

2024 Study: Understanding GCC Fintech Landscape



The Big Picture: EMERGING TRENDS

- 71%** attribute fintech growth in GCC to **government support and regulatory initiatives**.
- Top 3 sources of funding:** corporate investors (**25%**), angel investors (**21%**), bootstrapping (self-funding) (**19%**).
- 73%** of fintechs state **AI** will play a pivotal role in their **future growth**.
- 58%** of fintechs acknowledge that **payments** is the most prominent emerging space.
- GCC banks and fintechs** are increasingly collaborative, addressing the needs of diverse customer segments.

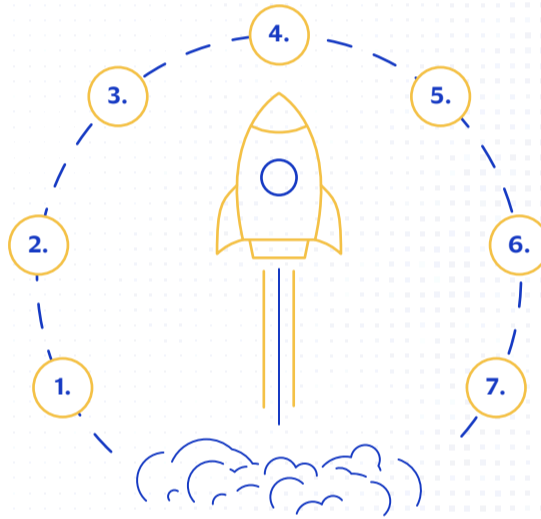
Emerging SPACES

Web3 moving beyond the hype.

Artificial Intelligence creating new opportunities.

Surge in BNPL / Installments.

Payments is the largest sector and will continue to grow.



Stablecoins and central bank digital currencies (**CBDCs**) are a nascent trend.

Crypto remains a high-interest area.

Open banking to drive the next wave of fintech unicorns.

Understanding the GAPS



Top founder inspiration includes addressing a specific market need (**70%**) and filling a gap in financial services (**61%**).



40% of fintechs said talent acquisition and retention is **top challenge**.



25% of fintechs find it challenging to build **trust** with customers.



International EXPANSION

- 90%** of fintechs in MENA are exploring **UAE and Saudi Arabia** as expansion markets in the next 24 months due to their market size, advanced regulatory frameworks, tax benefits and funding support.
- 56%** of GCC fintechs seek **geographical expansion** as part of their growth roadmap.
- Success requires a **harmonized regulatory framework**.



About the Study

Visa commissioned a study to understand the current fintech landscape in the GCC and Levant, with the aim of bolstering Visa's efforts in fostering and supporting fintech growth. The research included three methodologies: analysis of publicly available data on the fintech market, qualitative in-depth interviews with industry experts and fintech players, and online surveys of fintech founders and decision makers in the GCC and Levant.