

Financial Services | Germany

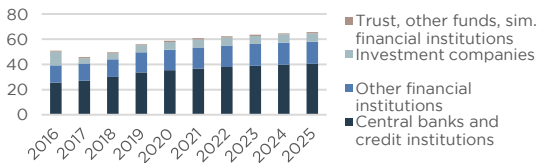
Industry Perspectives and Insights

Market Size

The market capitalization of the stock market in Germany is expected to reach € 1,67 trillion in 2025. An annual growth rate of 20.22% is predicted.

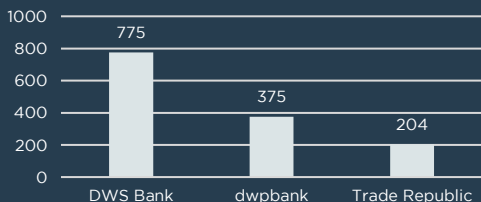
In-app purchases (IAP) are expected to generate the largest revenue in the financial market with € 9,3 million in 2022.

Turnover in the financial services sector in Germany from 2015 to 2019 and forecast up to 2025 in € billion



Source: <https://de.statista.com/prognosen/1250858/erbringung-von-finanzdienstleistungs-umsatz-in-Deutschland, 14.04.2025>

Revenue in € million in 2024



Facts

At the end of 2023, the DWS Group managed mutual fund assets of around € 350.7 billion with a revenue of € 775 million. This made DWS the largest fund provider in Germany.

Key Industry Trends

- **Generative AI:** the influence on fintech and chatbots on user experience of financial services is expected to grow.
- **Customer experience:** Customer Experience Management (CXM) enhances customer loyalty and increases satisfaction over time.
- **Open banking:** provides secure access to financial data using APIs.
- **Digital currencies:** blockchain is also likely to become more important to managing confidential information and transactions.

Key Market Challenges

- **Regulations and compliance:** one of the most tightly regulated industries.
- **Shifting sanctions:** changes in governments and trade relations are heavily influencing trade policy and sanctions regimes.
- **Cyber security risk management:** cyber threats and fraud are getting more and more complex.
- **Lack of Consumer Trust:** many long-term customers seek alternatives.

Key Market Driver

- **Digital transformation:** revolutionized customer interaction through the proliferation of mobile banking, digital wallets, digital currencies, and increased bank innovation through collaboration between traditional banks and fintech companies.
- **Data-driven insights:** improved risk and process management, understanding of customer needs, and personalization of financial products through access to valuable data on customer habits, financial transactions and other relevant key indicators.
- **Sustainability:** greater focus on sustainability and ESG as customers put more thought into where their money is being used. In addition, banks bear a higher default risk for loans for example real estate and companies in climate-affected areas.
- **M&A:** following the growth in transaction values in 2024, an increase in large deals is forecast.