



DIGITAL ISLAMIC ECONOMY OVERVIEW

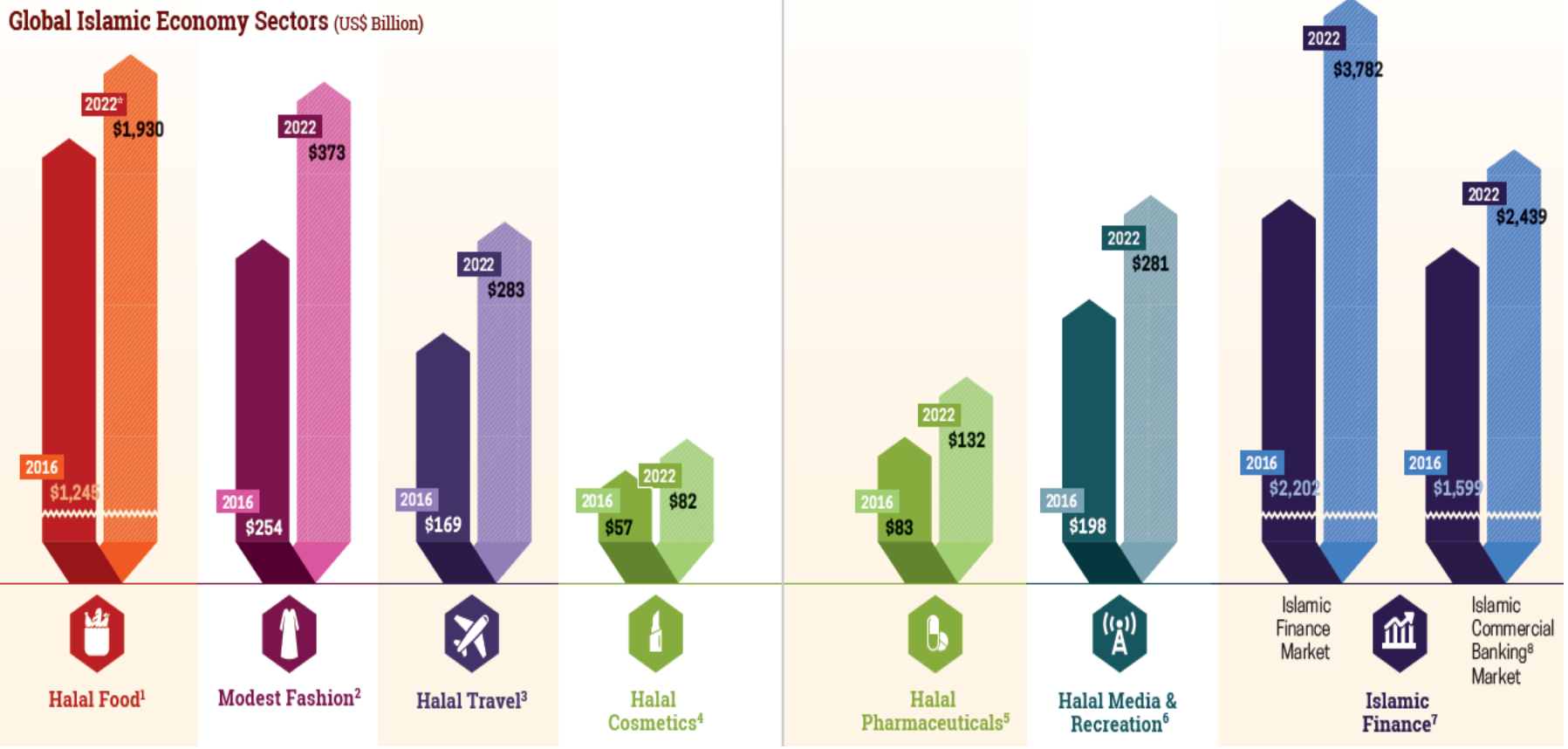
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Global Islamic Economy

The global Muslim spend across lifestyle sectors is expected to grow to \$3.1 trillion by 2020 and Islamic finance sector assets to \$3.78 trillion.



Global Muslim Spend on Food, Beverage & Lifestyle Sectors:

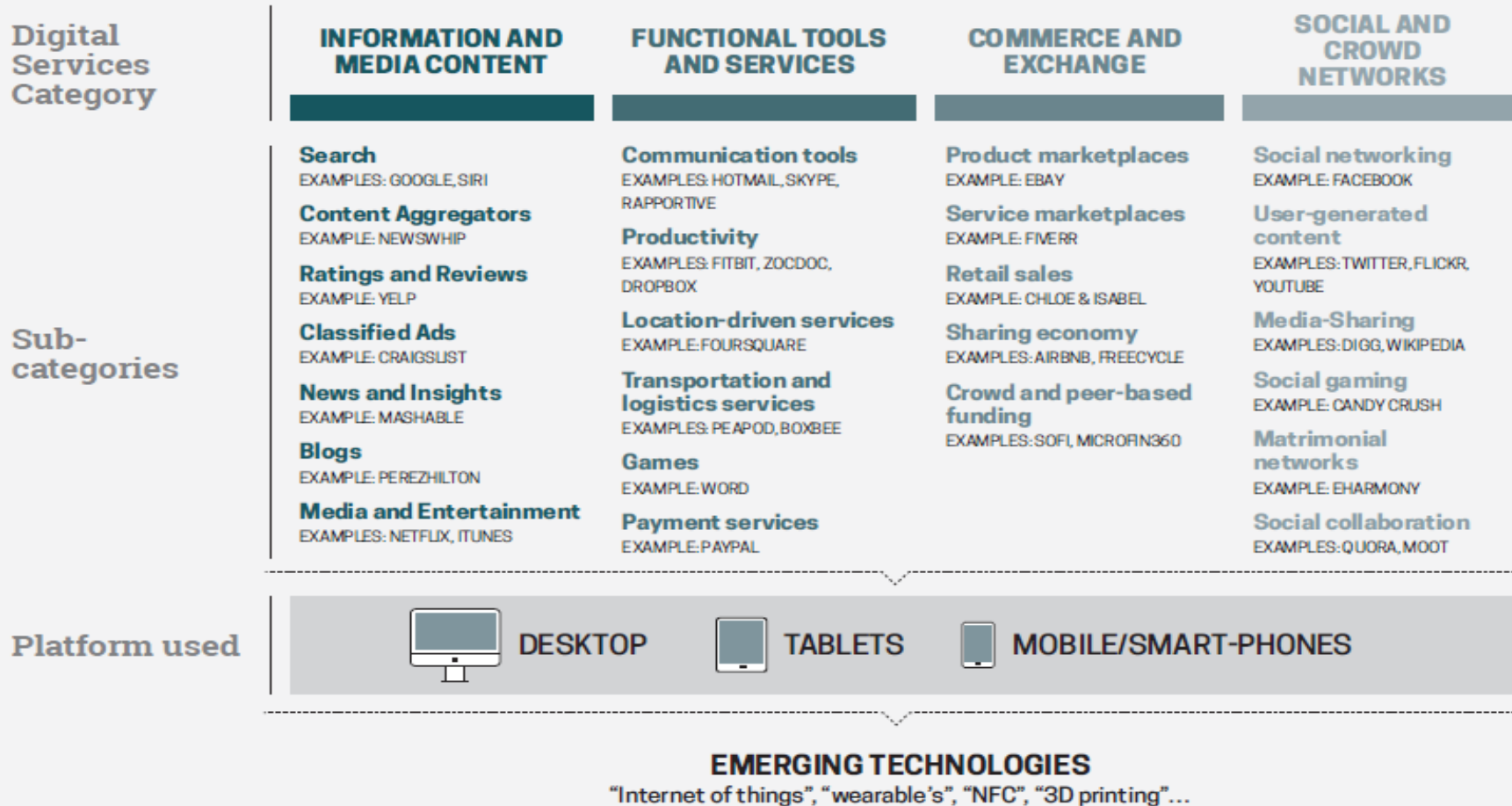


Global Digital Islamic Services

Digital Islamic Services are defined as those digital-native, consumer-facing services whose primary offering is driven by 'Islamic' content or requirement.

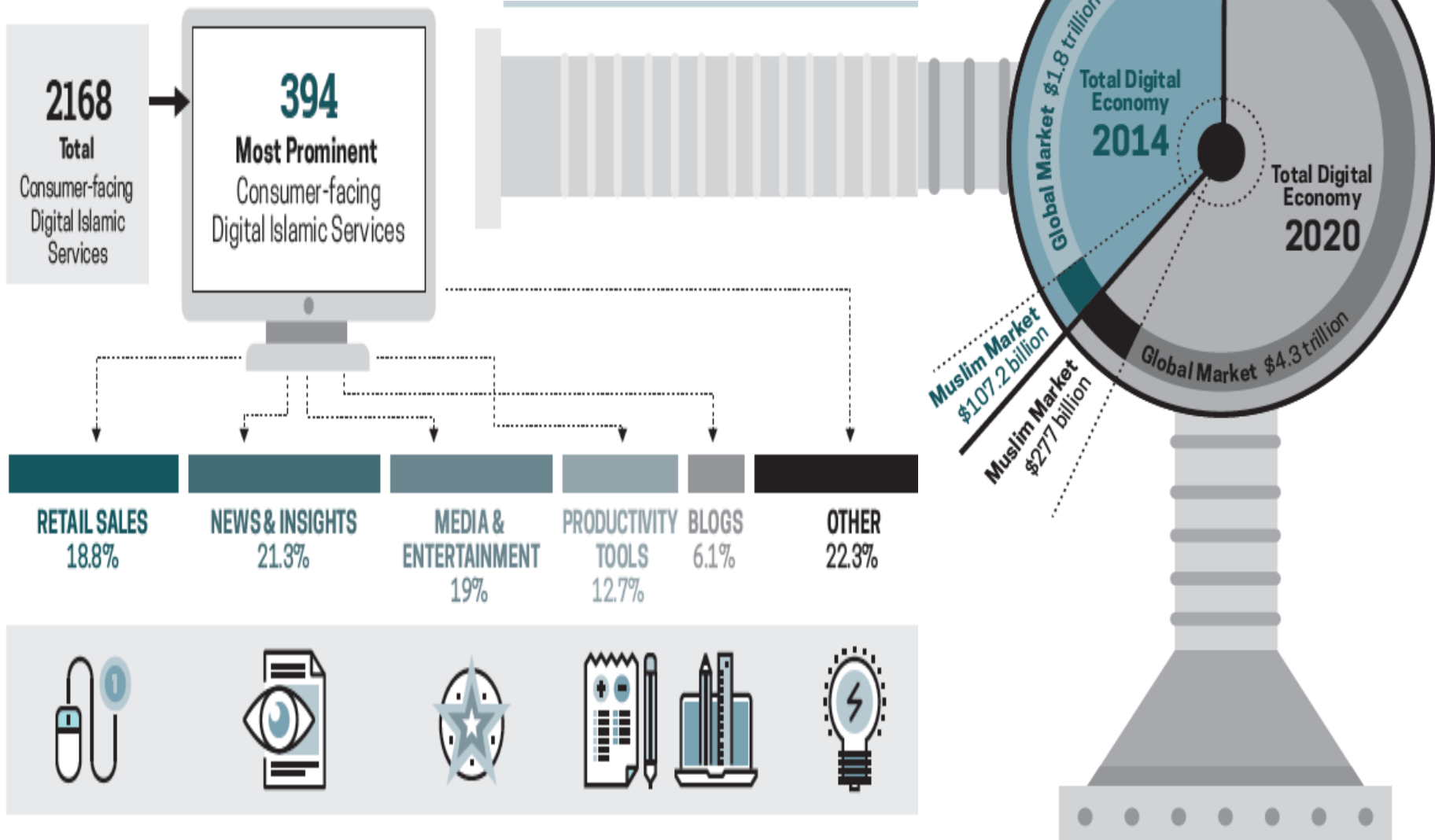
GLOBAL DIGITAL CONSUMER SERVICES FRAMEWORK

4 broad categories, 24 sub-categories



Global Digital Economy

By 2020, the global digital economy market is expected to reach \$4.3 trillion with global Muslim market digital spend reaching \$277 billion



Fintech Market Overview

Fintech now consists of more than 1400 companies that have raised around \$26 billion from 54 countries in the past 5 years

Fintech market features

- Regulation, globalization and advancements in digital technology have been the most important drivers for fintech.
- Crowdfunding has been one of the leading sectors in fintech with almost 30% of all fintech investments going towards this niche market
- During this time, SE Asia has been one of the leading non-Western destinations for fintech investments

What makes fintech so successful



Democratization

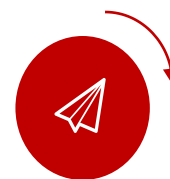


Disintermediation of Traditional Business Models

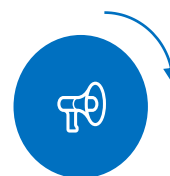


Customer Experience

Fintech growth



Financial Services is the world's largest industry

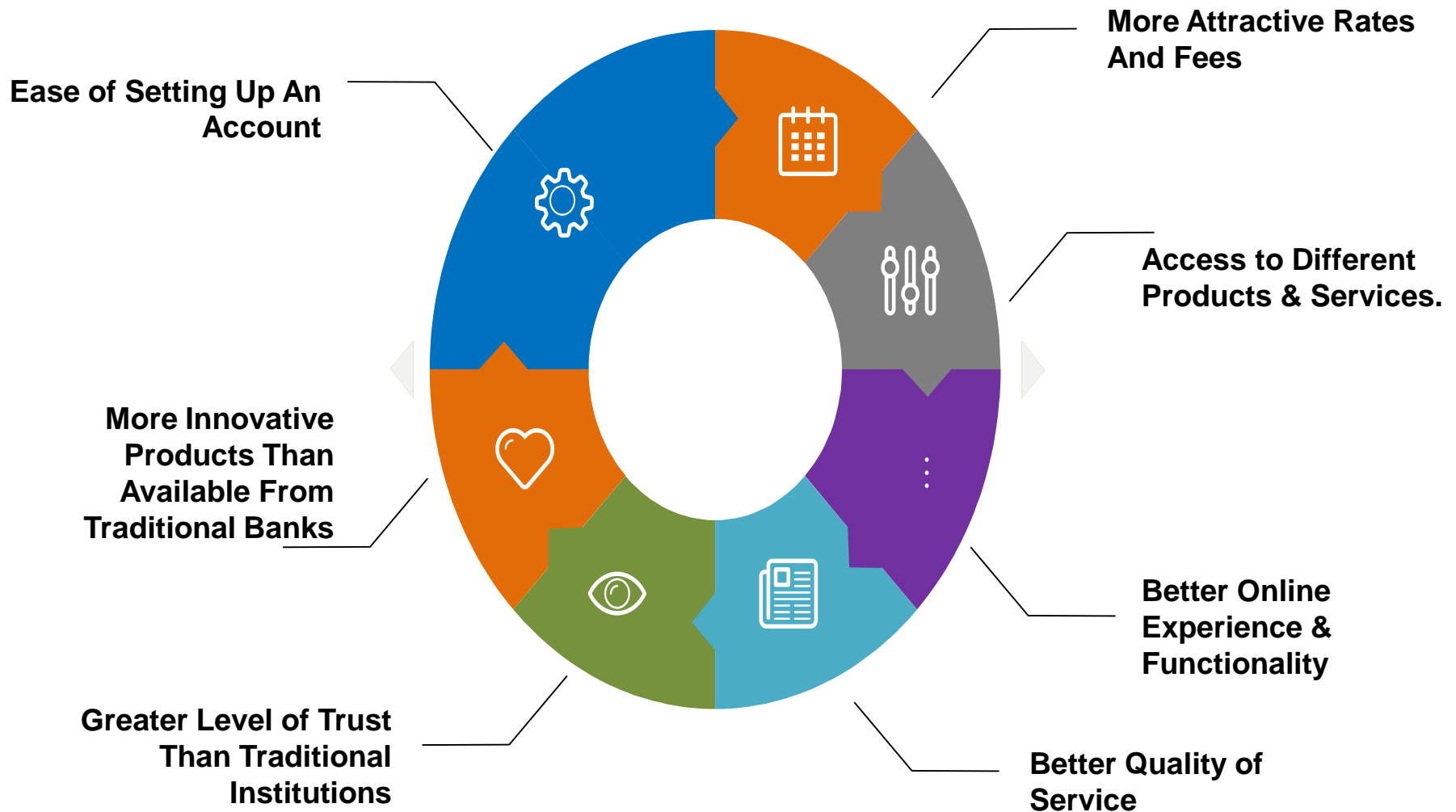


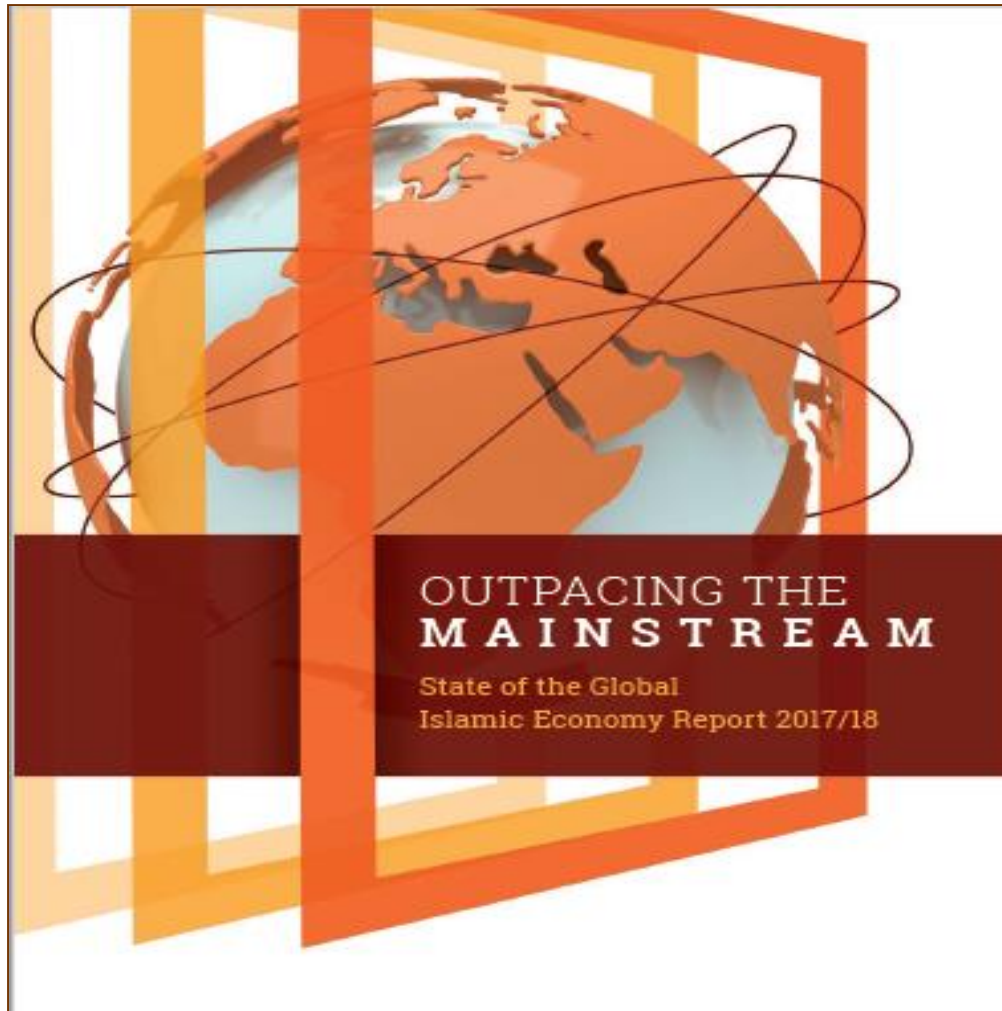
Fintech is changing user experience and thus, bringing new users into the space



Mobile Technology has created new technologies and opportunities that weren't possible with traditional financial tools

Top Reasons Why Consumers Adopt Fintech Solutions





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