



Crowdfunding

CROWDFUNDING

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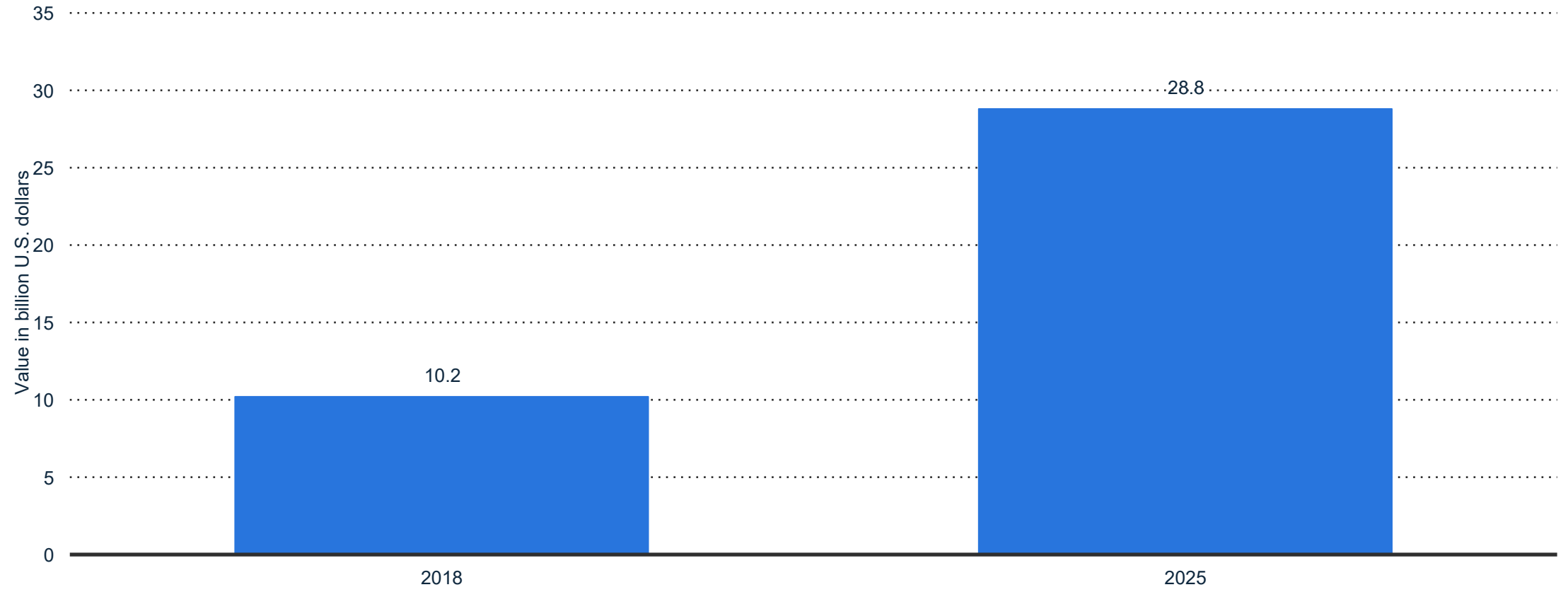
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Global overview

Market size of crowdfunding worldwide in 2018 and 2025 (in billion U.S. dollars)

Crowdfunding market size globally 2018 and 2025



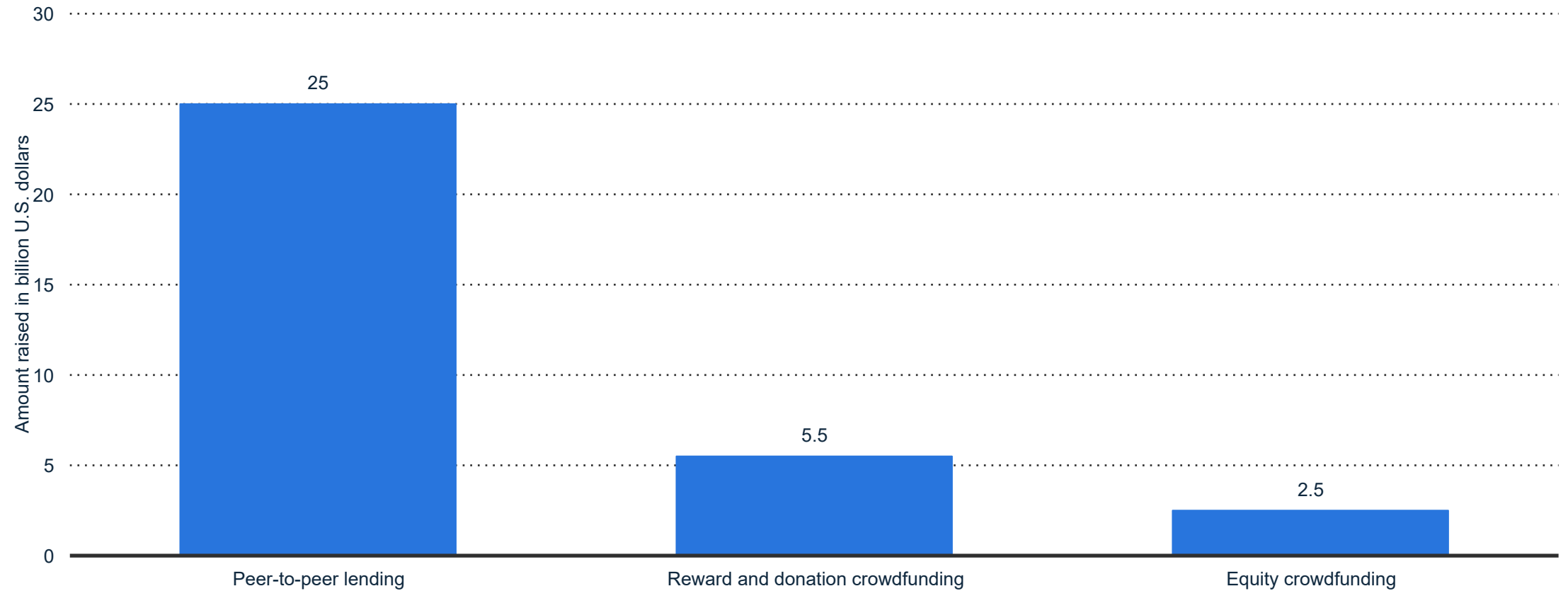
Note: Worldwide; 2018

Further information regarding this statistic can be found on [page 28](#).

Source(s): MarketWatch; [ID 1078273](#)

Volume of funds raised through crowdfunding worldwide in 2017, by type (in billion U.S. dollars)

Crowdfunding volume worldwide in 2017, by type



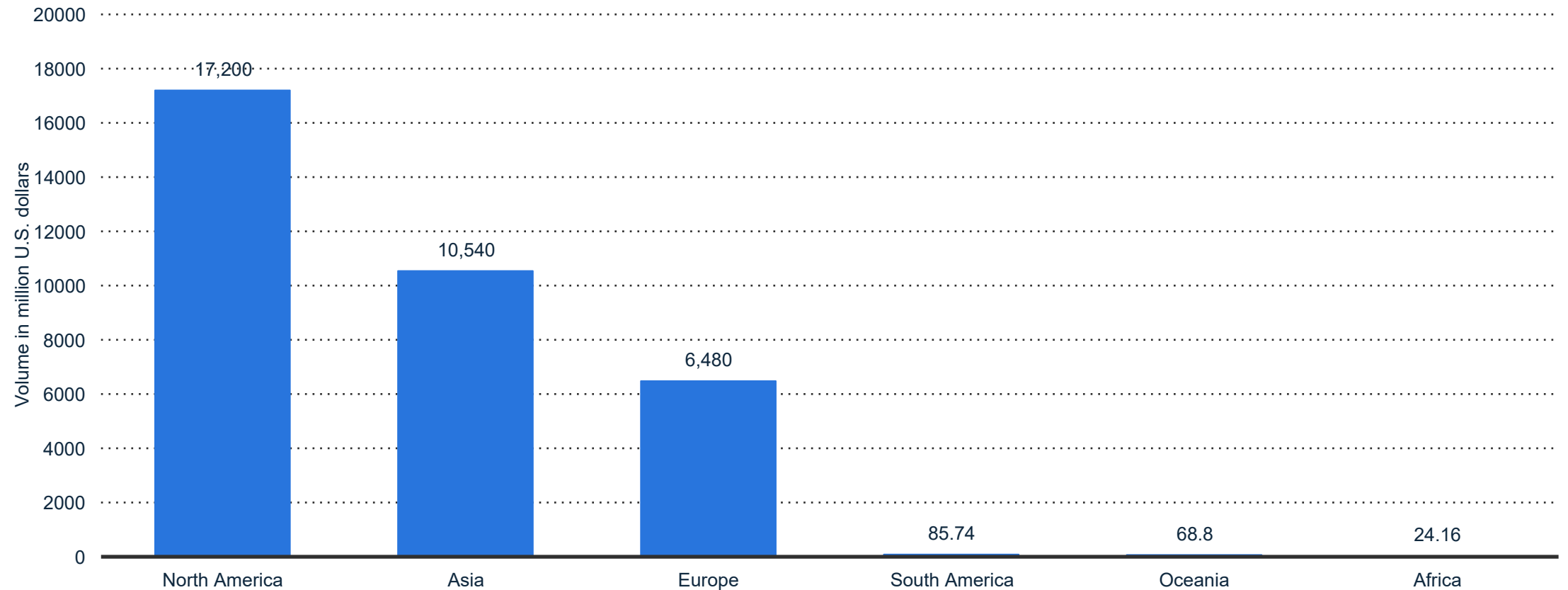
Note: Worldwide; 2017

Further information regarding this statistic can be found on [page 29](#).

Source(s): Fundly; [ID 946668](#)

Volume of funds raised through crowdfunding worldwide in 2017, by region (in million U.S. dollars)

Crowdfunding volume worldwide in 2017, by region



Note: Worldwide; 2019

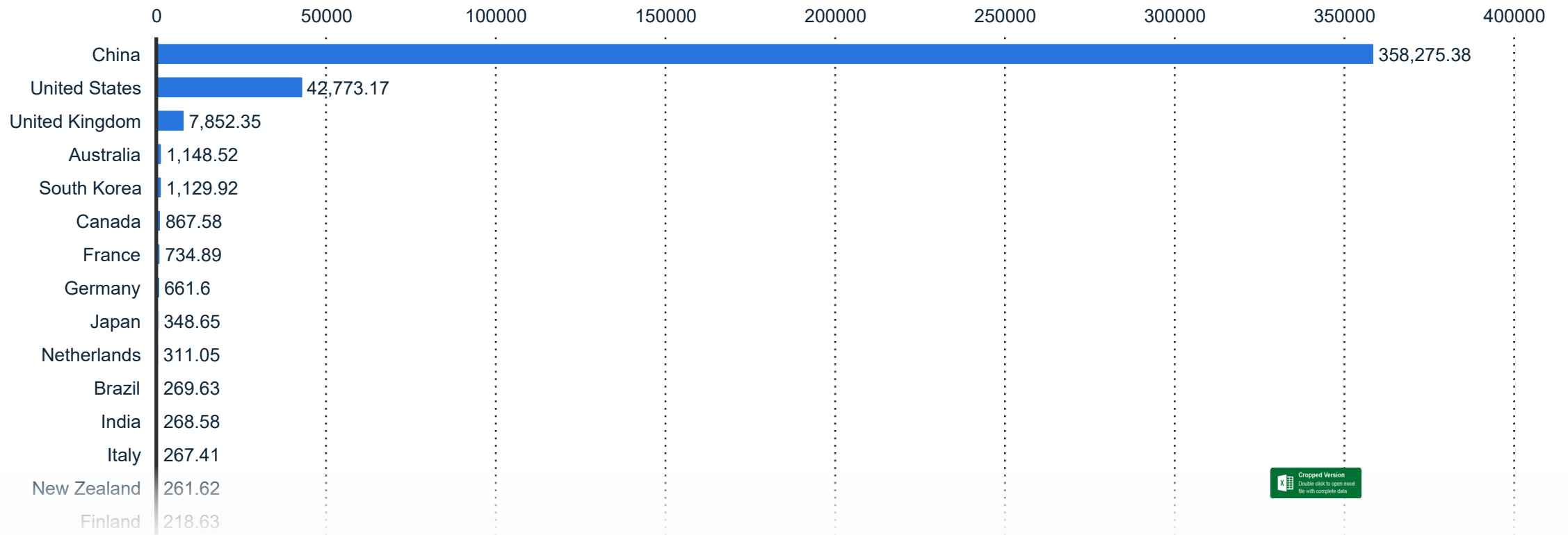
Further information regarding this statistic can be found on [page 30](#).

Source(s): Fundly; [ID 946659](#)

Volume of funds raised through crowdfunding in selected countries worldwide in 2017 (in million U.S. dollars)

Crowdfunding volume worldwide in 2017, by country

Volume in million U.S. dollars



Cropped Version
Double click to open excel
file with complete data

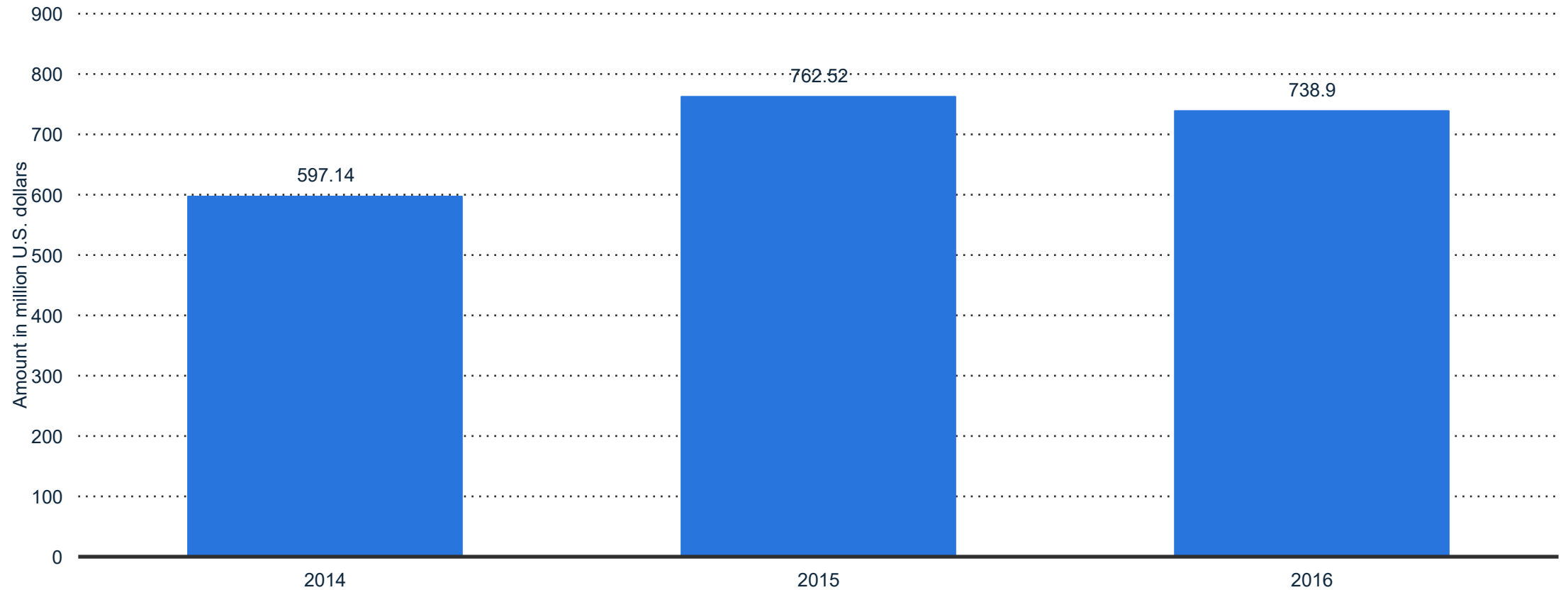
Note: Worldwide; 2017

Further information regarding this statistic can be found on [page 31](#).

Source(s): P2PMarketData; [ID 1078229](#)

Value of funds raised through crowdfunding worldwide from 2014 to 2016 (in million U.S. dollars)

Value of funds raised through crowdfunding globally 2014-2016



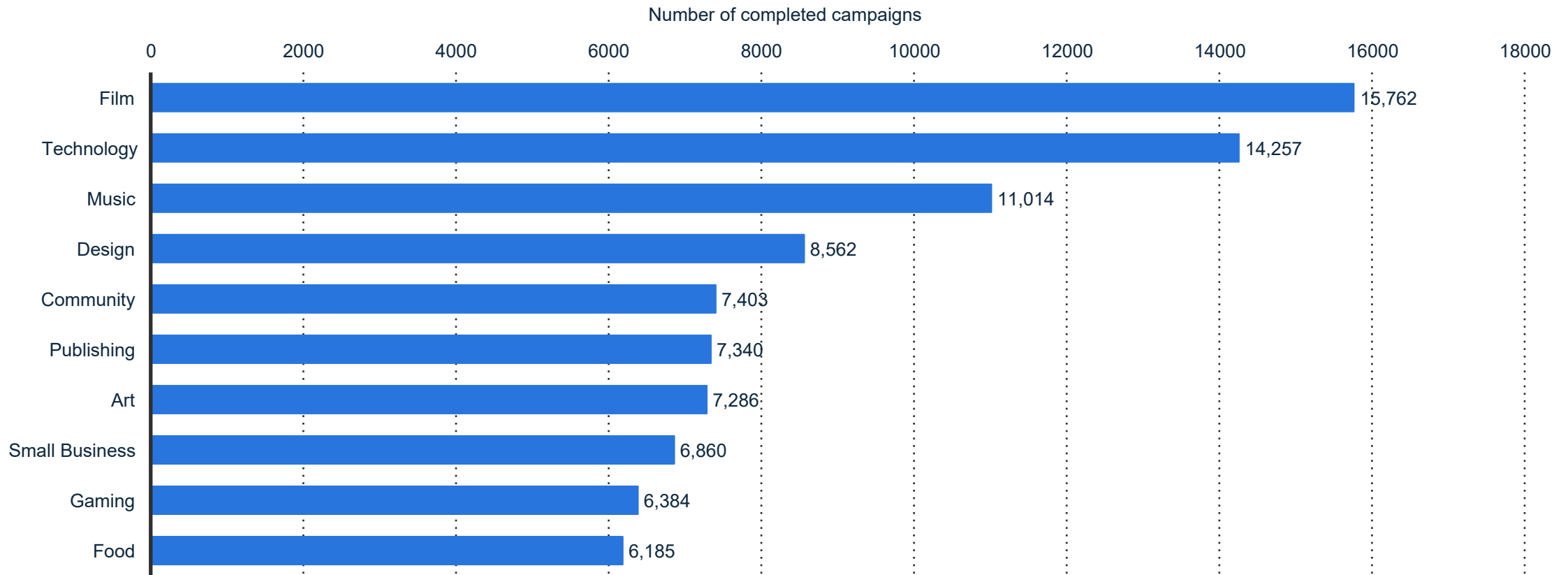
Note: Worldwide; 2014 to 2016

Further information regarding this statistic can be found on [page 32](#).

Source(s): The Crowdfunding Center; [ID 360512](#)

Number of crowdfunding campaigns completed worldwide in 2016, by sector

Number of crowdfunding campaigns completed globally 2016, by sector



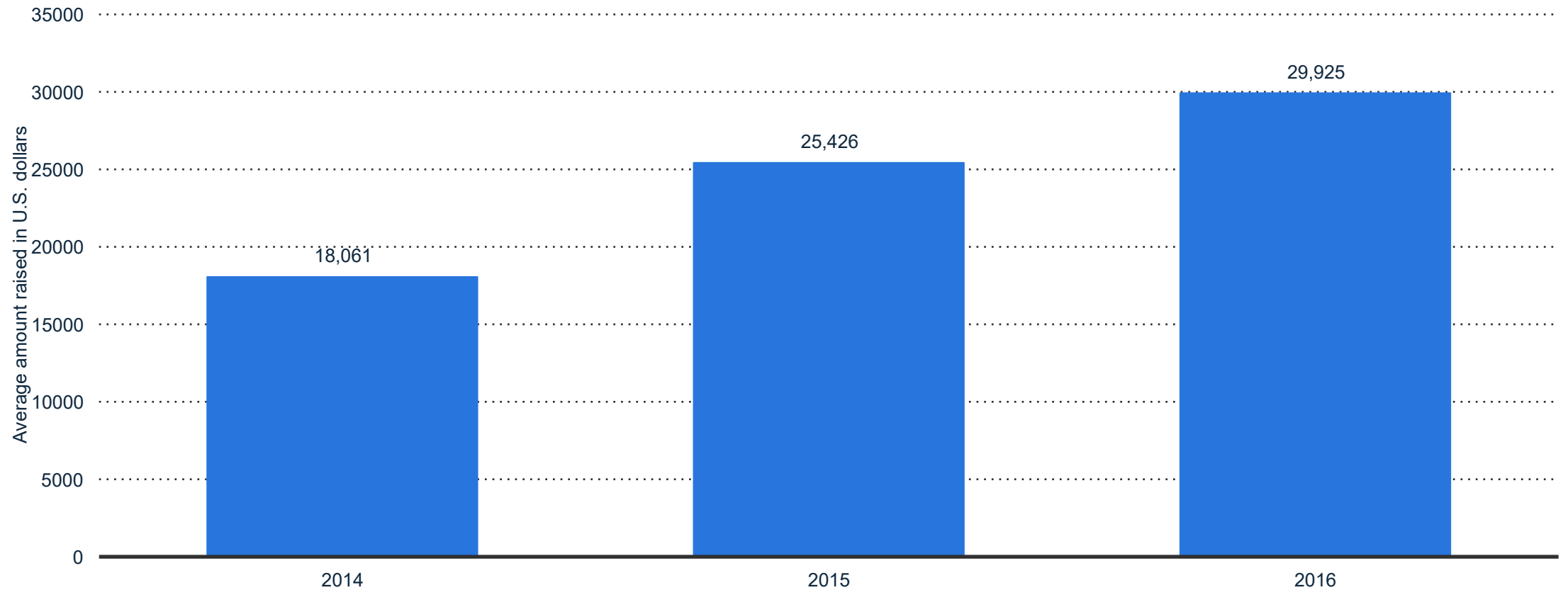
Note: Worldwide; 2016

Further information regarding this statistic can be found on [page 33](#).

Source(s): The Crowdfunding Center; [ID 757247](#)

Average amount of money raised per crowdfunding campaign worldwide from 2014 to 2016 (in U.S. dollars)

Money raised per crowdfunding campaign worldwide 2014-2016



Note: Worldwide; 2014 to 2016

Further information regarding this statistic can be found on [page 34](#).

Source(s): The Crowdfunding Center; [ID 757196](#)

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Insight into selected crowdfunding platforms

Overview of projects and dollars on crowdfunding platform Kickstarter as of July 2019

Kickstarter: key crowdfunding projects and dollars overview 2019

Projects and dollars

	Projects, million U.S. dollars, success rate in percent
Launched projects	461,628
Total dollars pledged (billion U.S. dollars)	4.56
Successful dollars (billion U.S. dollars)	4.07
Unsuccessful dollars (million U.S. dollars)	447
Live dollars (million U.S. dollars)	41
Live projects	3,872
Success rate (%)	37.3

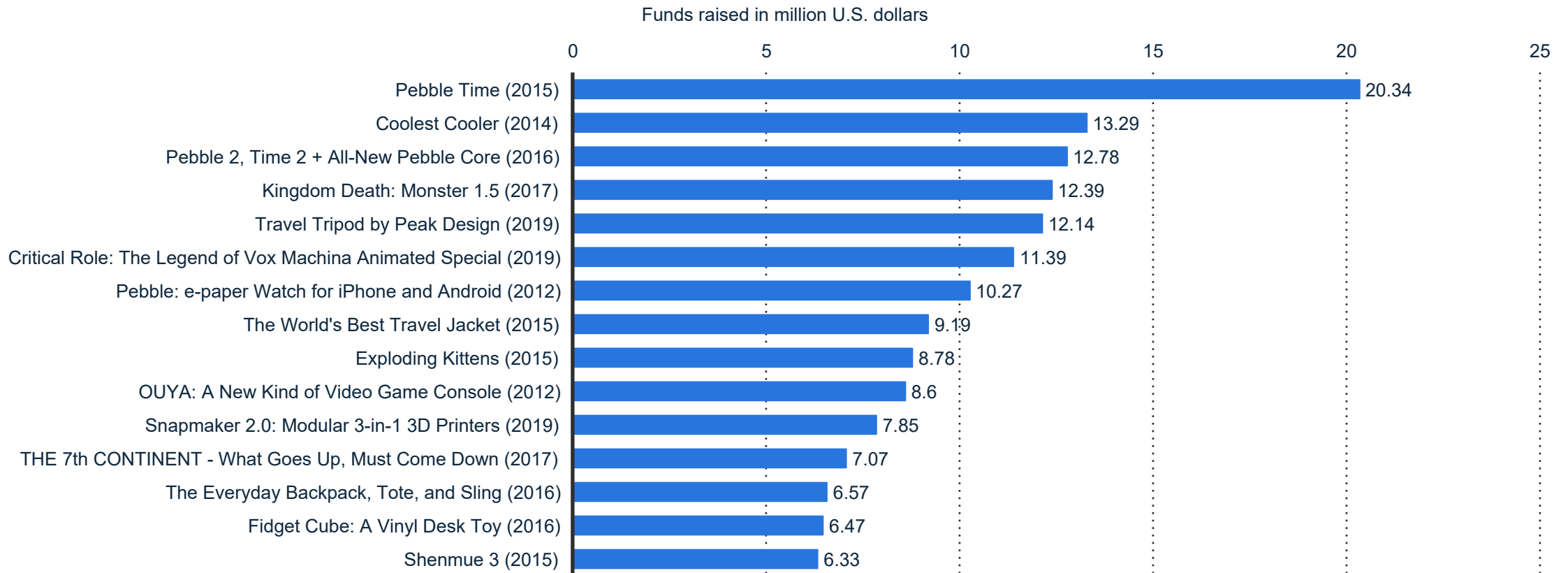
Note: Worldwide; October 2, 2019

Further information regarding this statistic can be found on [page 35](#).

Source(s): Kickstarter; [ID 251727](#)

Most successfully completed Kickstarter projects as of January 2019, based on amount of total funds raised (in million U.S. dollars)

Most funded Kickstarter projects 2019



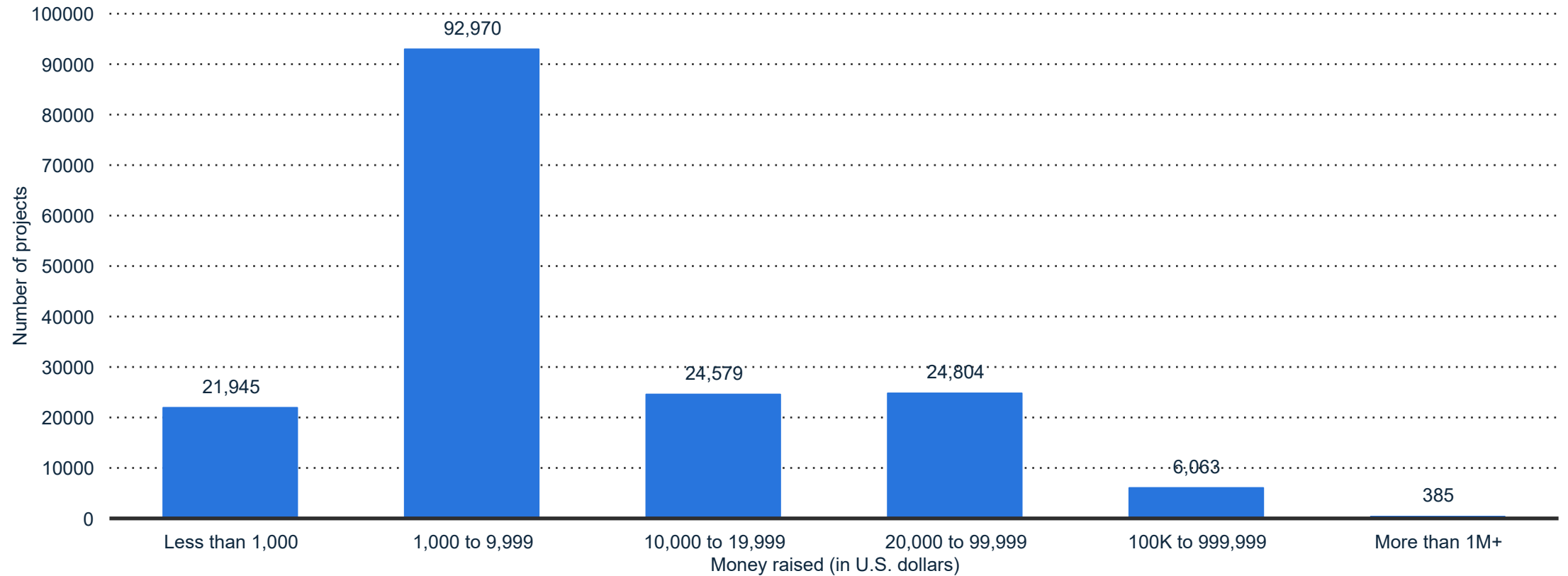
Note: Worldwide; January 2, 2019

Further information regarding this statistic can be found on [page 36](#).

Source(s): Kickstarter; [ID 222489](#)

Number of successfully funded projects on Kickstarter as of October 2019, by amount of money raised (in U.S. dollars)

Distribution of Kickstarter funding amounts raised 2019



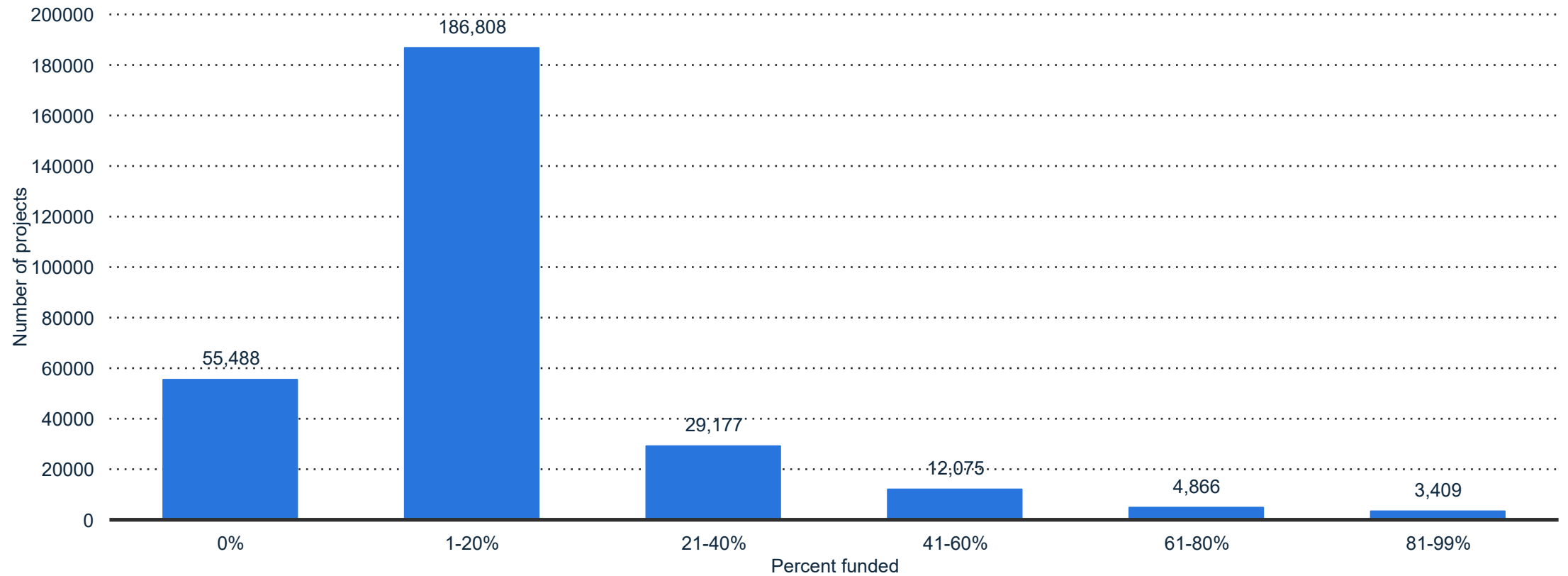
Note: Worldwide; October 2, 2019

Further information regarding this statistic can be found on [page 37](#).

Source(s): Kickstarter; [ID 235397](#)

Distribution of unsuccessfully funded projects on crowdfunding platform Kickstarter as of September 2019, by share of funding reached

Kickstarter: distribution of unsuccessfully funded projects 2019



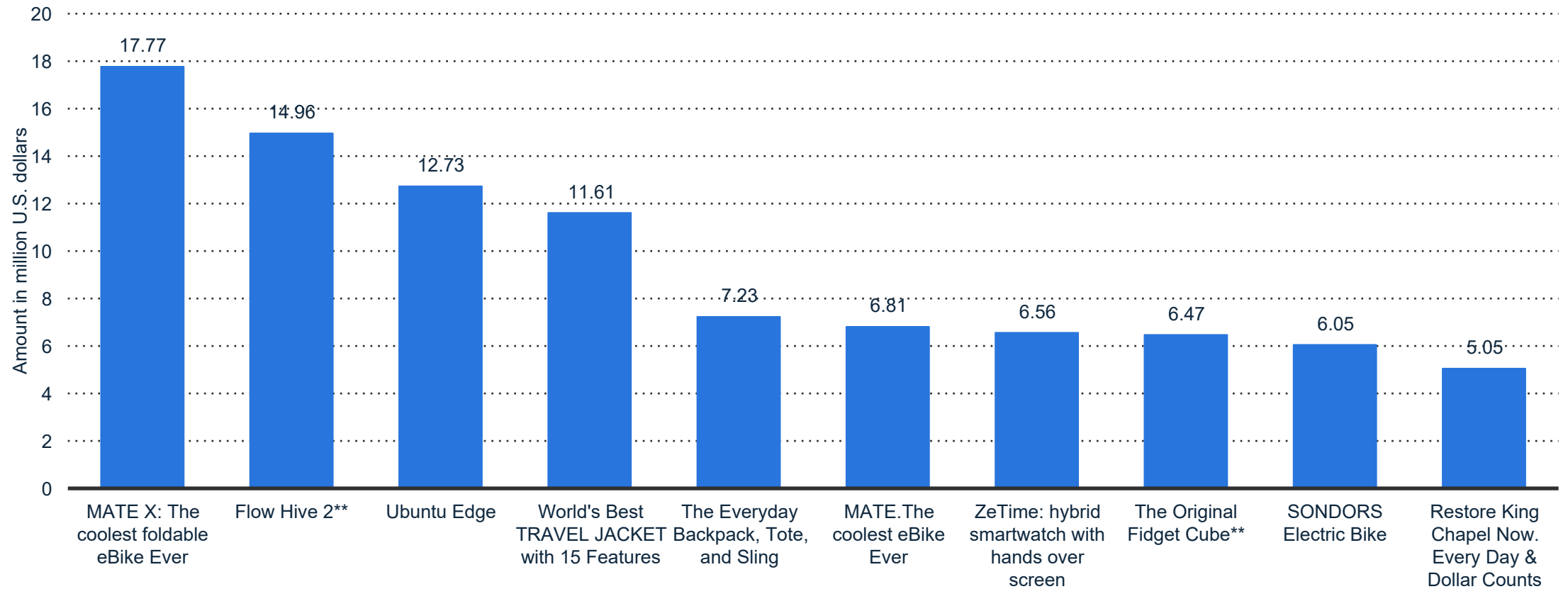
Note: Worldwide; December 11, 2019

Further information regarding this statistic can be found on [page 38](#).

Source(s): Kickstarter; [ID 251732](#)

Largest Indiegogo campaigns worldwide in 2019*, by amount raised (in million U.S. dollars)

Largest Indiegogo campaigns worldwide 2019*



Note: Worldwide; July 19, 2019

Further information regarding this statistic can be found on [page 39](#).

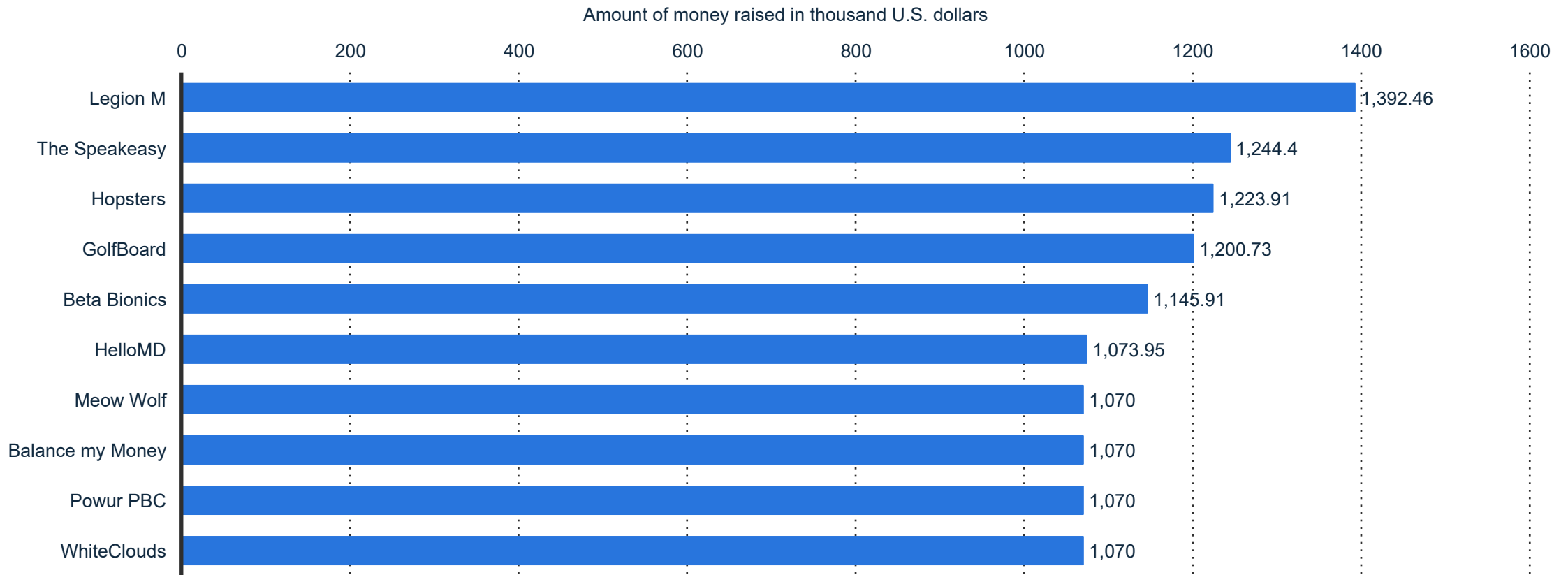
Source(s): Indiegogo; Various sources (Eventys Partners); [ID 620550](#)

CROWDFUNDING

United States

Leading regulation crowdfunding campaigns in the United States as of September 2017, by amount of money raised (in thousand U.S. dollars)

Leading regulation crowdfunding campaigns in the U.S. 2017



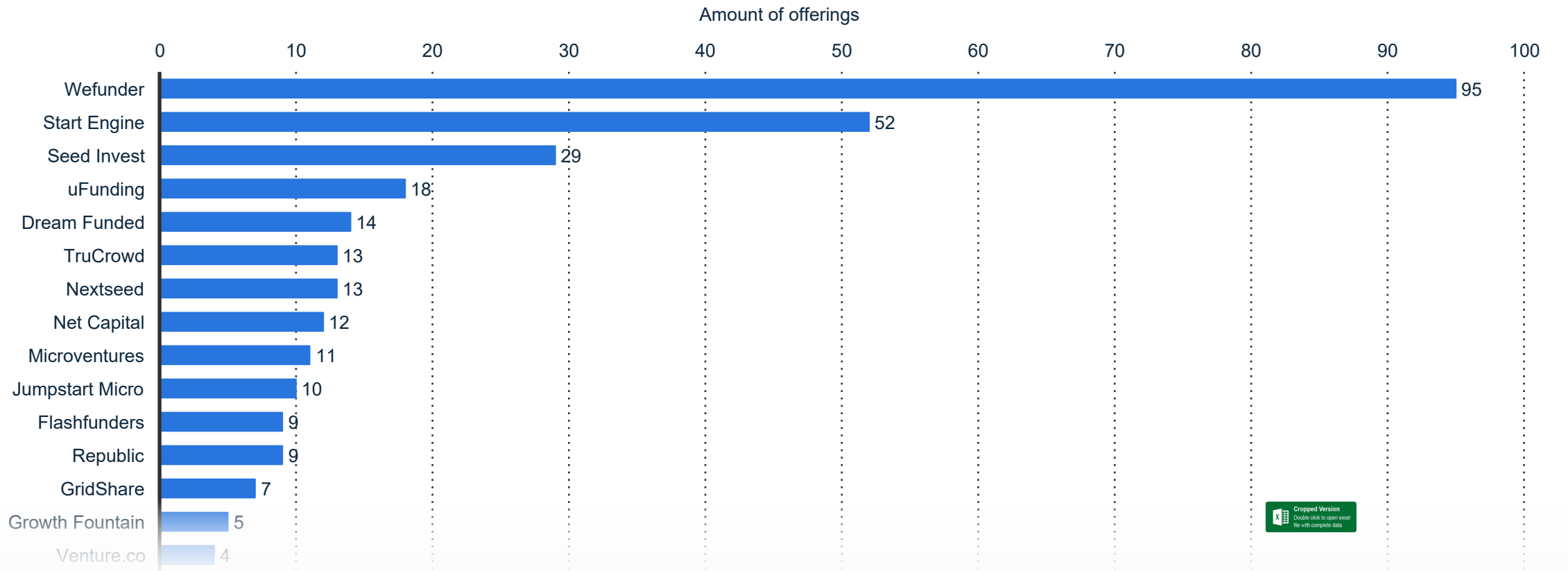
Note: United States; September 2017

Further information regarding this statistic can be found on [page 40](#).

Source(s): Crowdfund Capital Advisors; [ID 621186](#)

Leading crowdfunding platforms in the United States as of May 2017, by number of offerings

Leading crowdfunding platforms in the U.S. 2017, by number of offerings



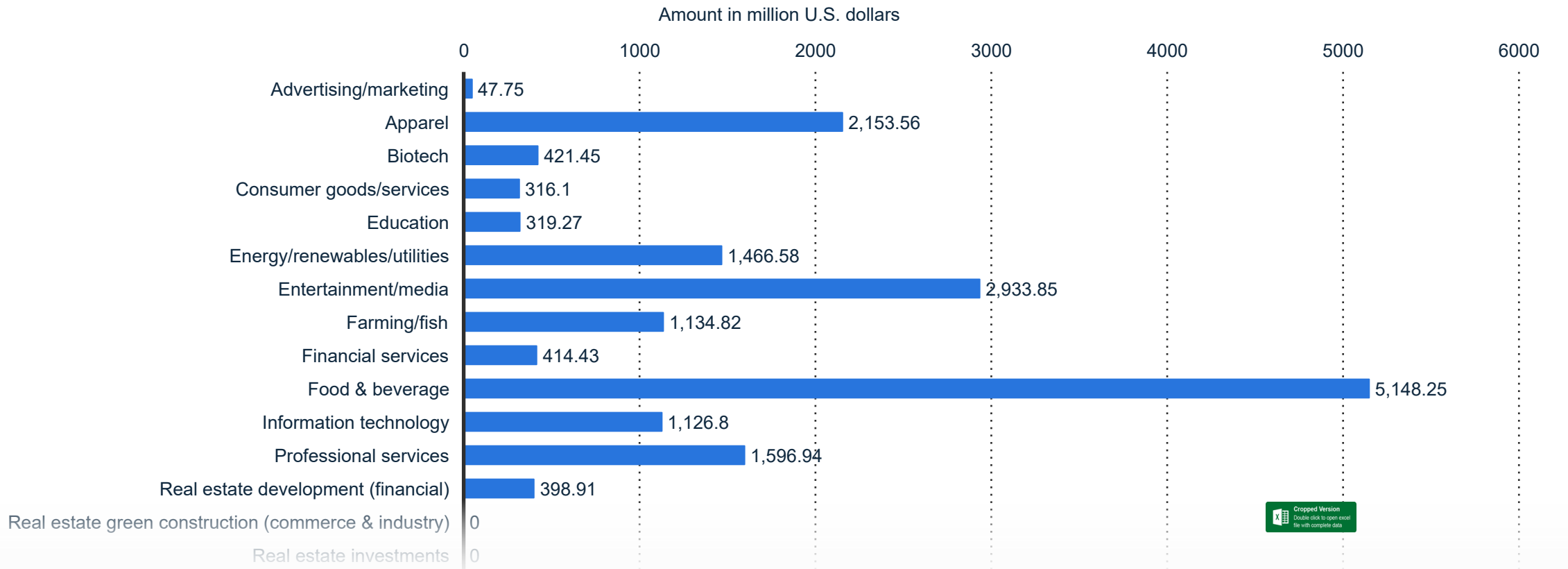
Note: United States; May 5, 2017

Further information regarding this statistic can be found on [page 41](#).

Source(s): Crowdfund Capital Advisors; [ID 621316](#)

Total crowdfunding commitments in the United States as of May 2017, by sector (in million U.S. dollars)

Total crowdfunding commitments in the U.S. 2017, by sector



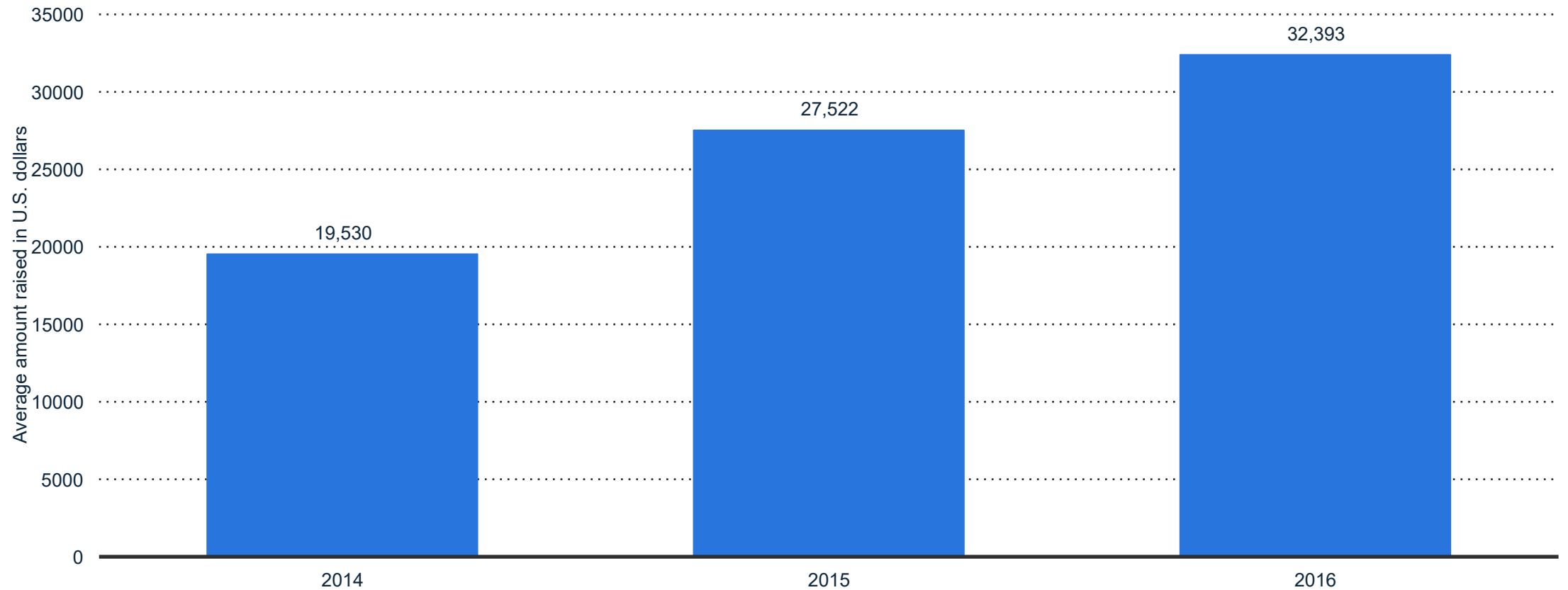
Note: United States; May 5, 2017

Further information regarding this statistic can be found on [page 42](#).

Source(s): Crowdfund Capital Advisors; [ID 621216](#)

Average amount of money raised per crowdfunding campaign in the United States from 2014 to 2016 (in U.S. dollars)

Money raised per crowdfunding campaign in the U.S. 2014-2016



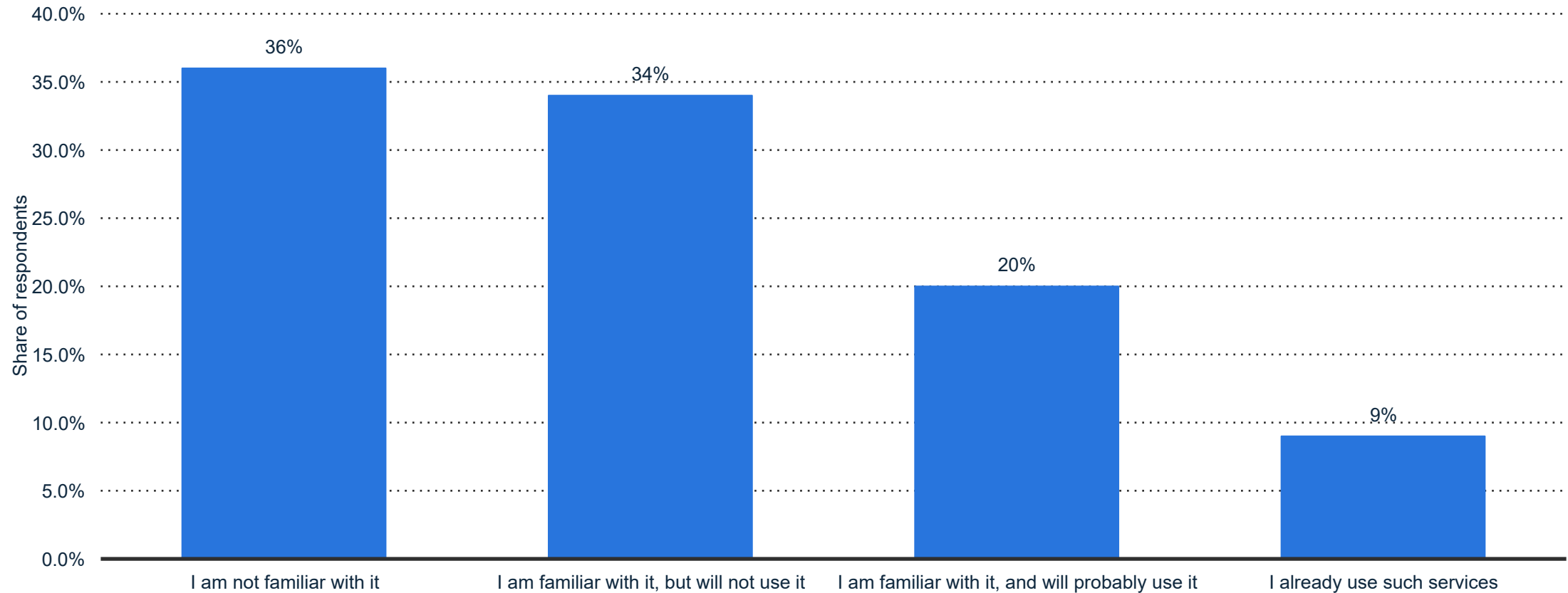
Note: United States; 2014 to 2016

Further information regarding this statistic can be found on [page 43](#).

Source(s): The Crowdfunding Center; [ID 757208](#)

Consumer awareness of crowdfunding in the United States in 2019

Consumer awareness of crowdfunding in the U.S. 2019



Note: United States; May 14 to 16, 2019; 18 to 69 years; 1,012; U.S. respondents who have a bank account

Further information regarding this statistic can be found on [page 44](#).

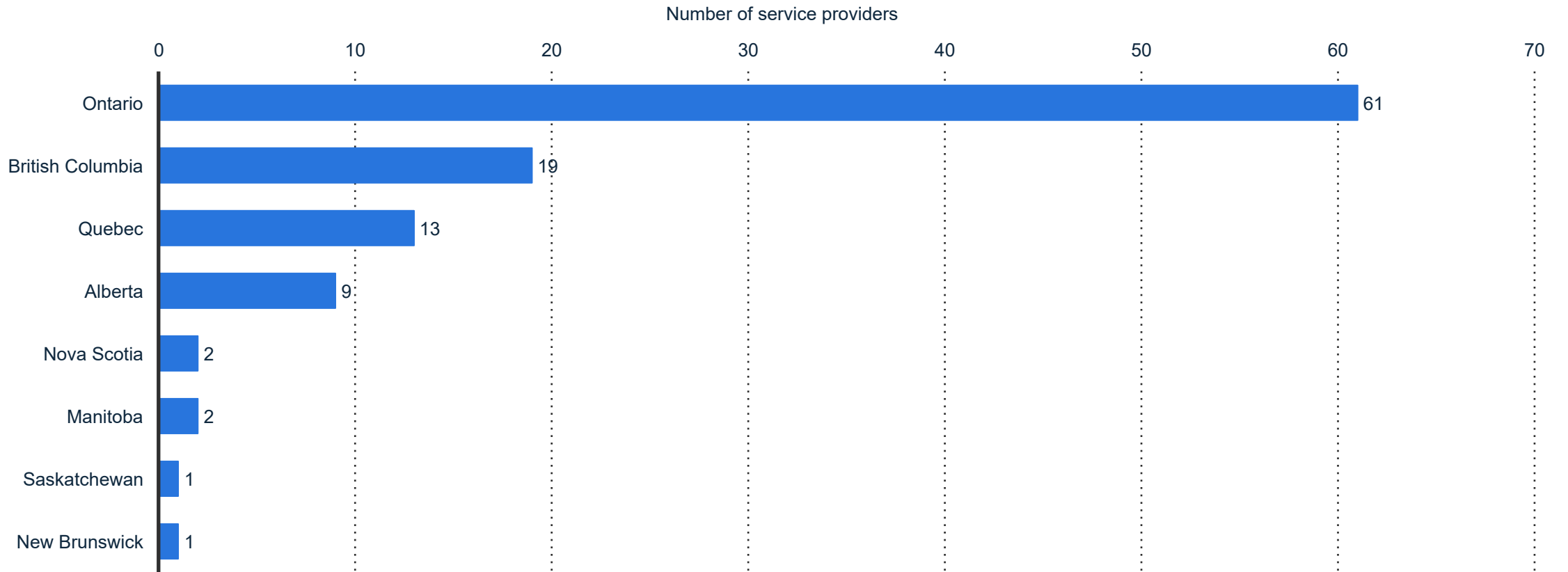
Source(s): Statista Survey; [ID 638553](#)

CROWDFUNDING

Canada

Number of crowdfunding service providers in Canada as of January 2019, by province

Number of crowdfunding providers in Canada 2019, by province



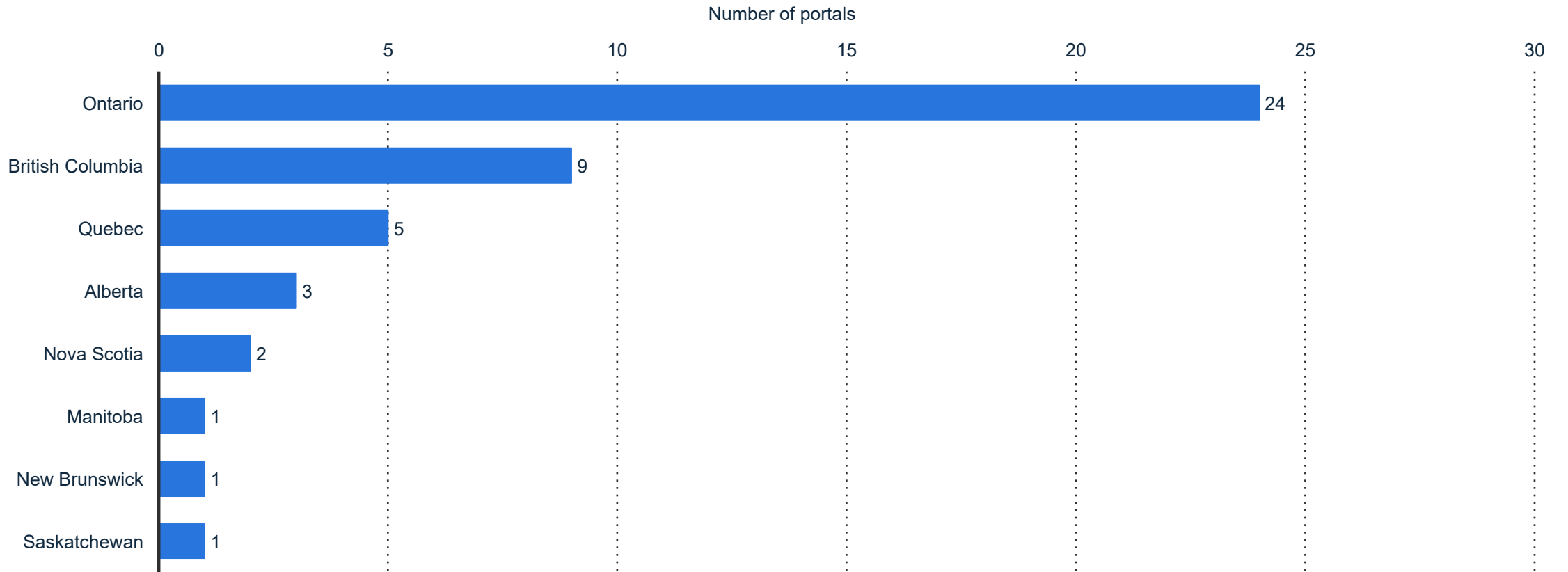
Note: Canada; January 31, 2019

Further information regarding this statistic can be found on [page 45](#).

Source(s): NCFA Canada; [ID 621144](#)

Number of crowdfunding portals in Canada as of January 2019, by province

Number of crowdfunding portals in Canada 2019, by province



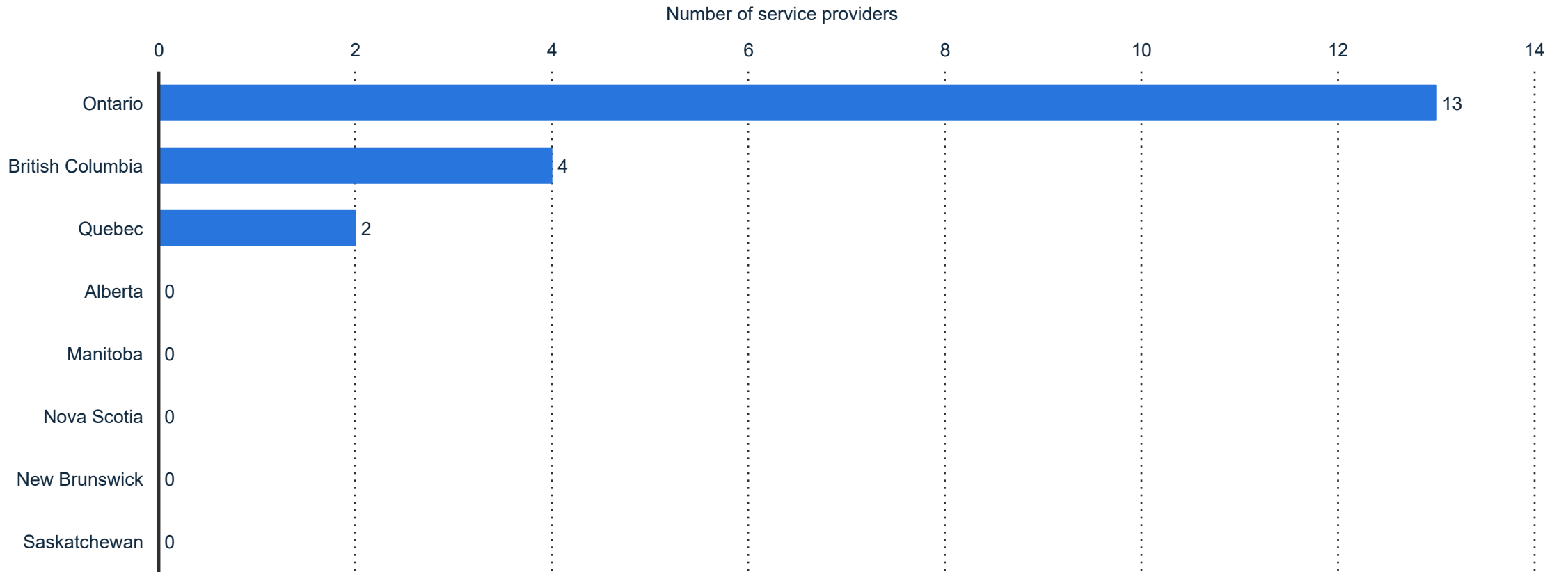
Note: Canada; January 31, 2019

Further information regarding this statistic can be found on [page 46](#).

Source(s): NCFCA Canada; [ID 621099](#)

Number of equity crowdfunding service providers in Canada as of January 2019, by province

Number of equity crowdfunding service providers in Canada 2019, by province



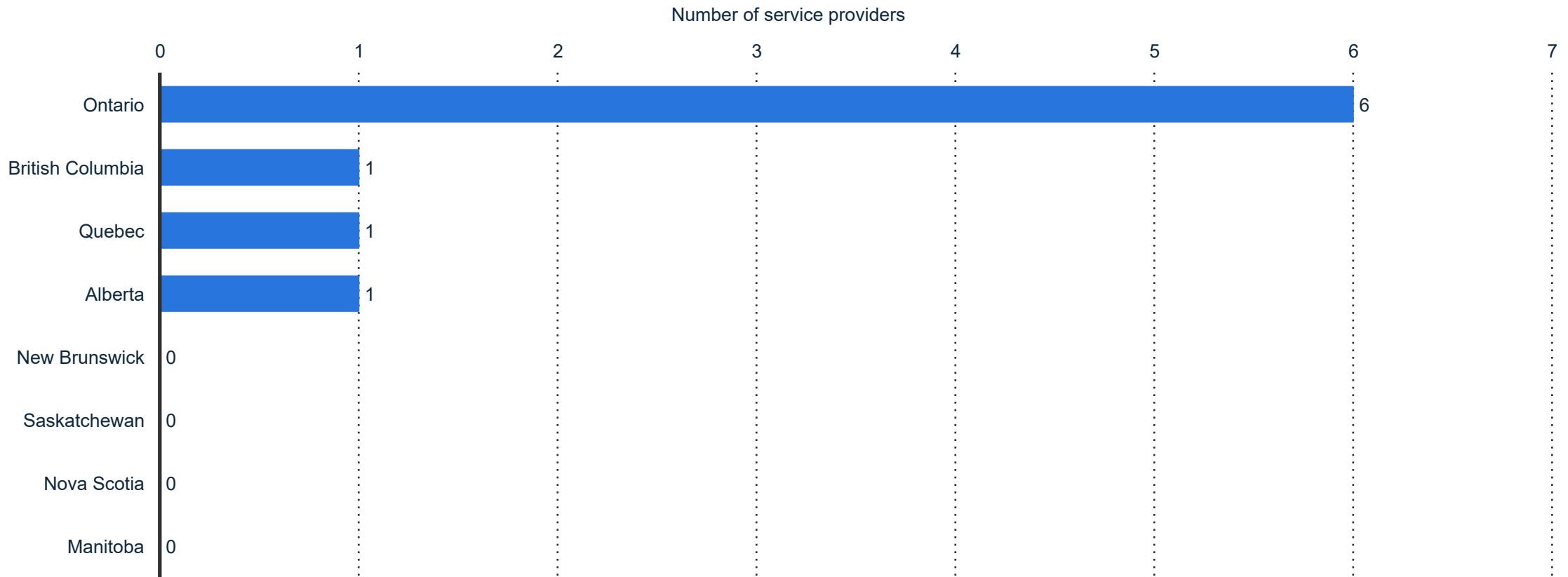
Note: Canada; January 31, 2019

Further information regarding this statistic can be found on [page 47](#).

Source(s): NCFA Canada; [ID 621124](#)

Number of lending-based crowdfunding service providers in Canada as of January 2019, by province

Number of lending-based crowdfunding in Canada 2019



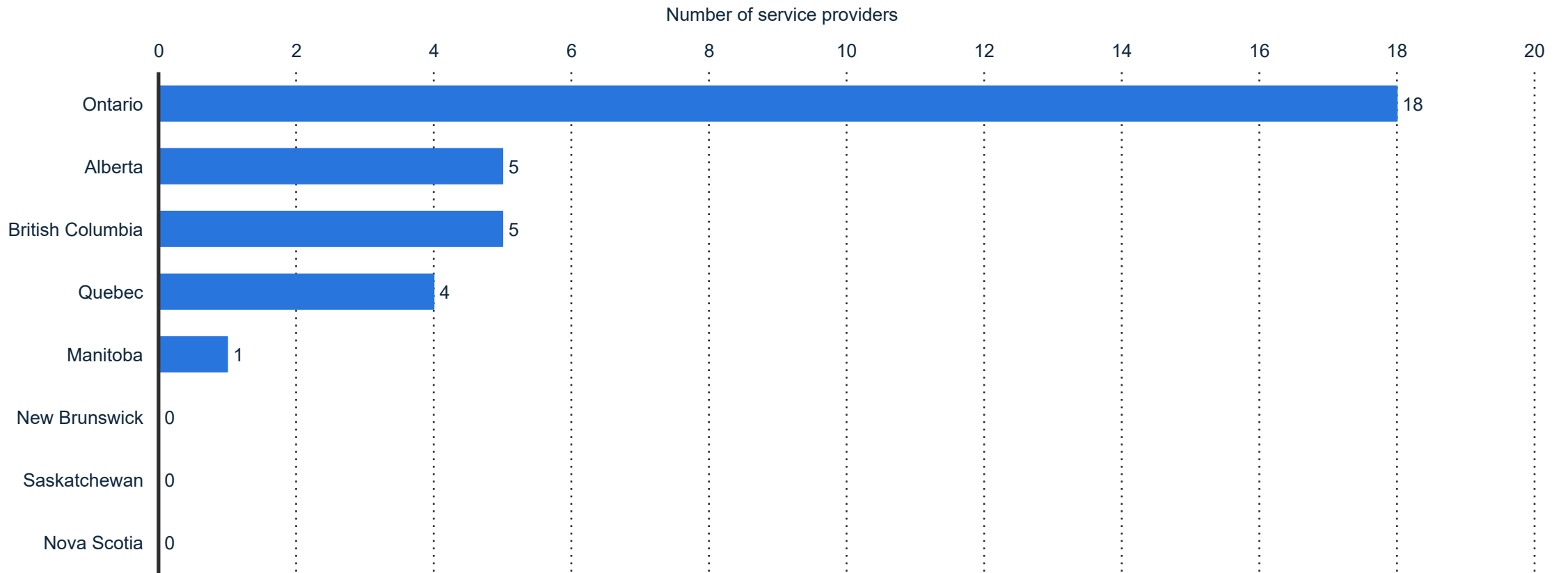
Note: Canada; January 31, 2019

Further information regarding this statistic can be found on [page 48](#).

Source(s): NCFA Canada; [ID 621130](#)

Number of service-based crowdfunding service providers in Canada as of January 2019, by province

Number of service-based crowdfunding in Canada 2019



Note: Canada; January 31, 2019

Further information regarding this statistic can be found on [page 49](#).

Source(s): NCFA Canada; [ID 621134](#)

CROWDFUNDING

References

Market size of crowdfunding worldwide in 2018 and 2025 (in billion U.S. dollars)

Crowdfunding market size globally 2018 and 2025

Source and methodology information

Source(s)	MarketWatch
Conducted by	MarketWatch
Survey period	2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	MarketWatch
Publication date	June 2019
Original source	marketwatch.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Volume of funds raised through crowdfunding worldwide in 2017, by type (in billion U.S. dollars)

Crowdfunding volume worldwide in 2017, by type

Source and methodology information

Source(s)	Fundly
Conducted by	Fundly
Survey period	2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Fundly
Publication date	September 2018
Original source	blog.fundly.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Volume of funds raised through crowdfunding worldwide in 2017, by region (in million U.S. dollars)

Crowdfunding volume worldwide in 2017, by region

Source and methodology information

Source(s)	Fundly
Conducted by	Fundly
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Fundly
Publication date	September 2018
Original source	blog.fundly.com
Website URL	visit the website

Notes:

n.a.

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Volume of funds raised through crowdfunding in selected countries worldwide in 2017 (in million U.S. dollars)

Crowdfunding volume worldwide in 2017, by country

Source and methodology information

Source(s)	P2PMarketData
Conducted by	P2PMarketData
Survey period	2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	P2PMarketData
Publication date	September 2019
Original source	p2pmarketdata.com
Website URL	visit the website

Notes:

n.a.

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Value of funds raised through crowdfunding worldwide from 2014 to 2016 (in million U.S. dollars)

Value of funds raised through crowdfunding globally 2014-2016

Source and methodology information

Source(s)	The Crowdfunding Center
Conducted by	The Crowdfunding Center
Survey period	2014 to 2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	The Crowdfunding Center
Publication date	August 2017
Original source	thecrowdfundingcenter.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Number of crowdfunding campaigns completed worldwide in 2016, by sector

Number of crowdfunding campaigns completed globally 2016, by sector

Source and methodology information

Source(s)	The Crowdfunding Center
Conducted by	The Crowdfunding Center
Survey period	2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	The Crowdfunding Center
Publication date	August 2017
Original source	thecrowdfundingcenter.com
Website URL	visit the website

Notes:

n.a.

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Average amount of money raised per crowdfunding campaign worldwide from 2014 to 2016 (in U.S. dollars)

Money raised per crowdfunding campaign worldwide 2014-2016

Source and methodology information

Source(s)	The Crowdfunding Center
Conducted by	The Crowdfunding Center
Survey period	2014 to 2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	The Crowdfunding Center
Publication date	August 2017
Original source	thecrowdfundingcenter.com
Website URL	visit the website

Notes:

n.a.

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Overview of projects and dollars on crowdfunding platform Kickstarter as of July 2019

Kickstarter: key crowdfunding projects and dollars overview 2019

Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	October 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	October 2019
Original source	kickstarter.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Most successfully completed Kickstarter projects as of January 2019, based on amount of total funds raised (in million U.S. dollars)

Most funded Kickstarter projects 2019

Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	January 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	July 2019
Original source	kickstarter.com
Website URL	visit the website

Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the given time limit. *Tainted Grail: The Fall of Avalon raised £4,940,030, equivalent to 6.25 U.S. dollars at the time it was added.

[Back to statistic](#)

Number of successfully funded projects on Kickstarter as of October 2019, by amount of money raised (in U.S. dollars)

Distribution of Kickstarter funding amounts raised 2019

Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	October 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	October 2019
Original source	kickstarter.com
Website URL	visit the website

Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the given time limit. Project creators have to be permanent U.S. residents to be eligible to start a Kickstarter project but projects can be backed from outside the United States. For these metrics, pledges not made in US dollars are converted using the exchange rate in effect when the project was live.

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Distribution of unsuccessfully funded projects on crowdfunding platform Kickstarter as of September 2019, by share of funding reached

Kickstarter: distribution of unsuccessfully funded projects 2019

Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	December 11, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	December 2019
Original source	kickstarter.com
Website URL	visit the website

Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the given time limit.

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Largest Indiegogo campaigns worldwide in 2019*, by amount raised (in million U.S. dollars)

Largest Indiegogo campaigns worldwide 2019*

Source and methodology information

Source(s)	Indiegogo; Various sources (Eventys Partners)
Conducted by	Various sources (Eventys Partners)
Survey period	July 19, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Various sources (Eventys Partners)
Publication date	July 2019
Original source	indiegogo.com
Website URL	visit the website

Notes:

*As of July 19, 2019. **Campaign still under way at time of update.

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Leading regulation crowdfunding campaigns in the United States as of September 2017, by amount of money raised (in thousand U.S. dollars)

Leading regulation crowdfunding campaigns in the U.S. 2017

Source and methodology information

Source(s)	Crowdfund Capital Advisors
Conducted by	Crowdfund Capital Advisors
Survey period	September 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Crowdfund Capital Advisors
Publication date	September 2017
Original source	crowdfundcapitaladvisors.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Leading crowdfunding platforms in the United States as of May 2017, by number of offerings

Leading crowdfunding platforms in the U.S. 2017, by number of offerings

Source and methodology information

Source(s)	Crowdfund Capital Advisors
Conducted by	Crowdfund Capital Advisors
Survey period	May 5, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Crowdfund Capital Advisors
Publication date	May 2017
Original source	crowdfundcapitaladvisors.com
Website URL	visit the website

Notes:

n.a.

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Total crowdfunding commitments in the United States as of May 2017, by sector (in million U.S. dollars)

Total crowdfunding commitments in the U.S. 2017, by sector

Source and methodology information

Source(s)	Crowdfund Capital Advisors
Conducted by	Crowdfund Capital Advisors
Survey period	May 5, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Crowdfund Capital Advisors
Publication date	May 2017
Original source	crowdfundcapitaladvisors.com
Website URL	visit the website

Notes:

n.a.

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Average amount of money raised per crowdfunding campaign in the United States from 2014 to 2016 (in U.S. dollars)

Money raised per crowdfunding campaign in the U.S. 2014-2016

Source and methodology information

Source(s)	The Crowdfunding Center
Conducted by	The Crowdfunding Center
Survey period	2014 to 2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	The Crowdfunding Center
Publication date	August 2017
Original source	thecrowdfundingcenter.com
Website URL	visit the website

Notes:

n.a.

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Consumer awareness of crowdfunding in the United States in 2019

Consumer awareness of crowdfunding in the U.S. 2019

Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista
Survey period	May 14 to 16, 2019
Region(s)	United States
Number of respondents	1,012
Age group	18 to 69 years
Special characteristics	U.S. respondents who have a bank account
Published by	Statista
Publication date	July 2019
Original source	Fintech and Retail Banking 2019
Website URL	visit the website

Notes:

This question was phrased by the source as follows: "Which of these further products or services by alternate providers (i.e. fintechs) are you familiar with? / Crowdfunding: Project funding by end customers (e.g. Kickstarter)"

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Number of crowdfunding service providers in Canada as of January 2019, by province

Number of crowdfunding providers in Canada 2019, by province

Source and methodology information

Source(s)	NCFA Canada
Conducted by	NCFA Canada
Survey period	January 31, 2019
Region(s)	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	includes active and beta portals and service providers based in Canada
Published by	NCFA Canada
Publication date	January 2019
Original source	ncfacanada.org
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Number of crowdfunding portals in Canada as of January 2019, by province

Number of crowdfunding portals in Canada 2019, by province

Source and methodology information

Source(s)	NCFA Canada
Conducted by	NCFA Canada
Survey period	January 31, 2019
Region(s)	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	NCFA Canada
Publication date	January 2019
Original source	ncfacanada.org
Website URL	visit the website

Notes:

n.a.

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Number of equity crowdfunding service providers in Canada as of January 2019, by province

Number of equity crowdfunding service providers in Canada 2019, by province

Source and methodology information

Source(s)	NCFA Canada
Conducted by	NCFA Canada
Survey period	January 31, 2019
Region(s)	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	NCFA Canada
Publication date	January 2019
Original source	ncfacanada.org
Website URL	visit the website

Notes:

n.a.

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Number of lending-based crowdfunding service providers in Canada as of January 2019, by province

Number of lending-based crowdfunding in Canada 2019

Source and methodology information

Source(s)	NCFA Canada
Conducted by	NCFA Canada
Survey period	January 31, 2019
Region(s)	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	NCFA Canada
Publication date	January 2019
Original source	ncfacanada.org
Website URL	visit the website

Notes:

n.a.

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Number of service-based crowdfunding service providers in Canada as of January 2019, by province

Number of service-based crowdfunding in Canada 2019

Source and methodology information

Source(s)	NCFA Canada
Conducted by	NCFA Canada
Survey period	January 31, 2019
Region(s)	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	NCFA Canada
Publication date	January 2019
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Notes:

n.a.

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