

WealthTech by Customer Segment

Ultra-High Net Worth (>USD 30M)

Family offices, private banking tech, alternative investments

High Net Worth (USD 1-30M)

Hybrid advisory, tax optimization, estate planning

Affluent (USD 100K-1M)

Robo-advisors, digital planning, ETF portfolios

Mass Market (<USD 100K)

Micro-investing, savings apps, commission-free trading

WealthTech Democratization: Services once reserved for UHNW now available to all segments

Mass Market Growth: 85% of new WealthTech users | USD 100K avg user growth rate: 25% YoY