectivity in Asia-Pacific, including pilot integrations with regional banks, enabling secure financial data aggregation and payment initiation services tailored for emerging digital banking ecosystems.

- December 2025: NTT Data collaborated with domestic banks in Japan to enhance API-driven open banking infrastructure, focusing on secure data exchange and supporting regulatory compliance under Japan's Banking Act revisions.

- October 2025: Rakuten Bank upgraded its open banking APIs to improve third-party fintech integrations, enabling faster digital lending and payment services while enhancing customer data control and transparency.

### Strategic Mergers and Acquisitions:

- Yapily - Partnership  
(October, 2025)

Yapily announced a strategic collaboration with Google to support bank account verification for business customers in Europe. The partnership positions Yapily's open banking infrastructure to enable Google's verification services and reflects growing commercial adoption of open banking

rails in enterprise workflows.

- Dukhan Bank - Partnership  
(December, 2024)

Dukhan Bank announced a strategic partnership with Dibsby to advance Open Banking in Qatar. The collaboration was described as aligned with Qatar Central Bank's open banking direction and aimed at building use cases that improve connectivity, security, and digital banking integration.

### Strategic Leadership Analysis: Top Key Players in Open Banking Market 2026

Banco Bilbao Vizcaya Argentaria S.A. (BBVA): Expanded its open banking strategy by launching API Market, making multiple APIs commercially available and enabling third parties to access customer-permitted data, supporting broader banking-as-a-platform adoption across Spain and other international markets.

Plaid Inc.: Positioned as a major open banking enabler by connecting financial institutions and fintech apps through APIs that support account access, payments, and identity-related services, with a strong role in the US and selected European markets.

TrueLayer Ltd: Operates as an open banking payments network offering real-time bank payments, bank data, and identity APIs, helping businesses streamline onboarding, reduce fraud, and improve payment success rates across the UK and Europe.

Finleap Connect: Serves as a leading independent European open banking platform with a full-stack offering that helps banks, fintechs, and other companies deliver mobile-first financial services through transaction and customer data insights.

Finastra: A major financial software provider active in open banking through API-enabled banking and payment infrastructure, supporting banks and fintechs in building connected financial services and digital ecosystems.

Tink: A well-known open banking platform focused on account data, payment initiation, and financial insights, helping banks and fintechs build data-driven financial products and customer experiences.

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### Main Drivers and Trends Shaping the Future of Open Banking Market

Regulatory Mandates & Policy Support: Frameworks like the EU's PSD2 and the UK's Open Banking Implementation Entity mandate secure data sharing via APIs, accelerating adoption. Verified updates from HSBC and Barclays highlight compliance-driven API ecosystem expansion.

**API-Driven Innovation:** Financial institutions and fintechs are investing heavily in API platforms to enable seamless integration. Visa and Mastercard have expanded open banking solutions (e.g., Visa Open Data, Mastercard Open Banking) to support account aggregation and payment initiation services.

**Rising Fintech Collaboration:** Partnerships between banks and fintech firms are enhancing service offerings. Plaid collaborates with banks to provide secure connectivity, while Tink (owned by Visa) enables data-driven financial services across Europe, as confirmed on their official platforms.

**Growing Demand for Personalized Financial Services:** Consumers increasingly expect tailored banking experiences. Banks like BBVA and ING Group leverage open APIs to deliver personalized insights, budgeting tools, and lending products.

**Expansion of Account-to-Account (A2A) Payments:** Open banking is driving real-time, low-cost A2A payments, reducing reliance on card networks. PayPal and Stripe are integrating bank-based payment options, improving transaction efficiency and lowering fees.

**Data Security & Consumer Trust Enhancements:** Strong authentication and consent-based data sharing are key enablers. Banks and platforms such as NatWest Group emphasize secure API frameworks and compliance with data protection standards to build customer trust.

**Regional Insights:**

**Europe:** 41.2% (Largest share, driven by strong regulatory frameworks such as PSD2 and high adoption across the EU, particularly in the U.K.).

**North America:** 30.5% (Second largest, led by the U.S., with strong fintech ecosystem growth, API adoption, and increasing regulatory developments supporting open banking).

**Asia Pacific:** 20.0% (Fastest growing region, driven by rapid digital banking adoption in countries like Japan, India, and China, along with government-backed financial inclusion initiatives).

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**Market Segmentation Analysis:**

**By Financial Services**

This segment includes payments, digital banking, credit & lending, and wealth management services. Payments dominate the segment due to the rising adoption of real-time transactions

and mobile wallets. Open banking enables secure data sharing between banks and third-party providers, enhancing customer experience through faster payments, personalized financial insights, and improved lending decisions. The credit and lending segment is also growing significantly, as open banking data helps lenders assess borrower risk more accurately and expand access to credit.

## By Deployment Model

Open banking solutions are deployed either through on-premises infrastructure or cloud-based platforms. Cloud-based deployment is gaining strong traction due to its scalability, cost-efficiency, and ease of integration with APIs and third-party services. Financial institutions prefer cloud solutions to enable real-time data access and faster innovation cycles. On-premises deployment, while offering greater control and security, is gradually declining as organizations shift toward more flexible and agile cloud environments.

## Conclusion

Open banking continues to transform financial services by enhancing transparency, innovation, and user control. Despite concerns around security and regulation, growing adoption and technological advancements position it as a key driver of future financial ecosystems and digital banking experiences worldwide.

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