



ESMA webinar: Market report on Crowdfunding in the EU 2024

Economics, Financial Stability and Risk Department

ESMA webinar, 13 February 2025

ESMA50-
2085271018-4018

Contents

1. Background
2. Main results from the report

1. Background

Overview of the regulation

- [European Crowdfunding Service Providers Regulation](#) (2020/1503) covers investment-based and lending-based crowdfunding services related to business financing
- Authorised platforms under ECSPR gain the right to offer their services across the Union
- Article 14 ECSPR requires ESMA to maintain a [register](#) of providers
- ECSPR gives ESMA several policy mandates (see [technical standards](#) published in 2021 as well as [Implementing and Delegated Acts](#) published in 2022)
- Article 16 ECSPR requires ESMA to publish **aggregated annual statistics on the EU crowdfunding market**, based on the data reported to ESMA by NCAs in anonymised format

2. Draft report Results

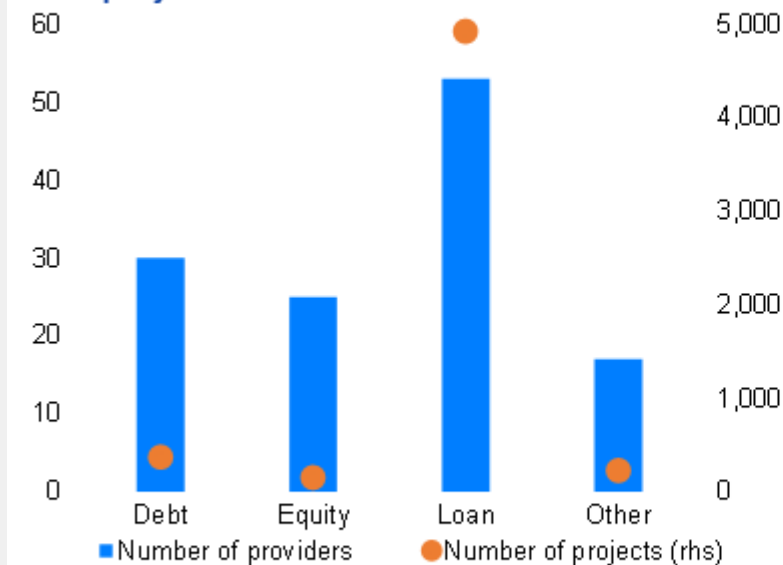
The results in the report are based on a sample of 98 providers in 17 Member States, reported to ESMA by NCAs

Analysis by funding type shows that loan-based funding predominates

Chart 1

Providers by funding type

Most projects are loan-based



Note: Number of EU crowdfunding service providers and number of projects (rhs), by type of funding, 2023. "Other" includes admitted instruments for crowdfunding purposes. Data from 17 NCAs, as detailed in the appendix.
Sources: Data reported by NCAs, ESMA

Chart 2

Investing by funding type

Large majority of funding is loan-based



Note: Invested amount, in EUR mn, and number of investors (rhs), by type of funding, 2023, "Other" includes admitted instruments for crowdfunding purposes. Data from 17 NCAs, as detailed in the report appendix.
Sources: Data reported by NCAs, ESMA

Average amount invested per project was c. 3x higher for debt-based (EUR 53k) and equity-based CF (EUR 46k) than for loan-based (EUR 15k)

2. Draft report Results

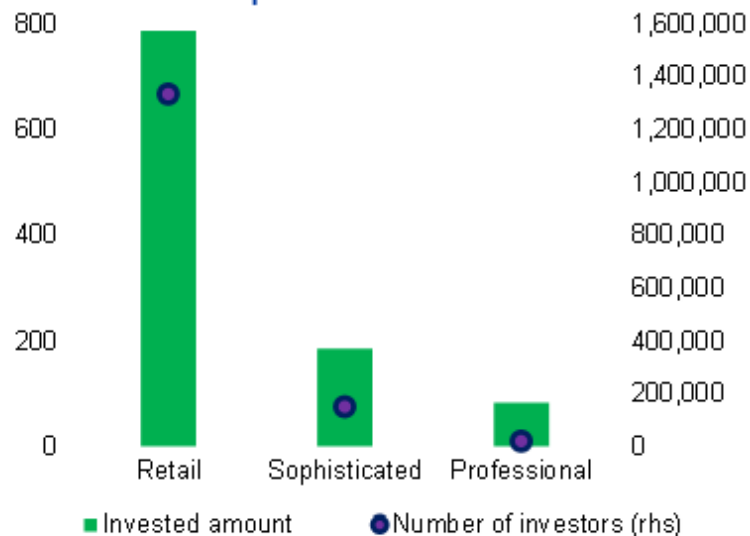
Crowdfunding mostly caters to retail investors, who tend to invest smaller amounts than sophisticated/professional investors

Professional activities attracted most funding in 2023, while real estate projects had the most investors

Chart 3

Investors by type

Retail investors predominate

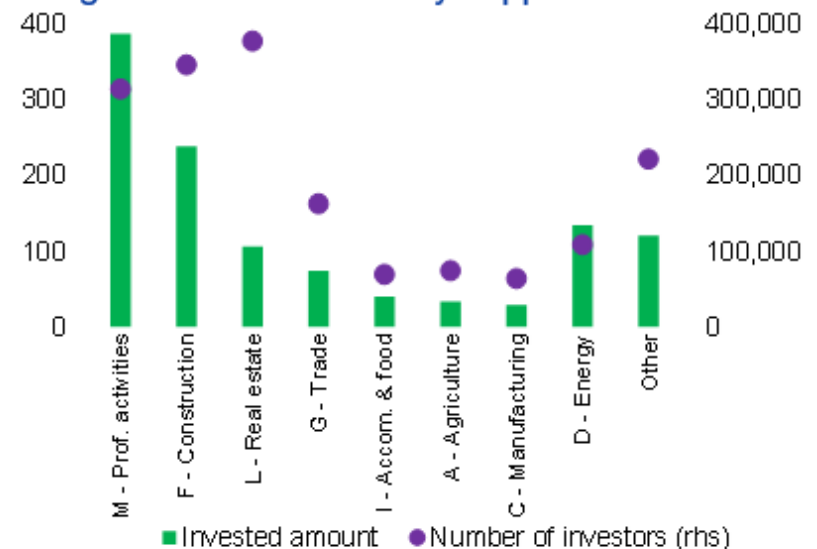


Note: Note: Invested amount, in EUR mn, and number of investors (rhs), by investor type, 2023. Sophisticated investors are those classified by providers under ESCPR; professional are classified by investment firms under MiFID. Data from 17 NCAs, as detailed in the appendix.
Sources: Data reported by NCAs, ESMA.

Chart 4

Projects by economic sector

Range of economic activity supported



Note: Invested amounts, in EUR mn and number of investors (rhs) by economic sector, 2023. "Prof. activities" = professional, scientific and technical activities; "Accom" = accommodation. Sector codes are the NACE Level 1 classification, revision 2, per Regulation (EC) 1893/2006, which gives definitions. Data from 17 NCAs, as detailed in the appendix.
Sources: Data reported by NCAs, ESMA.

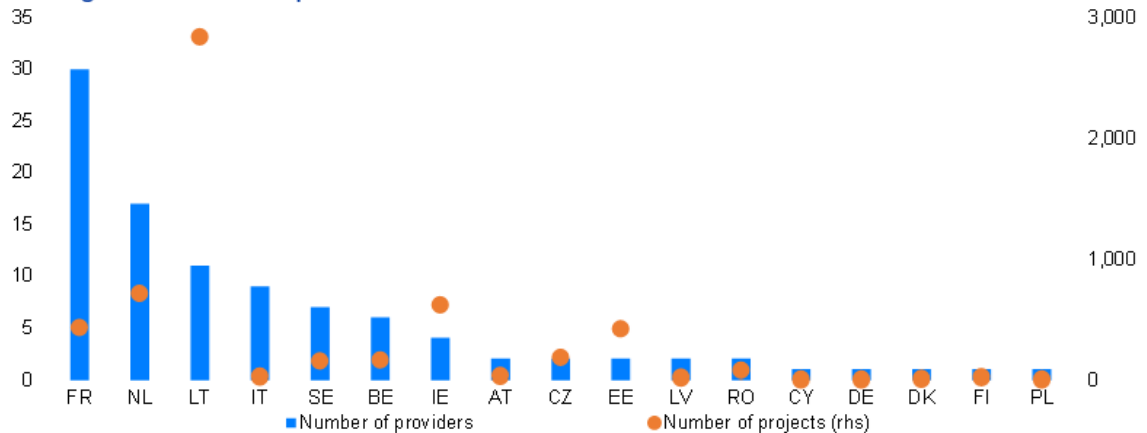
Average amount per investor was around EUR 590 for retail, EUR 990 for sophisticated and EUR 4200 for professional investors

2. Draft report Results

Chart 5

Providers and projects by country

France registered the most providers in 2023

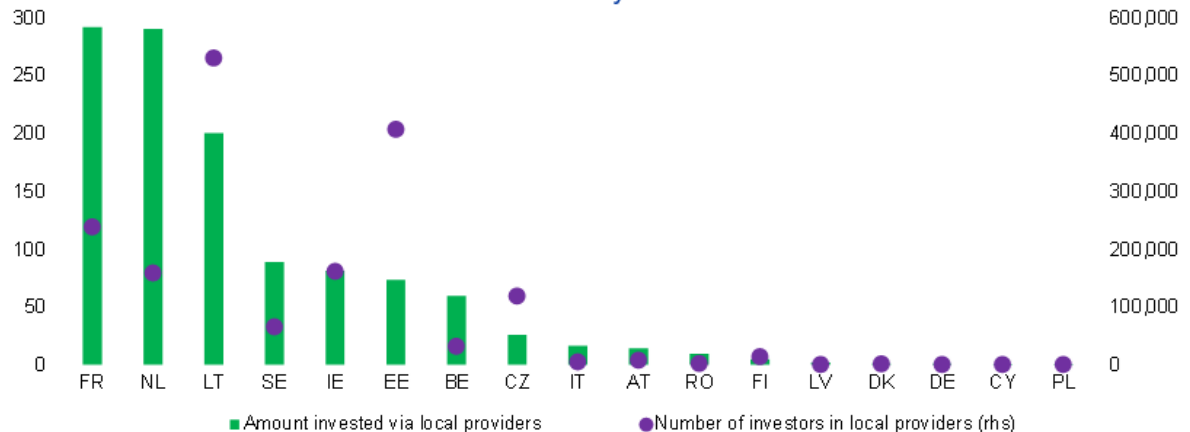


Note: Number of EU crowdfunding service providers and number of projects (rhs), 2023. Data from 17 NCA, as detailed in the appendix.
Sources: Data reported by NCAs, ESMA.

Chart 6

Investing by country of provider

Providers based in Lithuania and Estonia have many investors



Note: Invested amount, in EUR mn, and number of investors (rhs), by country of provider location, 2023. Data from 17 NCAs, as detailed in the appendix.
Sources: Data reported by NCAs, ESMA.

Almost EUR 300mn
raised in FR; similar
figures in NL

LT-based and EE-
based platforms
have many investors

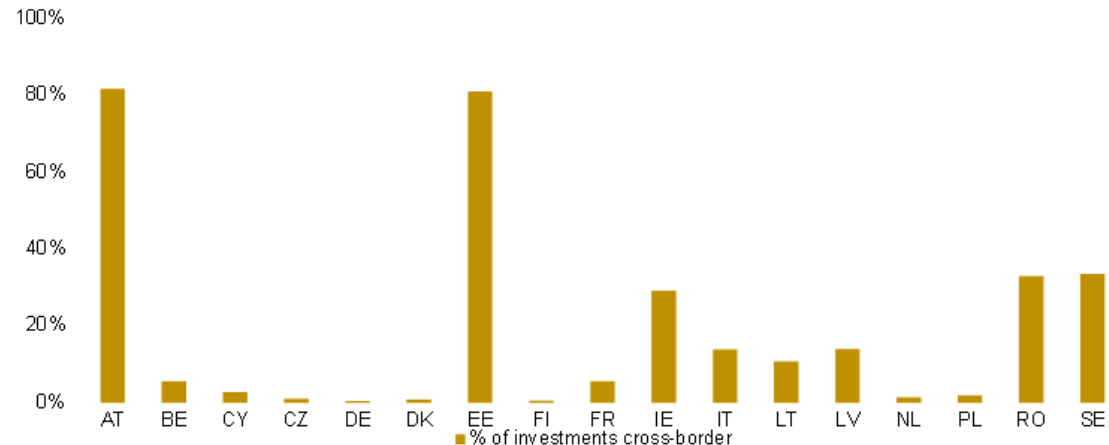
2. Draft report Results

Large variation in
cross-border
investment share

Chart 7

Cross-border investing by country of provider

Share of investments that are cross-border varies greatly by country of provider



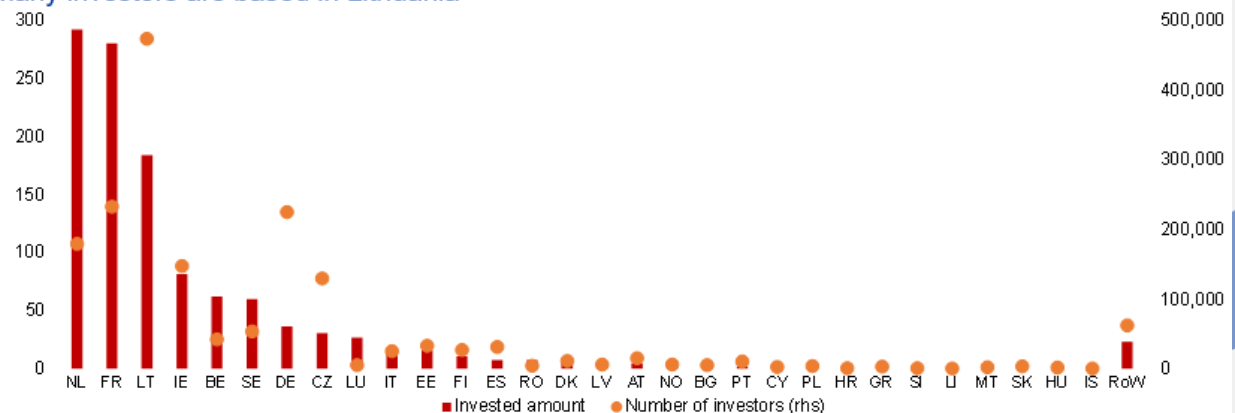
Note: Percentage of invested amounts from investors resident in another country, 2023. Data from 17 NCAs, as detailed in the appendix.
Sources: Data reported by NCAs, ESMA

Over a quarter of
adult residents in LT
invested in
crowdfunding

Chart 8

Investing by country of investor residence

Many investors are based in Lithuania



Note: Invested amount, in EUR mn, and number of investors (rhs), by country of investor residence, 2023. "Row" = rest of the world. Data from 17 NCAs, as detailed in the appendix.
Sources: Data reported by NCAs, ESMA.

3. Discussion

Comments welcome

- Do you have views on the results presented?
- Are there recent market developments you would like to highlight?
- Any questions about the analysis?



ESMA webinar: Market report on Crowdfunding in the EU 2024

Economics, Financial Stability and Risk Department

ESMA webinar, 13 February 2025

ESMA50-
2085271018-4018