

Fintech Trends 2025 – Executive Summary

1. Hyper-personalization via AI

Users want tailored financial nudges, reminders, and saving tips. Snazzle's smart reminders & goal progress directly benefit from this.

2. Micro-savings culture is booming

Indian youth increasingly use apps like Jar and Gullak to save small amounts daily. Snazzle extends this to broader use cases like Goa trips, gadgets, etc.

3. Gamification drives adoption

Finance apps with streaks, levels, and rewards (like CRED, Step) show higher engagement and retention — a key part of Snazzle's UX.

4. Budgeting is cool again

Gen Z is embracing money control tools if they're simple and visual. Snazzle's interface design aligns with this.

5. Rise of DIY Finance Tools

Users want to control their money — not rely on advisors or apps that make decisions for them. Snazzle provides structured but flexible tools.