

CHAPTER 12
GLOBAL TRENDS IN THE FINTECH INDUSTRY
AND THEIR ADAPTATION TO THE UKRAINIAN FINANCIAL SECTOR
IN THE CONTEXT OF POST-WAR ECONOMIC DEVELOPMENT

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INTRODUCTION

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Over recent years, the financial sector has demonstrated significant achievements in the transformation of financial technologies, which is determined by a set of qualifying factors, among which the most significant include:

- the increase in investment volumes in the global FinTech market in 2025, characterised both by the expansion of the scale of investment operations and by the growing interest of investors in relevant innovative market offerings;
- the rapid digitalisation of financial services across all segments of the global financial market;
- the consequences of both traditional economic crises and those of natural origin – the downturn resulting from the spread of the COVID-19 pandemic;
- the intensification of competition in both traditional and emerging sectors of the financial market;
- the formation of new customer expectations in the field of financial services, which are based on the personalisation of financial products and services, the accessibility of the provider’s offering, the acceleration of customer service, the possibility of addressing a wide range of issues remotely, and the expansion of the range of offerings in terms of products and services;
- a focus on increasing efficiency and the automation of operational activities, accelerating the rate of profit generation by financial intermediaries, and improving business analytics within the framework of data management;
- the implementation of the latest technologies across a wide range of business processes of financial service providers;

–the enhancement of financial inclusion of the population as one of the key objectives of financial sector development, embedded at the level of state strategies for financial market development across economic systems with different levels of development;

– the strengthening of cybersecurity requirements due to the rapid increase in the share of cashless payments and the growing diversity of methods of online payment fraud, which necessitates ensuring an adequate level of protection of digital channels of interaction with customers.

Thus, FinTech acts not only as a structural element of a country’s innovation infrastructure, but also as an important driver of the renewal of the financial system, influencing its development and modernisation in accordance with current market trends. Financial technologies have become a catalyst for change in the financial sector, shaping the key trends in the provision of financial services, among which the following are decisive:

– the improvement of mobile banking and the development of innovative payment technologies, as participants in the banking sector, insurance companies, and other financial market providers are actively implementing digital financial services, ensuring fast and uninterrupted access to financial instruments;

– the increase in investment interest in the field of digital assets and stablecoins, and the spread of asset tokenisation;

– the expansion of the implementation of ESG principles in the financial and investment activities of financial sector entities;

– the development of platform-based financial ecosystems that ensure the comprehensive provision of various financial services within a single digital space;

–the improvement of approaches to digital customer identification to enhance the security and convenience of financial transactions;

– the integration of an expanded range of innovative technologies into various areas of activity of the financial sector, such as artificial intelligence, machine learning, blockchain, cloud technologies, Big Data, the Internet of Things, etc.

– the development of regulatory technologies (RegTech) and supervisory technologies (SupTech) in response to the dynamic transformation of the financial sector environment under the influence of numerous exogenous and endogenous factors.

Among the key FinTech areas that attracted the largest volumes of funding and investor attention in 2025 are payment technologies, insurance services, cybersecurity, digital assets, RegTech, and WealthTech.

The process of transformation of economic processes and the evolution of business models of financial market entities in response to the challenges of the modern economic environment has necessitated the study of best international practices in the implementation of innovative financial technologies aimed at attracting and retaining customers.

The study of academic works by international experts and specialists in the field of innovative renewal of the financial sector makes it possible to identify the best cases of successful implementation of innovations in the FinTech environment under conditions of economic turbulence and uncertainty.

However, it is appropriate to emphasise the need to adapt successful examples of innovative renewal of the financial sector to Ukrainian practice, which faces a number of barriers, in particular of a socio-political, economic, regulatory, and technological nature.

One of the promising directions for the application of comparative analysis tools will be the existing technological constraints and the level of development of digital infrastructure in Ukraine and in developed economic systems.

12.1. The Payment Services Sector as a Driver of FinTech Development: Global Trends, Technological Changes, and Prospects for the Implementation of Innovations in Ukraine under Conditions of Digital Transformation

The payment services sector is among the leading vectors of FinTech development, ensuring the application of innovative instruments aimed at improving the processes of conducting online payments and the effective control of financial flows. In accordance with the State of European Fintech 2025 ¹, the priority directions of structural changes in the segment on the global market include B2B and A2A payments, digital wallets, contactless technologies, QR payments, loyalty programmes, the development of card payment network infrastructure, blockchain and cryptocurrencies, fraud prevention, and the обеспечение security of payments. The B2B payments infrastructure segment emerged as the undisputed leader both in terms of the number of concluded deals and by attracting the largest volume of funding among FinTech segments. This indicates the high relevance of integrating scalable payment services.

¹ State of European Fintech 2025 URL: https://finchcapital.com/research-reports/State_of_European_Fintech_2025_All.pdf

In accordance with the Pulse of FinTech report for the second half of 2025 by KPMG ², in the payment technologies segment, there was a shift in investor preferences towards the predominant financing of major market players that have proven themselves both in terms of sustainable profitability and positive dynamics of financial and economic performance indicators, as well as in terms of the viability and adaptability of their business models. Investments in the development of high-risk start-ups have receded into the background in this segment, which demonstrates a shift in the overall paradigm of approaches to venture financing in FinTech. It is also appropriate to emphasise the increase in the level of investment activity in emerging markets, namely South America, Africa, and South-East Asia.

One of the breakthroughs in the segment is the transformation of the interbank network SWIFT through the integration of a blockchain-based ledger in order to ensure the reliable and high-quality movement of tokenised value across digital ecosystems. This is a consequence of the implementation of the ISO 20022 standard, which is a cornerstone for the execution of international financial transactions in real time and has facilitated the consolidation of efforts by major financial sector players to form an appropriate market offering within the framework of unifying the international standard for the transmission of payment data. An expected trend for 2026 is the further formation of professional partnerships and initiatives aimed at developing infrastructure solutions in the field of digital assets and high-speed payment platforms.

Among the dominant directions of capital investment in the payment services sector, it is also appropriate to highlight the field of digital assets, the dynamic development of which is primarily driven by the improvement of regulatory frameworks and, as a consequence, the increase in institutional trust based on the renewal of the paradigm of the functioning of the financial system in the United States following the adoption of the GENIUS Act and regulatory decisions in the European area. These transformational changes in the financial sector have contributed to positive dynamics in the conclusion of agreements in the payment segment and to the gradual implementation of digital assets into traditional financial services.

Among the defining international trends in the development of the payment segment of FinTech that require testing in Ukraine to ensure a competitive presence in the European market, the following should be noted:

² Pulse of Fintech H2 2025. KPMG. URL: <https://assets.kpmg.com/content/dam/kpmgsites/xx/pdf/2026/02/pulse-of-fintech-h2-2025.pdf>

- the implementation of artificial intelligence tools to enhance the efficiency of operational processes within payment infrastructure;
- the improvement of complementary services that have emerged on the basis of the rapid proliferation of instant and QR-based scenarios in the payment segment: checkout links, pay-by-link, push-to-card, instant P2P refunds, and other products for both the corporate segment and individual users of financial services ³;
- the relevance of realising the potential of digital financial assets in the context of post-war recovery in Ukraine, which will expand the range of sources of financial resources and contribute to increasing accessibility and reducing the cost of capital. Digital financial assets open up prospects for the issuance of project tokens, digital bonds, as well as for improving approaches to crowdfunding and crowdfunding ⁴. Digital financial assets will enable the expansion of the realisation of the social function of the financial market by activating the investment potential of individual investors, households, and SMEs, while lowering the entry threshold for the purchase of innovative financial instruments. In combination with the use of a shared digital ledger that is transparent for monitoring by all network participants, this will create investment-attractive conditions for attracting a wide range of both domestic and foreign investors.
- the scaling of digital financial services based on the use of agent-based commerce, which will enable the optimisation of a multifunctional set of processes within interactions between financial service consumers and providers.

12.2. Innovations and Risks of the Digitalisation of the Insurance Market: The Global and Ukrainian Context in the Field of InsurTech

Innovative financial technologies in the insurance segment act as a driver of the transformation of relations within the insurance industry, contributing to increased operational efficiency of sector participants, enhancing customer experience, and improving the level of financial service provision within interactions with consumers.

³ Hlushchenko O.V., Veriutin O.M. Digital financial services in Ukraine: current trends, risks and regulatory challenges. *Molodyi vchenyi*. 2025. № 6 (136). URL: <https://doi.org/10.32839/2304-5809/2025-6-137-22>

⁴ Shostak T. Digital financial assets as a driver of economic growth in Ukraine during rebuilding. *Sustainable Development of Economy*. 2025. № 6 (57). P. 353-360. URL: <https://economdevelopment.in.ua/index.php/journal/article/view/1607>

InsurTech attracted USD 8.6 billion in investment resources globally in 2025, corresponding to 291 deals, according to KPMG estimates. However, the sector faces a number of regulatory barriers that hinder investment. In particular, this concerns the limited financing of companies with high capital requirements, whose operations are inextricably linked to licensing processes, which constrains their financial performance.

One of the leading directions of transformation in the insurance market is the revision of a wide range of business processes based on the implementation of artificial intelligence technologies offered by providers of innovative digital financial solutions. The key areas of transformation in the insurance industry through the use of innovative financial technologies are presented in Table 1.

Table 1

**Key areas of transformation of the insurance industry
using innovative financial technologies**

Field	Direction of improvement
Underwriting	Acceleration of the process of assessing insurance risks assumed by the insurance company. Development of personalised insurance products based on the improvement of data processing and analytical interpretation processes.
Management and execution of the insurance contract	Data structuring based on the use of blockchain technology, ensuring transparency, reliability, and automated process management. As a result, the risk of fraudulent activities and unlawful manipulations is reduced.
Elimination of conflicts of interest	An improved approach to the assessment of insurance risks creates preconditions for minimising the risk of conflicts of interest between the parties to the insurance contract, as a high level of data transparency fosters greater trust between the insurer and consumers of financial services in this segment of the financial market.
Adaptation of financial services to consumer needs	The rapid digitalisation of the financial environment drives the formation of new expectations regarding the provision of financial services based on the principles of accessibility and speed of operations within insurance coverage. Innovative solutions in the InsurTech segment contribute to accelerating the digital transformation of the insurance sector, ensuring prompt access to insurance products, submission of insurance claims, and management of insurance policies through mobile applications and insurers' web platforms. The implementation of these solutions contributes to a qualitative improvement in interaction with consumers of insurance services and ensures a more efficient allocation of the insurer's resources.

Claims settlement	Automation of the claims settlement process and optimisation of this area of the insurer's operations based on the implementation of smart contracts.
Risk minimisation	The use of Big Data technology in insurance enables the effective accumulation and processing of a large volume of information related to interactions with policyholders. Through the analysis of available data, insurers are able to identify signs of fraudulent schemes, optimise risk management, and detect weaknesses in the organisation of core operations.

Source: systematised by the author based on sources ^{5,6,7}

Artificial intelligence is a driver of the transformation of the insurance sector, which has gradually been integrated into a wide range of processes, starting from improving operational efficiency and expanding its penetration into the business models of insurance companies, encompassing both the preventive function of insurance and the development of new insurance offerings. AI-oriented InsurTech companies attracted USD 1.31 billion in the fourth quarter of 2025, according to the Global InsurTech Report ⁸.

The geographical location of InsurTech players and the characteristics of the regulatory environment are among the qualifying factors for measuring the degree of penetration of innovative AI systems into insurance market processes. Thus, in EU countries, artificial intelligence systems have become widespread in improving back-office operations, while in the United States AI systems are integrated at all stages of insurance service provision.

According to The Ukrainian fintech catalog ⁹, among the surveyed Ukrainian FinTech companies, 90% of respondents identified artificial intelligence as a key driver of the development of the Ukrainian financial market, ranking second only to the prevalence of API-based solutions among market participants. This trend is supported by global practices of the

⁵ Polchanov A., Halatiuk K. Insurtech innovations and telematics as «drivers» of change in the insurance industry. *Economics, Management and Administration*. 2025. № 4 (110). P. 86-93. URL: [https://doi.org/10.26642/ema-2024-4\(110\)-86-93](https://doi.org/10.26642/ema-2024-4(110)-86-93)

⁶ Karnaushenko A.S. Efficiency of implementation of blockchain technology in the insurance field. *Electronic scientific journal "Efektyvna ekonomika"*. 2022. № 11. URL: <https://nayka.com.ua/index.php/ee/article/view/739/747>

⁷ Shchur R., Plets I., Kokhan I. Development of InsurTech as a driver of innovation in the insurance sector. *Electronic scientific journal "Efektyvna ekonomika"*. 2025. № 10. URL: <https://www.nayka.com.ua/index.php/ee/article/view/7782/7912>

⁸ Global InsurTech Report for Q4 2025. URL: <https://www.ajg.com/gallagherre/-/media/files/gallagher/gallagherre/news-and-insights/2026/february/global-insurtech-report-q4.pdf>

⁹ The Ukrainian fintech catalog. Ukrainian association of fintech and innovation companies 2025. URL: https://drive.google.com/file/d/1OrjB-hqKNsgIpSb1Yyf1Jl-fv11O11_G/view

dissemination of artificial intelligence technologies in business processes, as evidenced by McKinsey research (Table 2).

Table 2

Share of respondents in the McKinsey study using artificial intelligence in at least one business function

Period	2017	2018	2019	2020	2021	2022	2023	2024	2025
Share of respondents using AI technology in business processes	20%	47%	58%	50%	56%	50%	55%	78%	88%

source: systematised by the author based on source ¹⁰

Thus, according to the McKinsey study, there is an increase in the level of AI adoption in business processes, which is reflected in the rise in the share of respondents from 78% to 88%.

However, it is also appropriate to draw attention to the risks associated with the spread of AI technologies in the insurance segment. The innovative renewal of the insurance sector in Ukraine through the use of artificial intelligence technologies should take into account a number of risks related to their practical application in insurance activities (Fig. 1).

Practical cases from developed economic systems demonstrate that one of the ways to minimise the identified range of risks, summarised in Fig. 1, is the development of specialised insurance products designed to cover potential costs arising from the use of artificial intelligence systems in insurance activities.

This type of insurance policy makes it possible to cover losses arising from erroneous calculation results, data distortion, and legal risks in the context of the incorrect use of technological tools.

In accordance with forecasts by the Deloitte Centre for Financial Services¹¹, by 2032 the expected volume of insurance premiums in the segment of

¹⁰ The state of AI in 2025: Agents, innovation, and transformation. McKinsey. 2025. URL: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai/#/>

¹¹ A burgeoning “AI-generated” market: Insurance safeguards against AI risk. Deloitte. URL: <https://www.deloitte.com/us/en/insights/deloitte-insights-magazine/issue-33/ai-insurance-ai-risk.html>

insurance against risks related to artificial intelligence will amount to approximately USD 4.7 billion, taking into account an estimated annual growth rate of premiums at the level of 80% (Table 3).

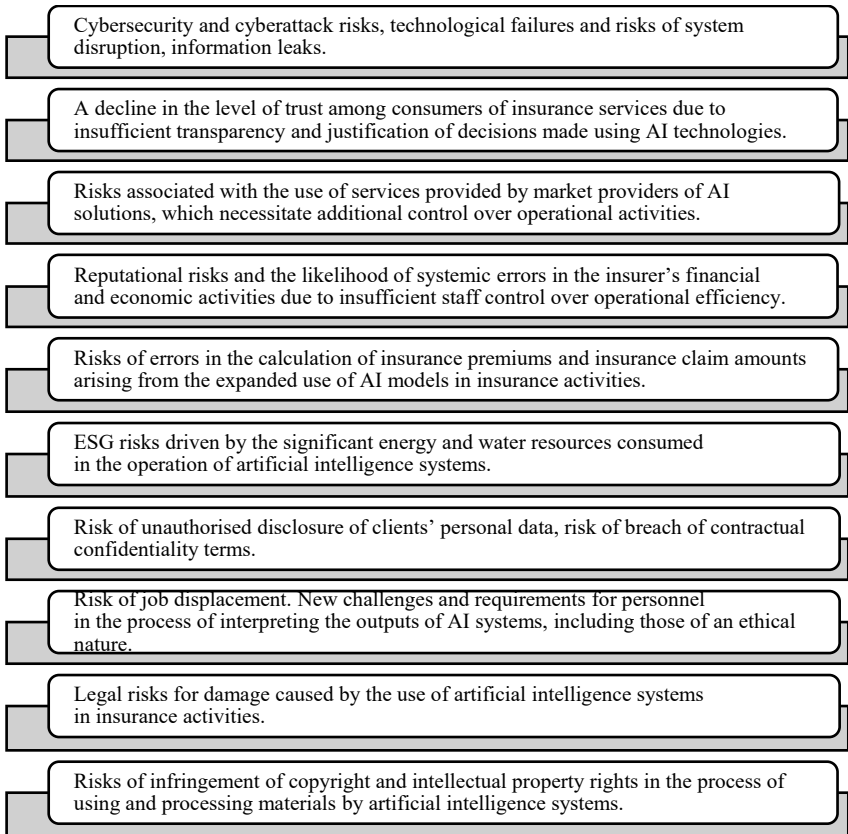


Figure 1. Risks associated with the spread of AI technologies in the insurance segment

Source: compiled by the author based on source ^{12, 13}

¹² Global Insurance Market Report (GIMAR). December 2025. International Association of Insurance Supervisors. URL: <https://www.iais.org/uploads/2025/12/Global-Insurance-Market-Report-2025.pdf>

¹³ Gen AI Risks for Businesses: Exploring the role for insurance. Geneva Association. 2025. URL: https://www.genevaassociation.org/sites/default/files/2025-10/gen_ai_report_0110.pdf

Table 3

**Forecast values of insurance premiums
in the global insurance segment related to risks associated
with the use of artificial intelligence technologies**

Period	2024	2025	2026	2027	2028	2029	2030	2031	2032
Volume of insurance premiums worldwide, USD billion	0,04	0,08	0,14	0,25	0,45	0,81	1,47	2,65	4,77

The presented growth outlook for the insurance services market correlates with the key risks identified by the World Economic Forum over a two-year and ten-year horizon, according to The Global Risks Report 2025¹⁴. The risk of negative consequences from the use of AI technologies ranks sixth among the TOP-10 most severe global risks in the ten-year long-term forecast. In the short-term two-year perspective, according to expert assessment by the World Economic Forum, misinformation and the spread of false information constitute the most critical risk, which is closely related to the consequences of the proliferation of artificial intelligence technologies.

However, despite the significant range of risks arising from the innovative transformation of the insurance industry, InsurTech acts as a driver of the development of a competitive environment among insurance service providers, stimulating the transformation of approaches to operational management, financing the implementation of innovative technologies, and ensuring the development of new insurance offerings.

The structure of investment across key InsurTech segments in the global market, which attracted total investments of USD 60.9 billion in 2025 according to the Global InsurTech Report for Q4 2025, can be presented as follows:

- 1) Life insurance, accident insurance, and health insurance – 42 %;
- 2) Auto insurance – 21 %;
- 3) Property insurance – 21 %;
- 4) Business risk insurance – 16 %.

The L&H segment (Life & Health – life and health insurance) has demonstrated a transition from gradual development to the rapid implementation of advanced technological solutions specifically based on the

¹⁴ The Global Risks Report 2025. 20th Edition. Insight Report. World Economic Forum. URL: https://reports.weforum.org/docs/WEF_Global_Risks_Report_2025.pdf

deployment of AI systems, which create a foundation for continuous and dynamic risk assessment in real time and enable the formation of personalised profiles, gradually moving away from traditional models based on demographic assumptions. The pace of integration of these innovations into Ukrainian practice may be slowed by a number of factors: technological barriers related to the compatibility of artificial intelligence systems with insurers' information systems; the need to improve analytical approaches to insurance assessment and underwriting in the context of ensuring the protection of personal data of insurance service consumers in line with updated regulatory requirements; and the high cost of technological modernisation and maintenance of artificial intelligence systems¹⁵. Global experience demonstrates that significant expenditures on the innovative transformation of processes lead to an increase in the number of InsurTech providers that consider the possibility of selling their companies in the near future due to the long investment payback period.

A promising vector for the development of InsurTech in Ukraine, which can be adapted to the needs of both the insurance and banking sectors, is investment in quantum computing, which will enable more accurate actuarial calculations, accelerated analytical data processing, and an improved approach to insurance portfolio and reserve management.

The range of insurance products developed by Ukrainian insurers has the potential for scaling, meeting European standards of the insurance business. In particular, uniquely developed intellectual property and innovative insurance products, especially in motor insurance, created by Ukrainian providers constitute objects for technology transfer and the export of insurance solutions to foreign markets. However, the recovery of the sector in the post-war context will require the adaptation of market products in accordance with the existence of secondary war-related risks that will affect both businesses and society. The Ukrainian Association of Humanitarian Demining provides statistics indicating that 128 thousand km² of land and 14 thousand km² of water area are potentially hazardous and require demining in the long term, which, according to expert estimates, will take approximately 30 years¹⁶. Thus, the property and life insurance segments will require transformation in order to ensure insurance protection against mine explosions, which pose risks of damage to property, health, and the working capacity of citizens.

¹⁵ Volosovych S.V., Gumynska M.V. Artificial intelligence in the market of insurance services. *Economy and Society*. 2024. № 70. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/5434>

¹⁶ The Ukrainian Association of Humanitarian Demining. URL: <https://demingua.com/>

The Internet of Things (IoT) has significant development potential in the Ukrainian insurance market through the expansion of the use of devices and sensors that enable the real-time collection of extensive analytical data for adjusting approaches to pricing, risk assessment, and the personalisation of insurance services. Currently, the use of IoT technology is concentrated mainly in the segments of motor insurance and property insurance. However, it is appropriate to improve approaches to the provision of life insurance services using this innovation, as life insurance will require a revision of mechanisms in the context of both demographic changes in Ukraine and emerging medical technologies. At present, a key barrier to the expanded use of the Internet of Things in the insurance industry is the relatively high demand for investment resources required for their integration into insurers' business processes. Therefore, one of the needs of the insurance market during the post-war recovery period is the creation of favourable taxation conditions for insurance companies that will expand the range of investment decisions for the development of insurance activities, as well as facilitate the redistribution of investment resources within the financial system.

In the opinion of Zhytar M.O., the issue of revising the mechanism for the payment of guarantee contributions to the MTSBU is relevant, which would allow insurers' funds to be partially released for their subsequent allocation to compensation for losses suffered by victims¹⁷.

Thus, the development of FinTech in the insurance segment requires the adaptation of best practices of the global industry, as well as flexibility in the approaches of insurance market participants to the implementation of innovations under conditions of economic turbulence, which highlights the importance of financing the innovative transformation of insurers. According to expert assessments presented in the KPMG report, one of the dominant trends in the InsurTech market in 2026 is expected to be an increase in the number of business sale transactions due to a shortage of financial resources required to ensure the competitiveness of market participants and to meet high regulatory requirements, which calls into question the profitability and payback of operations.

¹⁷ Zhytar M.O. Development trends of the insurance market of Ukraine under the conditions of marital state. *Economy and Society*. 2024. № 61. URL: <https://doi.org/10.32782/2524-0072/2024-61-24>

12.3. Cybersecurity in the FinTech Sector: Global Threats, Investment Trends, the Role of Artificial Intelligence in Ensuring Financial Resilience, and Adaptation to the Ukrainian Context

One of the leading and rapidly growing segments of the FinTech market is the development of innovation-active players focused on providing cybersecurity services. Current requirements dictate the need to enhance the protection of personal data by all participants in the financial system, as the digitalisation of the financial sector has led to an increase in cyber risks, the consequences of which include breaches of the integrity and security of financial information. With the development of financial services and digital platforms, the intensity and complexity of cyberattacks are increasing, which necessitates the formation of effective information protection mechanisms. Cybercriminals continuously evolve their toolkit, enhancing the sophistication and technological complexity of cyberattacks, relying on vulnerabilities in innovative financial technologies and advanced digital solutions. Among the targets of large-scale hacking attacks in recent years are financial service providers, cryptocurrency platforms, credit bureaus, and FinTech companies¹⁸.

Among the specific risks currently faced by financial service providers are imperfect agreements on information exchange between participants in the financial market, an insufficient level of record anonymity, internal data leaks, misconfigurations of cloud resources, vulnerabilities in application programming interfaces (APIs), etc. Among the key systemic risks associated with the external environment, it is appropriate to include phishing attacks, breaches of security protocols by third-party providers or partners, malware attacks, remote installation of spyware, DDoS attacks, ransomware, etc. Therefore, an increasing share of investments is directed towards the development of solutions aimed at enhancing cybersecurity and protection against personal data leakage risks, as well as ensuring an adequate level of internal information security on the path towards a stable digital economy.

Figure 2 presents a systematised list of the most common cyber threats currently faced by the global FinTech sector.

The considered set of cyber threats ultimately undermines the trust of consumers of financial services due to uncertainty regarding the confidentiality of personal data and financial information, which brings to the forefront the

¹⁸ FinSec: An emerging equation between FinTech and cybersecurity. PwC. 2025. URL: <https://www.pwc.in/assets/pdfs/fin-sec-an-emerging-equation-between-fin-tech-and-cybersecurity.pdf>

issue of financing solutions to ensure an adequate level of cybersecurity for participants in the financial system.

According to the KPMG report, in 2025 the volume of investments in the market of FinTech start-ups focused on cybersecurity reached USD 700 million, corresponding to 72 deals.

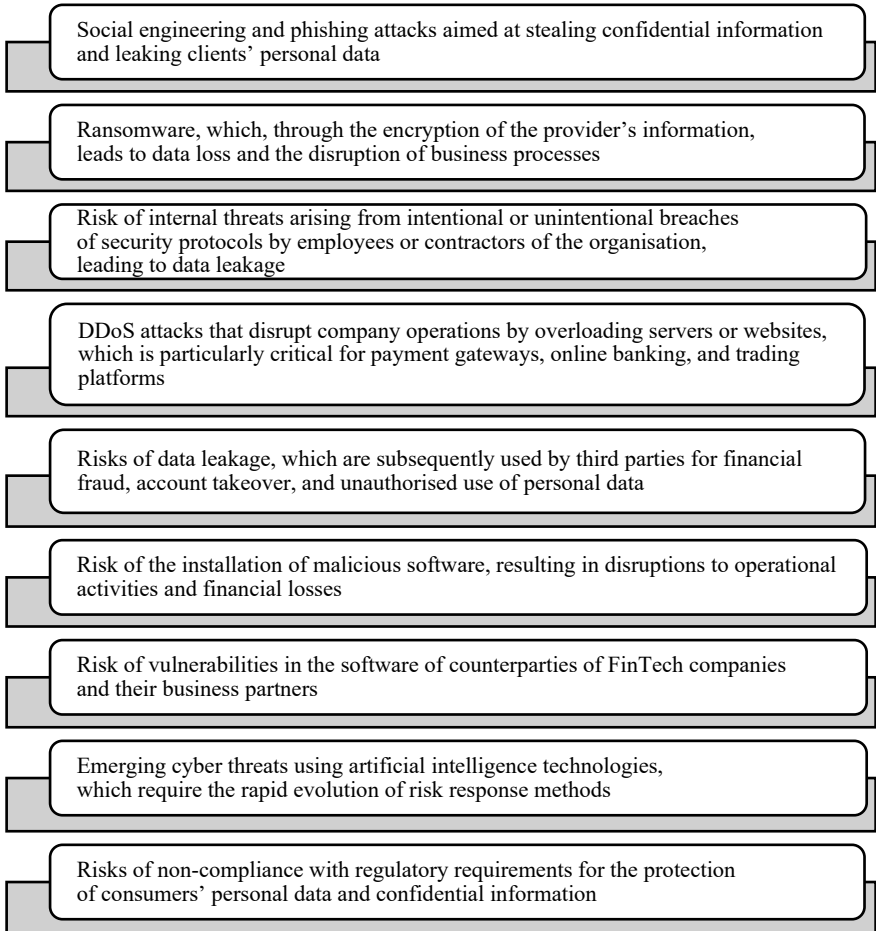


Figure 2. Cyber threats in the FinTech sector

Among the priority areas that have received the largest share of venture financing, it is possible to highlight digital identity, data management and security, the implementation of automated and agent-based AI solutions, and AI security. The development of these areas is critically important, as gaps in the cybersecurity of financial institutions, on the one hand, threaten financial losses, and on the other, increase reputational risks against the backdrop of declining customer trust¹⁹. A likely scenario is the application of regulatory sanctions in the event of data breaches, as the European Union operates under the General Data Protection Regulation (GDPR), which establishes at the legislative level the requirements for the liability of entities whose activities are directly related to the accumulation of consumer data.

Among the trends in the FinTech cybersecurity sector in 2025, it is appropriate to highlight:

1) Mergers and acquisitions processes in the market, leading to the strengthening of the positions of leading companies, whose main objective is the diversification of their service portfolios. A significant increase in demand from major players for the acquisition of innovative start-ups to reinforce their market position.

2) A focus on data security and data management as a necessary response to the rapid integration of AI technologies into all spheres of the economic system, which entails a number of risks for data reliability, proper processing, and storage.

3) Transformation of market conditions towards a high concentration of small innovative companies oriented towards meeting demand for highly specialised technological products.

4) A focus of venture investors at the current stage of market development primarily on exit strategies and the adoption of a wait-and-see approach regarding the outcomes of M&A deals.

5) Significant demand from participants in the banking system for the renewal of approaches to ensuring cybersecurity, timely identification of cyber threats, and the implementation of agent-based AI solutions.

6) Strengthening of the positions of financial institutions in countering cyber threats based on a deep transformation of internal processes to ensure an adequate level of protection of data and financial information. For example, among systemically important commercial banks in the global financial market, a trend towards the use of agent-based AI solutions has emerged.

¹⁹ Sathe A.K., Shelke K.N., Shelke S.S., Shelke V.V. Cybersecurity Challenges in Fintech: Ensuring Data Privacy in a Digital Economy. *International Journal of Social Impact*. 2025. № 10(3). P. 772-783. URL: <https://ijsi.in/wp-content/uploads/2025/09/18.02.084.2025100.pdf>

A promising vector for the development of FinTech in the cybersecurity segment in 2026 is the further penetration of artificial intelligence technologies into data protection mechanisms, the expansion of the implementation of agent-based AI solutions by financial institutions, the automation of a wide range of processes related to data management and protection by providers, and a focus on measurable outcomes in the cybersecurity services segment.

The task of protection against cyber risks is undoubtedly relevant for the Ukrainian FinTech segment due to their continuous transformation under conditions of increasing volumes of online transactions and remote payments by Ukrainians as a result of forced migration.

Incidents of cyber espionage and cyberterrorism pose a significant threat to the country's economic system, as they are aimed at disrupting the efficiency of economic interactions between participants in the financial system, as well as exacerbating social tensions²⁰. In turn, the conditions of martial law dictate the need to ensure a high level of cybersecurity protection against external threats, as information attacks by the aggressor state are aimed at disrupting the provision of services by providers alongside the loss of confidential data. Thus, the expansion of the scope of operation of Ukrainian FinTech companies in the cybersecurity segment, taking into account best global practices, is a pressing need of the present time.

12.4. Digital Assets in the FinTech Ecosystem: Investment Trends, Regulatory Transformations, and Development Prospects in Ukraine

The digital assets segment is among the top three largest areas of FinTech by investment volume in the global financial market in 2025, according to Finch Capital. Assessing investment activity in the market, it can be stated that there was a significant breakthrough in investment volumes in 2025 compared to 2023–2024, amounting to USD 19.1 billion across 1,199 deals in the reporting year, according to the KPMG report.

The qualifying factors for the increase in investment volumes in the digital assets sector in the global market include:

1) The improvement of the regulatory and legal framework governing the circulation of digital assets, which contributes to the formation of a coherent ecosystem. A gradual shift away from overlapping regulatory regimes towards the establishment of clear regulatory frameworks for all market participants.

²⁰ Kolosovskiy Ye.Iu., Kruts E.M. The current state of cyber security in Ukraine in the languages of the war period. *Juridical scientific and electronic journal*. 2023. № 12. P. 402-205. URL: https://lsej.org.ua/12_2023/100.pdf

Undoubtedly, the leading innovative role in the structural transformation of the digital assets segment belongs to the Government of the United States, which is focused on promoting a set of developed national standards for the industry at the international level²¹. In 2025, the GENIUS Act (Guiding and Establishing National Innovation for U.S. Stablecoins Act) was adopted in the United States, creating favourable conditions for the regulated and dynamic development of the crypto-asset market.

According to the results of the Global Cryptocurrency Adoption Index for 2025, Ukraine ranks 8th among 151 countries, while the United States ranks 2nd among the countries included in the ranking. A country's position in the ranking is determined by a set of qualifying factors, including transaction volume, overall user activity, and the activity of institutional participants. When adjusting the index for population size, Ukraine ranks 1st among the Top 20 countries in the Global Cryptocurrency Adoption Index for 2025, which indicates a high level of crypto-asset usage relative to population size²².

It should be emphasised that within the Ukrainian regulatory and legal framework, the Law of Ukraine "On Virtual Assets" No. 2074-IX²³, adopted by the Verkhovna Rada of Ukraine on 17 February 2022, has not yet entered into force, as it required clarification of provisions in the Tax Code of Ukraine regarding the regulation of the specifics of taxation of transactions involving virtual assets. The Draft Law on Amendments to the Tax Code of Ukraine and Certain Other Legislative Acts of Ukraine on the Regulation of the Circulation of Virtual Assets in Ukraine No. 10225-d dated 24 April 2025 is still at the stage of discussion.

At present, the improvement of the Ukrainian regulatory and legal framework in the segment of monitoring the circulation of virtual assets is critically important for ensuring a transparent financial market, fostering the development of the digital economy, and establishing a favourable investment climate. Current legal innovations will create the preconditions for mitigating the likelihood of tax violations or instances of double taxation. Undoubtedly, in the context of European integration and the globalisation of the national financial market, there is an urgent need to study best international practices to

²¹ Digital Assets Year in Review 2025. URL: https://www.troutman.com/wp-content/uploads/2026/02/Troutman_DigitalAssets_2025YearinReviewFNL.pdf?1770258153

²² The 2025 Global Adoption Index: India and the United States Lead Cryptocurrency Adoption. Chainalysis. 2025. URL: <https://www.chainalysis.com/blog/2025-global-crypto-adoption-index/>

²³ Про віртуальні активи : Закон України від 17.02.2022 р. № 2074-IX. URL: <https://zakon.rada.gov.ua/laws/show/2074-20#Text>

improve the functioning mechanism of the Ukrainian crypto-assets segment. The implementation of generally accepted international standards and the harmonisation of legal norms with the European regulatory environment will serve as one of the foundations for the post-war reconstruction of the Ukrainian economy based on the principles of digitalisation and innovative transformation.

Based on the study of a number of academic sources devoted to improving the regulatory aspects of the cryptocurrency market, a set of recommendations for updating the Ukrainian regulatory and legal framework can be formulated (Fig. 3).

The alignment of national regulatory frameworks governing the virtual assets segment with the European MiCAR (Markets in Crypto-Assets Regulation) is one of the starting points for the liberalisation of the Ukrainian legislative framework, which will ensure the protection of investors' rights, transparency of the market environment, minimise the risks of the use of digital assets in the shadow economy, contribute to the stability of the financial system, and foster the formation of an innovation-oriented environment in the FinTech sector²⁴. It is also a relevant task to develop cryptocurrency insurance services, which may act as a driver of industry growth given the high level of risks related to cyberattacks and fraud, provided that the regulatory framework is properly established in advance.

In our view, the implementation of the proposed set of measures will contribute to the integration of an adaptive system for regulating the cryptocurrency market into the existing national regulatory and legal environment in correlation with the established monitoring standards for this segment of the financial market within international practice.

2) Growth in investment interest in the advantages of using stablecoins, which expand the understanding of forms of payment instruments, international money transfers, approaches to the formation of international reserves, as well as alternative means of value storage.

²⁴ Kryvenko K.O. Prospects for the legal regulation of the circulation of virtual assets in Ukraine in the context of European integration. *Uzhhorod National University Herald Series Law*. 2026. № 93(3). P. 166-172. URL: <https://visnyk-pravo.uzhnu.edu.ua/article/view/354771/340863>

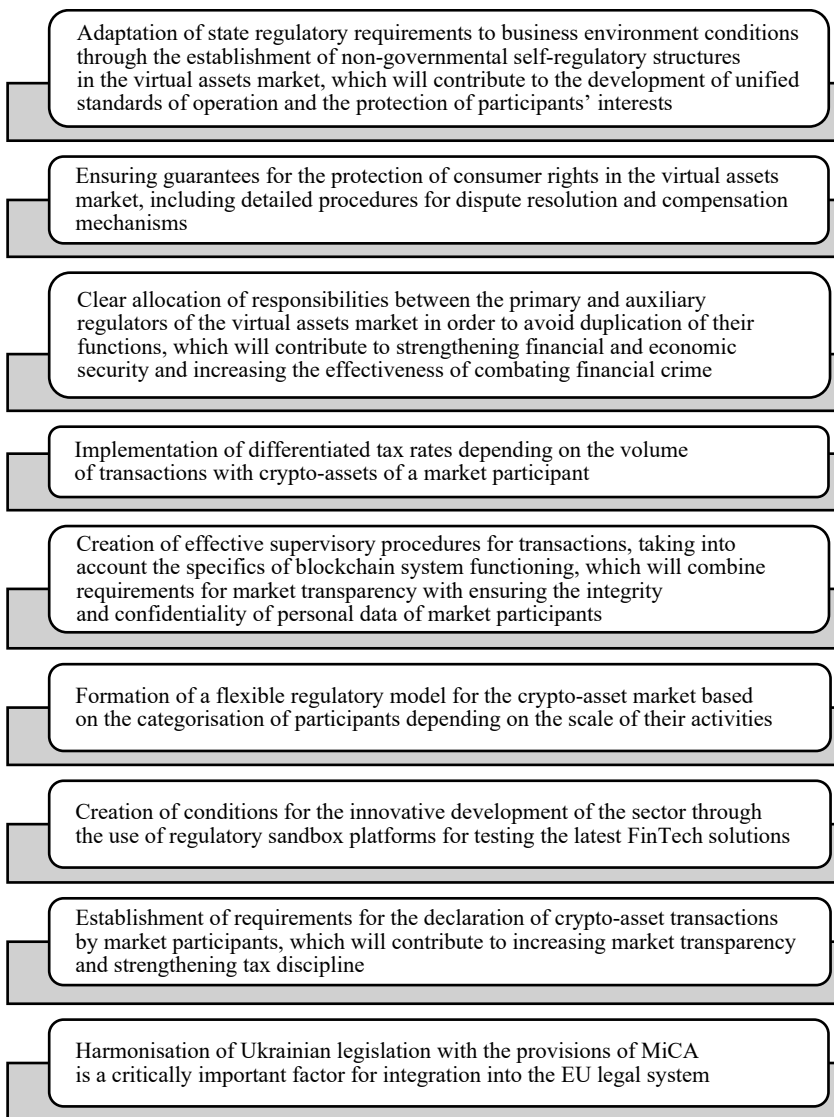


Figure 3. Directions for improving the regulatory and legal framework for the regulation of the cryptocurrency market

Stablecoins combine the strengths of traditional financial instruments with the innovative capabilities of blockchain technology, ensuring low volatility risks of market prices and a clear mechanism for exchange with traditional assets, which strengthens their position in the financial ecosystem²⁵. User choice of stablecoins is driven by their simplicity and functional accessibility of use, as well as by the wide range of their types: fiat-backed, commodity-backed, crypto-backed, and algorithmic²⁶.

3) Expansion of the range of financial intermediaries, in particular commercial banks, involved in interaction with this class of assets. Thus, one of the leading trends in the global FinTech market is the issuance by banking institutions of their own products in the field of digital assets in order to increase their share in the digital assets ecosystem.

Thus, Ukraine currently faces the task of adapting best global practices in the field of digital assets to domestic realities, which, firstly, involves aligning the regulatory and legal framework with international standards. Secondly, the timely updating of legislative provisions in the context of innovations in the digital assets market, which involves the implementation of instruments aimed at ensuring dynamic growth under conditions of post-war economic development in Ukraine. Thirdly, the central issue should be the protection of consumer interests in the virtual assets market in order to create an appropriate level of public trust in FinTech innovations. Fourthly, the priority integration into the digital economic space of those types of assets capable of contributing to the revenue side of the budget through transparent tax payments. Fifthly, the development of digital assets market infrastructure, which involves taking into account the position of professional participants in market development through the establishment of relevant self-regulatory organisations (SROs), which will enable the building of effective dialogue with public regulatory authorities.

²⁵ Puhach Yu.V. (2024). From risks to opportunities: stablecoins as an innovative financial instrument. *Scientific notes of Taurida National V.I. Vernadsky University Series: Economy and Management*. 2024. Vol. 35 (74). № 4. P. 38-44. URL: https://www.econ.vernadskyjournals.in.ua/journals/2024/35_74_4/9.pdf

²⁶ Krykhivska N.O., Romashko O.M., Grebeniuk N.V., Markiv M.M. Peculiarities of cryptocurrency circulation and fiscal aspects of crypto transactions: an overview of domestic and foreign practices. *The Problems of Economy*. 2025. № 1(63). P. 317-325. URL: https://www.problecon.com/export_pdf/problems-of-economy-2025-1_0-pages-317_325.pdf

12.5. RegTech as a Vector of Financial Sector Transformation: Global Trends, Institutional Challenges, and Development Prospects in Ukraine

Under conditions of uncertainty of the challenges facing the economic system and a wide range of risks with which both financial institutions and businesses constantly interact, the RegTech segment becomes particularly relevant as one of the vectors of FinTech that enables the financial sector to reach a qualitatively new level in terms of resilience to risks and compliance with benchmarks within the regulatory environment.

According to «Green paper on development of regulatory in Ukraine's financial market»²⁷, the main factors driving the dynamic development of RegTech include:

A) the expansion of the range of innovative financial products by financial intermediaries;

B) the increase in both the pace of provision of financial services and the complexity of financial operations at the same time;

C) the growth of data volumes, in particular financial data, which require real-time processing;

D) the expansion of the range of benchmarks established by regulators for financial institutions in order to ensure the stability of the financial system under conditions of turbulence and volatility of economic conditions and preparedness for such conditions;

E) the increase in the intensity and complexity of cyberattacks, which require timely identification and management of cyber risks;

F) the need to ensure a rapid response of the banking system and non-bank financial intermediaries to the risks associated with martial law conditions.

The conceptual structure of RegTech, detailing its directions, areas of application, and technological foundation, is presented in Fig. 4.

International practice presents RegTech solutions primarily in the form of dedicated software systems, services of professional FinTech market participants, consulting for financial institutions or businesses, and Managed Services.

²⁷ Green paper on development of regulatory in Ukraine's financial market. National Bank of Ukraine. 2025. URL: https://bank.gov.ua/admin_uploads/article/Zelena_knyga_2025_fin.pdf?v=16

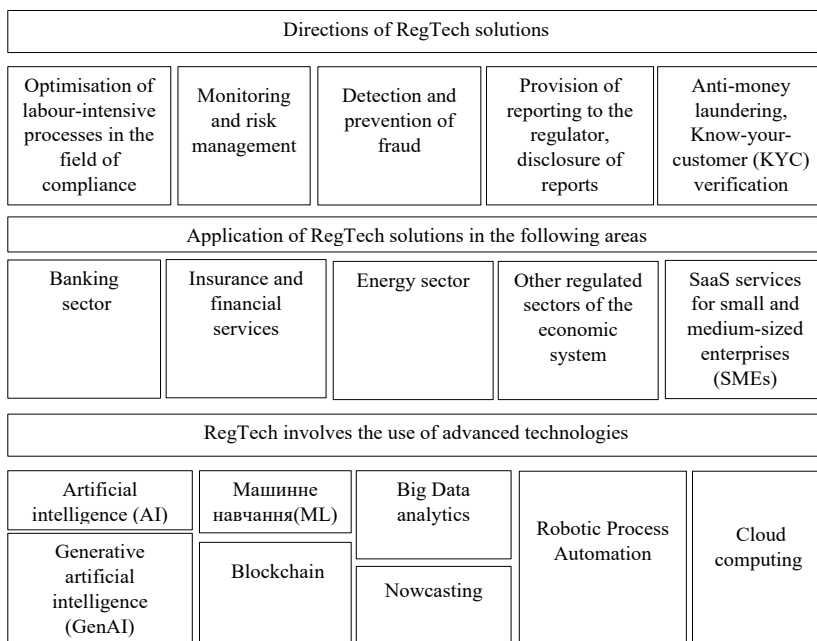


Figure 4. Conceptual structure of RegTech: directions, areas of application, and technological foundation

The need for RegTech services is essential for entities in both the financial and non-financial sectors of the economy, driven by the complexity of translating regulatory requirements into clear and understandable procedures for all functional units. The identified range of operational risks may arise as a result of business scaling, expansion of product lines, technological modernisation, growth in the number of consumers of goods and services, etc.

Key global RegTech trends include the expansion of the use of artificial intelligence systems for forecasting a range of analytical patterns, the application of blockchain technologies for transparent accounting across a wide range of participants at the micro level of the financial system, and the creation of favourable regulatory environments for the experimental implementation of innovations. One of the leading global trends in the RegTech segment is the implementation by commercial banks of their own tools based on artificial intelligence technologies to ensure a high level of compliance and risk management, which serves as a vector for improving operational efficiency in the

sector. However, despite the significant focus on process automation, the human factor should remain “in the loop” (human-in-the-loop), performing monitoring of the outcomes of AI technologies, with a focus on the correctness and substantive adequacy of their results for informed managerial decision-making²⁸.

According to the KPMG report, in 2025 the volume of investments in the RegTech segment amounted to USD 4.9 billion. According to industry experts, the global RegTech market is expected to grow annually within the range of 17.5%–22.5% approximately until 2032²⁹. Among the qualifying factors driving the growth of the RegTech segment are the increasing pace of digitalisation of the financial sector, the tightening of prudential requirements for professional market participants, and the growth of investments in innovative technological upgrades of operations aimed at ensuring an adequate level of protection against financial fraud. Among the current barriers to the development of RegTech, it is appropriate to highlight the high cost of implementing innovations and issues related to financing, which are relevant for both the Ukrainian and global markets. Foreign scholars emphasise that investments in RegTech usually involve large-scale improvements in data collection and processing processes, as well as the updating of approaches to the information support of an entity’s activities³⁰. According to the results of a survey of Ukrainian FinTech market experts in 2025³¹, the lack of funding is one of the most important issues facing the sector, as well as the problem of financial support for FinTech start-ups. Therefore, in the RegTech sphere, a significant share of venture projects remain niche players with a narrow service profile. In addition, uncertainty in the regulatory environment regarding ESG requirements constitutes an additional barrier to scaling activities in the RegTech segment.

According to the results of the review of the Catalogue of FinTech Companies of Ukraine in 2025, the RegTech sector is expanding and accounts

²⁸ Azzutti A., Cummins M., MacNeil I., Otioma C. Simplifying Compliance: the role of AI and RegTech. Discussion Paper. University of Glasgow and University of Strathclyde. 2025. URL: <https://doi.org/10.36399/gla.pubs.351604>

²⁹ Regtech Global Market Insights 2025. Analysis and forecast to 2030 by market participants, regions, technology, application, product type. 115 p. URL: https://www.researchandmarkets.com/reports/6036758/regtech-global-market-insights-analysis?srsId=AfmBOorwr-CKvn_6UrBlx3WUuTpKevOL7B11yAXcKxozl-sqLaQKJabN#product-description

³⁰ Charoenwong B., Kowaleski Z.T., Kwan A., Sutherland A.G. RegTech: Technology-driven compliance and its effects on profitability, operations, and market structure. *Journal of Financial Economics*. Vol. 154. 2024. URL: <https://doi.org/10.1016/j.jfineco.2024.103792>

³¹ Fintech trends 2025. Ukrainian Association of FinTech and Innovation Companies. URL: https://fintechua.org/fintech_trends_2025

for 8% of the FinTech market in the reporting year compared to 6% in 2024. A significant impetus for the development of the Ukrainian RegTech segment was the adoption of the Green paper on development of regulatory in Ukraine's financial market, which highlighted the key stimulating role of the regulator in creating conditions for the development of the FinTech ecosystem, involving cooperation with RegTech providers in order to form a shared vision of transformational processes. Summarising the directions for improving the RegTech segment, the following blocks can be identified:

1) Standardisation and unification of approaches to RegTech procedures based on the development of guidelines, recommendations, the formation of joint RegTech approaches together with market participants, and their testing.

2) Development of professional associations of market participants aimed at promoting RegTech procedures, conducting educational activities, and improving the overall quality of service provision.

3) Development of the RegTech market infrastructure based on the advancement of marketplaces for APIs and API platforms in order to gradually improve the quality of provided solutions.

4) Improvement of the institutional environment of the RegTech market based on the functioning of regulatory sandboxes.

Regulatory sandboxes create conditions for testing and piloting innovative RegTech solutions by market participants under the coordination of the regulator, identifying strengths and weaknesses prior to wide market implementation. Such cooperation contributes to the development of progressive practices for the integration of innovations³².

5) Strengthening monitoring of the effectiveness of the development of the RegTech segment with a view to evaluating a set of benchmarks that will provide an understanding of the objective situation in the sector and the need for its timely adjustment.

In our view, it is appropriate for the national regulator to take into account the need to harmonise RegTech procedures and standards with international practice when developing the "White Paper", as differences in regulatory aspects constitute a significant barrier to the scaling of services by market participants.

The issue of promoting the RegTech segment is one of the central ones given the insufficient level of financial awareness among its potential users regarding the benefits of implementing such procedures both at the global financial market level and at the national level. It is important to increase the

³² Dziawgo T. Regulatory Technology (Reg Tech) as an Enhancement of Compliance Processes in Financial Institutions. *Copernican Journal of Finance & Accounting*. Online. 2025. Vol. 14. № 2. P. 27-43. URL: <https://apcz.umk.pl/CJFA/article/view/66584>

level of awareness among financial market participants about both possible RegTech solutions and the economic benefits of their implementation. Relevant in this context is also the issue of developing appropriate digital competencies among the personnel of entities that implement RegTech solutions at the micro level. Thus, the improvement of RegTech solutions in the long term creates favourable conditions for the development of digital finance and contributes to increasing the overall level of financial inclusion as a result of overcoming resistance to change among providers and the widespread implementation of innovative technologies not only by financial intermediaries but also by consumers in the real sector of the economy.

The conducted review of global experience and Ukrainian practice in the development of the RegTech segment makes it possible to provide a systematisation of current challenges and potential opportunities for the development of this segment of the FinTech market in Table 4.

Table 4

**Current challenges and potential opportunities
for the implementation of RegTech solutions**

Challenges		Opportunities	
High implementation costs	Lack of unified standards in the institutional environment at the macro level	Processing of large volumes of information	Enhancement of the quality of customer experience
Risks of information leakage and unauthorised access to data	Issues of technological compatibility with existing infrastructure	Improvement of the quality of risk management	Increase in economic efficiency
Resistance to change within the organisation	Probability of technological failures	Enhancement of the transparency and structure of reporting	Automation of compliance monitoring

Source: compiled by the author based on source ^{33, 34}

Although the implementation of RegTech is accompanied by certain challenges, such as the lack of unified approaches to standardisation, organisational resistance to innovation, and cyber threats, its adoption

³³ Jadhav J.L. An empirical study on Regulatory Technology (RegTech). *SSRN Electronic Journal*. 2023. URL: <http://dx.doi.org/10.2139/ssrn.4483816>

³⁴ Golzarjannat A., Gustafsson R. Regulatory technologies for enhancing sustainability compliance: a multivocal literature review. *Journal of Financial Regulation and Compliance*. 2025. URL: <https://doi.org/10.1108/JFRC-04-2025-0074>

demonstrates significant potential for addressing a wide range of issues related to improving risk management, enhancing customer service, and increasing the operational efficiency of processes.

12.6. Global Experience of the Digital Transformation of Wealth Management. WealthTech in the Ukrainian Financial Market: Barriers to Development and Opportunities for the Digitalisation of Investment Activities

WealthTech enables the renewal of conceptual approaches to investment decision-making and wealth management based on advanced technologies that allow for the automation and digitalisation of a set of processes, thereby expanding the accessibility of financial services for consumers in the investment advisory segment. A significant driver of development for the WealthTech segment has been innovative technologies:

A) Artificial intelligence, machine learning, and cloud computing have become widely adopted in the analysis of large volumes of financial information, the formation of analytical forecasts, and the personalisation of investment strategies, taking into account the risk resilience of financial service consumers. AI agents in the WealthTech sector enable in-depth analysis of the investment needs of financial service consumers.

B) Blockchain technology ensures increased transparency and security of investment operations.

C) The effectiveness of Big Data analytics in assessing risks within the investment environment.

D) The expansion of the functionality of digital platforms allows for the broadening of the range of financial service consumers while simultaneously reducing the minimum investment thresholds for individual investors.

E) Robo-advisors have transformed the market for financial advisory services, ensuring their accessibility to a wide range of investors. Based on the analysis of a set of investor characteristics, including their tolerance for investment risk, the size of investment capital, investment planning horizon, and expected financial return benchmarks of the investment portfolio, personalised investment solutions are offered.

Among the key tasks that have been improved with the development of the WealthTech segment are investment portfolio management, financial flow planning, optimisation of reporting approaches, etc. A significant advantage of

WealthTech is real-time data processing and analytics, which ensures the efficiency and effectiveness of investment decisions ³⁵.

In the second half of 2025, a leading trend in WealthTech is the provision of highly specialised solutions in the field of investment capital management, both directly to financial service consumers and through partnerships with commercial banks, according to the KPMG report.

One of the relevant vectors for the development of the WealthTech segment is the expansion of coverage of various categories of investors based on mobile-oriented platforms: individual investors, small and medium-sized businesses, and consumers in Emerging markets ³⁶.

According to estimates by foreign experts, the WealthTech segment is expected to grow annually by 15.17% globally during the period 2025–2031, which indicates the rapid pace of its development driven by the expansion of the digitalisation of financial services.

The share of Ukrainian companies in the WealthTech segment increased by 2 percentage points in 2025 compared to 2024 and amounts to 7% in the structure of the Ukrainian FinTech market. Analysing the prospects for the development of WealthTech in Ukraine, it is appropriate to summarise the current challenges and potential opportunities for the implementation of WealthTech solutions in the investment environment in Table 5.

Table 5

Current challenges and potential opportunities for the implementation of WealthTech in the Ukrainian investment market

Challenges		Opportunities	
1	2	3	4
Low level of investment activity of Ukrainian households	Prevalence of a “cash culture” of savings among the population	Integration of automated solutions and digital service formats enables significant	Comprehensive analytical insights in real time regarding changes in market trends, the balance of the investment portfolio structure,

³⁵ Phukan L., Supradip B., Joydeep D., Debashree D., Sanyukta D. WealthTech market: evolution, segmentation, and technological transformation of modern wealth management. 2026. URL: <https://www.marketresearch.com/Arizton-v4150/Global-Wealth-Tech-Research-43335982/>

³⁶ Global Wealth Tech Market Research Report 2026-2031. Arizton Advisory and Intelligence. 2026. 200 p. URL: <https://www.marketresearch.com/Arizton-v4150/Global-Wealth-Tech-Research-43335982/>

		optimisation of operational costs	and the current range of systemic and specific risks
Lack of the necessary financial literacy skills for making investment decisions	A low share of investment expenditures in the household budget	Accessibility of investments based on WealthTech platforms for a wide range of investors	Personalisation of investment strategies based on a comprehensive analysis of the characteristics of financial service consumers
Low level of trust in financial intermediaries	Low level of financial awareness of FinTech, in particular WealthTech services	Automation of investment portfolio management, financial planning, and reporting	Security and transparency of operations within WealthTech platforms

One of the significant barriers to the spread of WealthTech is the lack of an investment culture in the Ukrainian stock market. According to the results of a survey of Ukrainians under martial law conditions³⁷, only 10.5% of respondents use the services of financial advisers when choosing a financial institution, which indicates substantial potential for the development of the WealthTech segment in the Ukrainian financial market. In our view, the low demand for advisory services is a consequence of the low level of investment activity of households, the prevalence of a “cash culture” of savings among the population, the lack of necessary financial literacy skills, the low share of investment expenditures in household budgets, and the low level of trust in financial intermediaries. A promising direction for increasing the participation of households in financial market operations is to work towards improving the level of financial literacy of the population, which is a joint task for the state and financial intermediaries. WealthTech, in turn, plays a decisive role in the development of financial inclusion, as expanding access to financial services opens new investment opportunities for various categories of the population, in particular retail investors and market participants with limited capital, ensuring their inclusion in different segments of the financial system. Thus, WealthTech

³⁷ Filyppova S.V., Kovalova O.M., Malin O.L. Analysis of the survey results of the use of financial technologies by Ukrainians before and during the war in Ukraine : Analytical research. Odesa: Odesa Polytechnic. 2023. 46 p. URL: https://economics.net.ua/files/analytics/01_UUT23_2-U.pdf

solutions contribute to expanding access to advisory services regarding the inclusion of investment instruments in investment portfolios, ensuring the involvement of a broader audience of investors in digital asset management. WealthTech acts as a driving force in rethinking processes within the global financial ecosystem, ensuring increased efficiency, reducing the cost component of implementing investment decisions, and introducing customer-oriented products.

CONCLUSIONS

The necessity of examining best international practices for the integration of innovative financial technologies into the activities of financial market participants constitutes a pressing imperative, driven by the rapid pace of digitalisation of economic processes.

The study focuses on key FinTech segments that attracted the largest volumes of investment in 2025 and are expected to demonstrate further expansion of investment activity in the near term, namely: payment technologies, InsurTech, cybersecurity, digital assets, RegTech, and WealthTech.

Among the defining global trends in the payment segment of FinTech that require adaptation in Ukraine to ensure competitive positioning within the European market are the following: the implementation of artificial intelligence tools to enhance the efficiency of operational processes within payment infrastructure; the advancement of complementary services emerging from the rapid proliferation of instant payment solutions and QR-based payment scenarios; the growing relevance of leveraging the potential of digital financial assets in the context of post-war recovery in Ukraine, which will broaden the range of financial resource sources and contribute to increased accessibility and reduced cost of capital; and the scaling of digital financial services based on agentic commerce, enabling the optimisation of complex, multifunctional processes within the interaction between financial service consumers and providers.

The development of InsurTech serves as a key driver of transformation in the insurance sector, ensuring enhanced efficiency of business processes, the personalisation of insurance products, and improved interaction with consumers through the implementation of artificial intelligence, Big Data, and blockchain technologies. At the same time, the innovative transformation of the industry is accompanied by a range of risks, including technological, regulatory, and financial ones, which necessitates the development of new insurance products and the adaptation of market mechanisms to the conditions

of the digital economy. In the Ukrainian context, the prospects for InsurTech development are associated with the adaptation of international experience, overcoming infrastructural barriers, and accounting for specific post-war risks, thereby creating opportunities for the formation of a competitive insurance market.

The development of FinTech in the cybersecurity segment acts as a key factor in ensuring the resilience of the financial system, as the increasing level of digitalisation is accompanied by a growing complexity and intensity of cyberattacks, requiring the implementation of advanced data protection technologies. Current trends in the sector are characterised by the active use of artificial intelligence, increased investment in security solutions, and the transformation of market structures; however, they are also accompanied by risks of data breaches, regulatory constraints, and financial losses. In the Ukrainian context, enhancing the level of cybersecurity becomes critically important under wartime conditions and the growth of online transactions, necessitating the adaptation of international experience and the development of an effective cybersecurity infrastructure.

The development of the digital assets market in Ukraine requires comprehensive improvement of the regulatory and legal framework in line with international standards, which will contribute to enhancing transparency, stability, and the investment attractiveness of the financial sector. At the same time, the growing role of stablecoins and the expanding participation of financial intermediaries, particularly banks, create new opportunities for the development of the FinTech ecosystem; however, they also require appropriate regulatory oversight and effective risk management. In the long term, the implementation of the proposed measures will facilitate the integration of the Ukrainian digital assets market into the global financial system, strengthen consumer trust, and support sustainable economic development in the context of post-war recovery.

The development of RegTech represents an important direction in the transformation of the financial sector, ensuring increased efficiency of compliance procedures, risk management, and adaptation to growing regulatory requirements in the context of economic digitalisation. At the same time, the sector faces a number of challenges, including high implementation costs, insufficient standardisation, and limited funding, which constrain the scaling of RegTech solutions. In the long term, the development of RegTech in Ukraine requires harmonisation with international standards, enhanced cooperation between regulators and market participants, and the improvement of digital

competencies, which will contribute to strengthening financial resilience and inclusion.

The development of WealthTech is an important factor in the transformation of investment activities, enabling improved efficiency of asset management, personalisation of investment strategies, and expanded access to financial services through the use of innovative technologies. However, the Ukrainian market faces a number of barriers, including a low level of financial literacy, low investment activity among the population, and limited trust in financial intermediaries, which hinder the scaling of WealthTech solutions. In the long term, the development of this segment requires enhancing financial awareness, improving the institutional environment, and actively integrating digital tools, which will contribute to strengthening financial inclusion and the development of the investment market in Ukraine.

SUMMARY

The scientific research under Project №2025.05/0013 «Research on the Development of FinTech Innovations for Post-War Economic Recovery in Ukraine» was carried out with funding from the grant of the President of Ukraine, provided by the National Research Foundation of Ukraine.

The study carried out a comparison of international experience in integrating innovative technologies into the FinTech segment and the features of the digitalisation of the financial sector in current Ukrainian realities. Successful cases of the implementation of innovative financial technologies in different economic systems were analysed, and proposals were provided on possible ways of their adaptation to the Ukrainian financial sector. Potential barriers to the integration of international experience in FinTech development within the national financial system were examined.

Global trends, technological changes, and prospects for the implementation of innovations in the payment services sector as a driver of FinTech development in Ukraine were analysed. Key innovations and risks of the digitalisation of the insurance market in both global and Ukrainian contexts within the field of InsurTech were identified. The issue of cybersecurity in the FinTech sector was examined, including global threats, investment trends, and the role of artificial intelligence in ensuring financial resilience and adaptation to the Ukrainian context. The problematics of digital assets in the FinTech ecosystem were analysed, including investment trends, regulatory transformations, and development prospects in Ukraine. The specifics of RegTech as a vector of financial sector transformation were identified, including global trends, institutional challenges, and development prospects in

Ukraine. An assessment of development barriers and opportunities for the digitalisation of investment activities in the context of the WealthTech segment of FinTech was conducted.

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