



Financial Technologies as a Driver of the Digital Economy

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Abstract

The article examines the role of financial technologies (FinTech) in shaping the digital economy. The main focus is on mobile payments, open finance, and embedded financial solutions. The factors contributing to the growth of the industry as well as its impact on company business models, the competitiveness of the banking sector, and consumer behavior are analyzed. Statistical data on the growth of the FinTech market and forecasts through 2030 are provided.

Keywords: Financial Technologies, FinTech, Digital Economy, Mobile Payments, Open Finance, Embedded Finance, Digital Transformation, Banking Ecosystems.

EVOLUTION OF FINTECH

Over the past decade, financial technologies have evolved from a niche segment into one of the key industries of the digital economy. While in the early 2010s FinTech startups mostly offered simple payment solutions, today they cover lending, investments, insurance, and asset management.

According to CB Insights (2024), global investments in FinTech exceeded 75 billion dollars in 2023, and the number of companies in the industry surpassed 30 thousand. This confirms that the sector has become an integral part of the global market.

MOBILE PAYMENTS AS THE FOUNDATION OF DIGITAL INTERACTION

The smartphone has become the main tool for managing finances. According to Worldpay (FIS, 2025), mobile wallets account for more than 49% of all transactions in e-commerce, and by 2027 their share will exceed 54%.

China's example with Alipay and WeChat Pay shows that mobile payments can completely replace traditional bank cards. In Europe and the United States, Apple Pay and Google Pay demonstrate a similar trend. For users, this means convenience; for businesses — the opportunity to increase conversion and reduce transaction costs.

OPEN FINANCE AND THE API ECONOMY

The open banking model has become the foundation of the digital economy. Banks provide third-party companies with

access to customer data through APIs, which stimulates the development of new services: account aggregators, personalized expense-management apps, digital brokers.

In the United Kingdom, by March 2025, the number of users of open banking services exceeded 8.5 million (Open Banking Limited, 2025). This confirms that open finance is becoming a mass tool that is changing the interaction between banks and customers.

EMBEDDED FINANCE AS A NEW BUSINESS MODEL

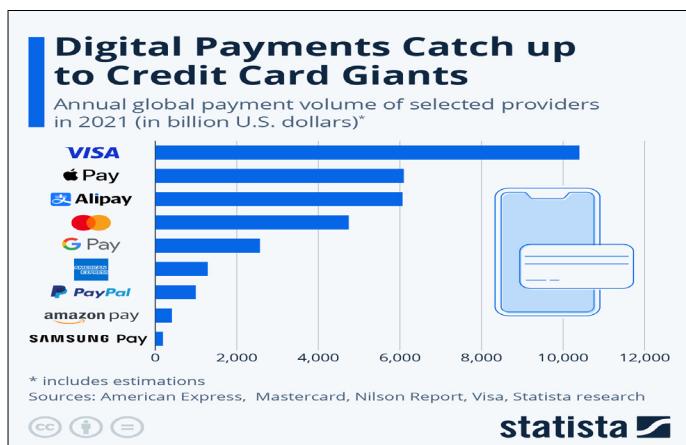
Embedded finance integrates financial services directly into non-financial products. Thus, in-app taxi payments, loans on e-commerce platforms, and embedded insurance when booking travel have become commonplace for millions of users.

A study by Bain & Company (2022) forecasts that by 2030 the global embedded finance market will exceed 7 trillion dollars. This will allow non-financial companies to earn revenue from financial services, while users will receive them seamlessly and conveniently.

IMPACT ON THE DIGITAL ECONOMY

Financial technologies are transforming business models and strengthening competition. Traditional banks are forced to become technology companies, offering mobile ecosystems. FinTech startups, in turn, actively use artificial intelligence, big data, and blockchain to increase transaction speed and security.

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For the digital economy as a whole, FinTech provides:

- an increase in the speed of capital circulation;
- accessibility of financial services for the population and small businesses;
- a reduction of barriers to entering the market;
- the formation of ecosystems that combine services and technologies.

Statistics and a graph

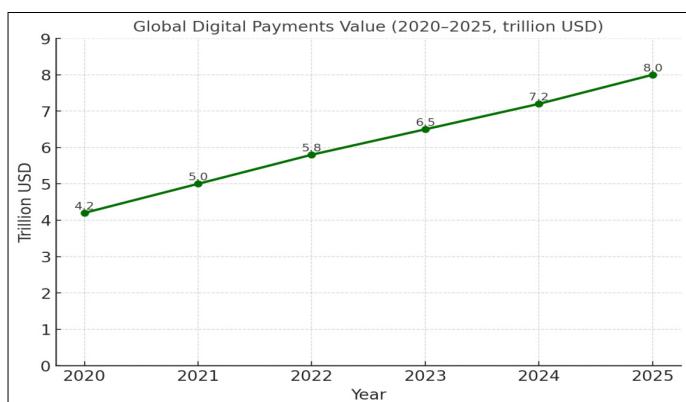


Figure 1. Global Digital Payments Value (trillion USD, 2020–2025)

- 2020 – 4.2
- 2021 – 5.0
- 2022 – 5.8
- 2023 – 6.5
- 2024 – 7.2
- 2025 (forecast) – 8.0

(the graph will reflect the growth of the volume of digital payments worldwide)

CONCLUSION

FinTech has become the foundation of the digital economy. Mobile wallets, open finance, and embedded financial solutions have ceased to be experimental tools and have become key drivers of growth. For companies, this is an opportunity for scaling and entering new markets; for customers — an increase in convenience and accessibility of services.

By 2030, financial technologies will play the role of a system-forming element of the economy. They will determine the architecture of business models, the rules of competition, and the standards of interaction with customers. FinTech is no longer a separate segment — it is becoming the basis of the digital society.

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