

The Financial Technology (FinTech) Sector in the United States

Market Size and Growth Trends (2015–2025)

The U.S. fintech sector has expanded rapidly over the past decade. By 2023, fintech companies in the United States generated approximately **\$65.5 billion** in annual revenue ¹ – roughly double the level from 2017 (around \$31 billion) ¹. This reflects consistently high growth rates, often **10–15%** per year during 2017–2022 ². Globally, fintech revenues reached about \$187 billion in 2023 ³, meaning the U.S. accounts for roughly one-third of the world market. Rapid growth has been fueled by technological innovation, customer adoption, and large capital investments. Notably, **venture funding** for fintech startups surged from just **\$9 billion in 2010** to a peak of **\$238.9 billion in 2021** worldwide ⁴. Even in 2022, amid some market cooling, U.S. fintech firms attracted **\$68.6 billion** in investment capital ⁵. This influx of funding and innovation has driven the proliferation of digital financial services – from mobile payments and online lending to digital banking apps – making fintech one of the fastest-growing parts of the financial industry.

Major Firms and Industry Landscape

The U.S. fintech industry encompasses a mix of established financial giants and disruptive technology-driven entrants. **Major players** include payment network incumbents like **Visa**, **Mastercard**, and **American Express**, as well as digital-native platforms such as **PayPal**, **Stripe**, and **Block (Square)** ⁶. Large transaction processing and banking technology providers like **Fiserv**, **FIS**, and **Global Payments** are also key players that provide the back-end infrastructure for electronic payments and funds transfer ⁶. Many of these companies fall under NAICS industry code **522320**, which covers firms that process financial transactions, operate clearinghouses, and provide liquidity/reserve services for payments ⁷. The competitive landscape is relatively **fragmented** – no single company dominates more than about 10% of the U.S. fintech market ⁸. This means the sector remains highly competitive, with space for both fintech startups and incumbents to grow through specialization and innovation.

Geographic Concentration of FinTech Hubs

Fintech activity in the U.S. is concentrated in a few major geographic hubs. The **San Francisco Bay Area (Silicon Valley)** stands out as the country's (and arguably the world's) leading fintech cluster – San Francisco has been called the “**undisputed global leader**” among fintech hubs ⁹. The Western region (dominated by California) accounts for about **36%** of U.S. fintech market activity as of 2024 ¹⁰. Another key hub is **New York City**, leveraging its large financial services workforce and capital markets – New York has a thriving fintech scene anchored by its status as a global financial center. Beyond the coasts, the **U.S. South** has emerged as an important fintech region, particularly **Atlanta, Georgia**. Atlanta's so-called “**Transaction Alley**” hosts numerous payment processing firms; an estimated **70% of all U.S. payment transactions** are handled by companies based in Georgia ¹¹. Other cities such as **Chicago**, **Boston**, and **Miami** also host growing fintech communities, but the **San Francisco** and **New York** metro areas (along with the payment-

processing hub in **Atlanta**) remain the primary centers of fintech innovation and employment in the country.

Key Takeaways

- **Sustained High Growth:** The U.S. fintech sector has roughly **doubled in size over the past 5–7 years**, with industry revenue climbing from about \$31 billion in 2017 to \$65+ billion in 2023 ¹. This translates to double-digit annual growth, outpacing much of the traditional finance industry ² and signaling robust ongoing expansion.
- **Mainstream Adoption & Investment:** Fintech services have moved from niche to **mainstream**. By 2022, **8 in 10 Americans** were using digital finance apps or fintech platforms to manage their money ¹². Investors have poured unprecedented capital into fintech – global fintech funding peaked at **\$239 billion in 2021**, up from just \$9 billion in 2010 ⁴ – underscoring strong confidence in the sector’s future.
- **Global Leadership with Regional Hubs:** The United States is at the **forefront of the global fintech industry**, accounting for roughly one-third of worldwide fintech revenues ³ ¹. It is home to the world’s largest fintech companies and top hubs like Silicon Valley (San Francisco) ⁹. While the West Coast leads in concentration, other regions (New York in the Northeast and “Transaction Alley” in Georgia) are vital contributors, suggesting a broad-based and enduring fintech ecosystem across the U.S.

¹ ² ³ ⁴ ⁵ 77+ Fintech Statistics (2025) – Growth & Market Size

<https://www.demandsage.com/fintech-startups-statistics/>

⁶ NAICS 522320 - Financial Transactions Processing, Reserve, and Clearinghouse Activities | Industry Classification Details - MainStreet Competes

<https://mainstreet-competes.com/naics/522320>

⁷ NAICS Code Description

<https://www.naics.com/naics-code-description/?code=522320>

⁸ ¹⁰ US Fintech Market Trends - Size, Share & Industry Analysis

<https://www.mordorintelligence.com/industry-reports/us-fintech-market>

⁹ East Coast vs West Coast: Which FinTech Hub Is More Suited to You? - Storm2

<https://storm2.com/resources/country/us/east-coast-vs-west-coast-which-fintech-hub-is-more-suited-to-you/>

¹¹ What Are the States With the Most Tech Jobs in the U.S.?

<https://www.monster.com/career-advice/article/tech-jobs-easiest-states-hire>

¹² ftassociation.org

https://www.ftassociation.org/wp-content/uploads/2022/11/Fintech_by_Numbers_Final.pdf