



- The global FinTech market is experiencing sustained double-digit growth, with the total addressable global market projected to grow from approximately USD 340 billion in 2024 to over USD 1.1 trillion by 2032, driven by a 16% CAGR.<sup>1</sup>
- The African Fintech ecosystem has expanded rapidly, from a few hundred startups in the early 2020s to over 1,200 fintech companies by 2024, distributed across key markets like Nigeria, South Africa, Egypt, and Kenya.<sup>2</sup>
- High-potential subsectors in Africa include payments infrastructure, cross-border remittances, SME lending, and embedded fintech services.<sup>3</sup>
- In South Africa Digital payments are expected to become the dominant payment method by 2027, reaching a market value of USD 28 billion (R488.4 billion).<sup>4</sup>
- South Africa's expanding FinTech base, increasing mobile adoption, and demand for inclusive financial services create a high-growth frontier for investors.



# WESTERN CAPE

## FINTECH

# INVESTOR OPPORTUNITY FACTSHEET

### OUR UNIQUE SELLING POINTS

**1**

#### ESTABLISHED FINTECH ECOSYSTEM

Cape Town/Stellenbosch hosts over 50 FinTech startups. These companies span payments, lending, InsurTech, and APIs, serving both local and international markets.<sup>5</sup>

**2**

#### STRATEGIC LOCATION

Cape Town's strategic location and connectivity make it an ideal launchpad for Fintech firms targeting African markets.

**3**

#### INNOVATION

The region's ecosystem supports rapid prototyping, agile development, and consumer-centric innovation

<sup>1</sup> <https://www.fortunebusinessinsights.com/amp/fintech-market>

<sup>2</sup> <https://galtn.co/insights/africa-fintech-landscape-2024-year-in-review>

<sup>3</sup> <https://techsomafrica.com/the-rise-of-fintech-in-africa-trends-to-watch-in-the-next-12-months/>

<sup>4</sup> International Trade Administration, 2024, National Focus: Government Digital Economy/Growth/Transformation Plans or Strategies. [HYPERLINK https://www.trade.gov/country-commercial-guides/south-africa-digital-economy](https://www.trade.gov/country-commercial-guides/south-africa-digital-economy)

<sup>5</sup> <https://www.startupblink.com/startup-ecosystem/cape-town-za>

## WHY INVEST IN THE WESTERN CAPE

### Internationally Ranked Among Leading Financial Hubs

Cape Town was ranked 53rd globally in the Financial Centres Index in 2024, reflecting its growing reputation as Africa's fintech hub.

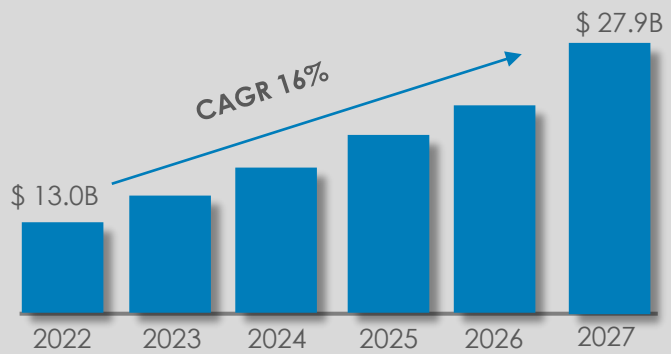
### Investor confidence:

In 2023, over R3.3 billion was invested in early-stage tech companies in South Africa, with the ICT sector attracting 87.6% of total venture capital funding.<sup>4</sup>

### Finance Driving Jobs and FinTech Growth:

Western Cape finance sector added 4.7% to provincial job growth (2014–2024), strengthening Cape Town's role as Africa's rising FinTech hub.<sup>5</sup>

SOUTH AFRICAN FINTECH MARKET PROJECTION 2022-2027<sup>6</sup>



### Scalability:

Fintech solutions developed in the Western Cape are export-ready and adaptable to other emerging markets.



## WHERE TO INVEST IN THE WESTERN CAPE

- **DIGITAL PAYMENTS & EMBEDDED FINANCE:** High adoption rates and demand for contactless transactions.
- **DECENTRALISED FINANCE (DEFI):** Disrupting traditional banking models and enabling peer-to-peer financial services.
- **INSURTECH:** Streamlining risk assessment and claims processing through data analytics.
- **AI-DRIVEN FINANCIAL SERVICES:** Enhancing fraud detection, customer service, and personalised financial planning.

## FINTECH BUSINESSES IN THE WESTERN CAPE



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Luno



JUMO



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