FINNOSUMMIT | A Finnovista company

Finnovista Fintech **Radar Mexico**

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2026

Index

Introduction

Finnosummit, together with Mastercard and Galileo, presents the **Finnovista Fintech Radar Mexico 2026**, offering a comprehensive view of Mexico's Fintech ecosystem and giving visibility to the startups that form part of it, highlighting their innovations, solutions, and the trends shaping the sector.

This study features startups incorporated in Mexico or with a local founding team that operate in the country and meet the definition of Fintech—companies that offer financial solutions capable of delivering a fully digital customer journey. In addition, some sections also include foreign Fintechs that report having operations in the country.

If you are a Fintech that meets the criteria outlined above and your company is not included in the map, please contact us (**fintech.radar@finnosummit.com**) so we can include your company in future edition

Methodology

The database combines expert interviews, research conducted by Finnosummit's Insights & Research team, publicly available information from Fintech websites, and survey results from the Finnovista Fintech Radar Mexico, which includes a sample of nearly 400 active Fintechs in the country. The information collected through this survey has been used exclusively for the preparation of this report and has always been handled in an aggregated and confidential manner. If your company participated in the survey—thank you for your contribution!

About us

Finnosummit is the leading platform in Latin America's Fintech ecosystem, driving and connecting innovators and key industry players to transform finance and build a better world through events, startup programs, publications and research, and high-impact networking.

Finnosummit is part of the Finnovista group.

Key Insights

1. The Mexican Fintech ecosystem enters a phase of consolidation

With 795 local Fintechs, growth is stabilizing, with a low 5% failure rate and 70% of Fintechs operating for more than five years, reflecting greater maturity and sustainability.

2. Artificial Intelligence is becoming core infrastructure for the sector

77% of Fintechs already use AI, and 27% operate under an AI-first model, driving efficiency, scalability, and profitable growth.

3. The sector anticipates growing demand for specialized talent

Projections point to the creation of more than 6,000 new jobs in B2B sectors such as Enterprise Financial Management and Technological Infrastructure for Banks & Fintech, supported by the Lending and Payments & Remittances giants.

4. Technological Infrastructure for Banks & Fintech emerges as the fastest-growing strategic segment

Demand for automation, AI-first models, and technological integration positions this vertical as a key enabler of the ecosystem. 77% of Fintechs already use AI.

5. Foreign Fintechs lead in infrastructure, while local players dominate the end user

316 foreign companies operating in the country, international players are gaining relevance in infrastructure and payments, while local Fintechs lead in user understanding.

6. BBVA stands out as the most collaborative bank with Fintechs

80% of Fintechs already collaborate or seek to collaborate with financial institutions, consolidating a model based on integration and complementarity, with leading banks at the top.

7. Neobanks enter a phase of competitive maturity

With more licenses, greater access to capital, and AI adoption, they are beginning to compete directly with traditional banking in scale and capabilities.

8. Female leadership drives the development of more inclusive financial solutions

Fintechs with greater representation of women in leadership positions are twice as likely to develop products focused on underserved segments.

9. Stablecoins and A2A payments emerge as key growth opportunities.

Nearly 40% of payments Fintechs project that stablecoins will be the fastest-growing technology in the coming years.

10. Venture capital returns with greater selectivity and a focus on scale

Capital is concentrating on Fintechs with proven business models, prioritizing execution, profitability, and the ability to scale sustainably.

Mapping of the Fintech Market in Mexico

1

Local Fintech Ecosystem

Open Finance

Finerio Connect, belvo, GaugeCash, Open Insurtech, unnax, Syncfy, emtech, paybook, R2, iBasto

Technological Infrastructure for Banks and Fintechs

SIMPLISOFT, JAAK, Reportes ComplianceMX, KYC Systems, nufi, beble, Solcomp, CONECTA, weComplai, ePerform IT Solutions, SoftCrédito, tuidentidad, Intelligential, RUFI, Círculo de crédito, Croop, IXAYA 360, FIRMX, nueve0, fintech.land, Nubarium, tan tan, Saccsa Software, NA-AT technologies, if-hub, Firmenti, INSAI, tesseract, MOYO AI, RhinoSystems, mox, linq, BACKBONE SYSTEMS, ACE360.ai, kosmos, Codster, Xccelera, Palenca, CompuSoluciones, ROCKET, F, zenpli, exos, moffin, DELTA PROTECT, intelimétrica, MetaMap, MITH, finvero, binaria, vortem, Coltomex, BAJAWARE, ExpedienteAzul, aurum core, AIONTECH, QUANTIICA, comtrade, ORCA, KATA SOFTWARE, FINO BANK, SIAC, creai, Cecoban, maat.ai, MIFIEL, kiban, fractio, IFS Core, scorce, ALTSCORE, Daltum, kira, Grupo ethos pay, Lendia, finloop, prexto, FIMPE, yunius, CALL BLASTER, FIBOTECH, kublau, veradat., KONFRONT, devhive, getxerpa, DICIO, ekatena, Veriph.One, KYPP, efektiva, métricas, Multiburó, Buró de Identidad Digital, PROMETEC, LegaLario, BAYONET, weetrust, iQSEC, SUMA México, TRATO, Tally, Mobilender, blue messaging, infosel, TASF, unico, cincel, EFISYS, CXC, PLANKTON, CDO certificación digital online, Urdaten, FINTECHEANDO, (credi)+trust, Trébol, PMI Beyond Payments, INFINYT, ANCIENT, FAD, cora

Local Fintech Ecosystem

Payments and Remittances

spin by OXXO, E-fectivo, Quentli, Paisa, unipagos, Smart Payment Services, YPC, Trafalgar, Transfer, Un dos tres, RED PAY, Tutum pay, PROSEPAGO, previvale, VIZUM, dp, ToKa Fintech, TraxWire, PESPay, KUHNI PAY, Hotelpay, Valiu, enso, PAGOFON, SYSpago, tudi, MexPago, moneypool, Angel Pay, monato, axify, todito, chain, saldo.mx, NetPay, Pagando, xocopay, Lendbrick, wispok, pacto, DEUNA, pagofácil.net, Ciphra Pay, tekae Business, blumonpay, Mexipay, Supefina, EFEX, BPRX, PMIAmericas, clip, DULLOO, PayMon, PrimeTime, cliqa digital, Increscendo Fintech Financial & Services, zigu, PagaCel, paycode, AlliedWallet, LKLPay, conekta, BZPAY, neritopay, ONE CARD, cashi, Punto Clave, Feenicia, parco, Velpay, Centum Capital, pai, Medá, nea, EASY TRANSFER, Flap, arcus by Mastercard, YAPSI, Upsí vale, Vale Pay, tokencash, sacbé, Sistema de Transferencias y Pagos, pademobile, paynau, zuma, dapp, REWORTH, paypaga, Decaf, MexPei, OrkestaPay, común, copayment, peibo., TechXPay, polo, Coba, inguz, airtm, remesita, Biccos, Crosspoint, Openpay, ya, CARNET, ecartPay, CUENCA, crema, plata, MONETA, Htech, KiWi, CLARA, mycashless, nvio, tonder, Retrypay

Digital Banking

Now invex, tzune, albo, nerito, DBX Dito Banx, finsus, crediclub, Billú, COVALTO, AcertumBank, DolarApp, FONDEADORA, Miio, hey, stori, cresium, BROXEL, KabCash, Klar, kubo.financiero, Klu, PLATA, bankaool, vexi, kapital, OPLAY, bineo

Crowdfunding

TopKapital, fintigo, recaudia, crowdlink, fondify, FONDOS, snowball.mx, play business, Capital Funding Lab, ARKANGELES, inixar

Local Fintech Ecosystem

Enterprise Financial Management

pulpos, mis nóminas, moniic by sb, Visoor, Yaydoo, monthly, PULSAR, vivanta, DYNAMICORE, SitesPay, kobra, VentuP, HOY facturo.com, NOMINATIVA, runa, Kunzapp, gigstack pro, Upnify, CONTPAQi, backstartup, leadsales, IF, Filup RH, kuantik, savio, mattilda, lefort, Mendel, pulpopay, fotofacturas, kobro, yomp!, VALARIX, Lendus, BLAC, konta.com, solvento, mawi, okticket, vaβs, Factorum, mysourcing, listo., aida, smiley.mx, leona, SINCONTA, FACTURAMA, contalink, FinTech On Demand, ESTELA, BISONTEC, Ecosis, MD Partners, AL DÍA, Click Factura, BT Spo, meefi, wizerp, Colibri, docDigitales, Algebraix, GUATSON, ezaudita, abaccor, batech, heru, evva, diverza, bind erp, LyBFlow, finnecto, RADAR, Facturapi, payblocks, ARKHEIA | Finance, apprecio, AVANZASAT, Auru, EFECTIVALE Fintech, FundaSystem, SERFIM, COFERS, syntage, Pondera, Actiun, rabbit, IMPERA, ekis, a-lender, UNO SEIS UNO, TrackChain, CrOL LGBT news portal, medpal, kua, FEP, GEN Pyme, ixhua, COPERVA, PRODUCEPAY, Licify, cometa, flexio, fispal, PAYROLLING by nomilinea, factura.com by NEUBOX, buk, uvicuo, Worky, OPERI, altur, MuroLegal.Com, AddACCION

Wealth Management

kuspit, Mamut Capital, vest, flama, pilou, netWorth, monific, DINN, rivium, SaveNest, SuperTasas.com, CICADA, piggo, ADDIKA, AIQ Technologies, adquiere.co, ALTO PUNTO, INTELIGENCIA CAPITAL, GBM+, Clinch, Total Trader, axend, leva, FINAMEX, Webull, cápsula, BULLGROUND, TRADERPAL, punto casa de bolsa, Fondo MAGNO, RUUT

Crypto

CashAbroad, Orbi, VelaFi, Debiti, NONCO, wrabbit, Bitso, rio, naos, AUREO, Money, AION, BITRUS, TruBit., Expedit, albit, PayMHO, ISBIT EXCHANGE, domitai, Wavy Node, OneBlockchainLab, MONETA DIGITAL

Local Fintech Ecosystem

Lending

Atrato, Aprecia Financiera, alvos, yave, altitud, yotepresto, Bienestar Préstamos y Ahorro, atria, Aspiria, aviva, AVANTHYA Crédito • Ahorro • Inversión, aplazo, Efectívate préstamos, adelántalo, bankaya, CapitalTech powered by MFM, coztyc, CREDIMON, alivio, Buscatucredito.mx, BitCar, banki, baubap, CREDIKO, creditea, CapitalTAY, acrede Educación, credmex, credmex., creze, Credilikeme, Credito 365, Creizer, CrediMotion, blooms, blu, dey, DX3 Credit Fund, DOPLA.MX, dimex, delt.ai, escampa, Recuperándote con cuper, credicer financiera para la mujer, BXL Fintech, FIADO, El buen socio, eFactor network, Fiinte, EQUITY LINK, Flooü, ESTUDIAMÁS Porque puedes, factoro, finamigo by Financiera Mexicana, Trinitas, Finerik, finvivir, Finware, CellPay, crediteka, flexiSoluciones, Fondimex Fondeo Digital Mexicano, Fortrade, FLUX, credimejora By NOCNOK, ConCrédito, Fairplay, Factor Pyme, Finbra.com, axcess, Fincomún., Cashclick Con C de Confianza, Digital Credit, CREZU, Fundary, GOCredit, glu, giro, GOW, Fuentebuena, mega Mi compañero de negocios, INVOVEST, CAPEM Grupo Capital Empresarial, IPESO, kamet, ilana, HEALTHLAB. Fintech, io, Kapitalizer, beloz by amiloz, Hurra Credit, KINTOS, kredito, kredi, kalto, konfio, Kontempo, KUANTO Servicios Financieros, Lendera Crowdlending, CUALLI Financiera, kueskipay, KredFeed, LaTasa, LOUNN, meta, Mercader Financial, Mango, Lana Plus, multimoney, mi pago hoy, Lucky Hand Capital, MR PRESTA, Nébula Link, MásKapital, Mend, laudex, bien para bien, OneCar Now!, nominow, NEXXU, PrestaMito Dinero Rapidito, prestanómico, pagaloop, nelo, mundi, Pretmex Tu Aliado Financiero, ave, MoneyMan, NOVACARD, OZON, Paynom, Prezto Making Finances Easy, Prestadero, redgirasol, novax, propaga, RENDAFIN, SB Financial Services, solvo., Salevale lo vale, Quant capital, adn, SaludFácil Financiamos tu salud, Tangelo, slightpay, smartlending, syscap, Sufinc, Sway Compass, TiendaPago, Capital Servicios Financieros, time to yes, venero, tivos, yofio, treo, Tilt, Uniclick by UNIFIN, Veroor, vivus, YUBOX, VIWALA capital de impulso, yuhudils, tucasaexpress Financiamiento, Xi, yoyuu

Local Fintech Ecosystem

Personal Financial Management

vadi, superpromise, Monto, Uellbee, ePesos, dbmenos, Twispi, FINSPHERA, Recupérate ya, PULSO VITAL, LOYALTYREFUNDS, Obtén Más, Sillegas, giver eBanking, trōl financiero, klopp, iKiwi, moneo, zumma, Noahui Soluciones, well fair for business, CENT, bravo, Curadeuda, PULPI, castor, MEJORA BURÓ, minu, retiro, maslow, Contabilízate, HARO, Ploy!, zenfi, zeptos, Bancompara, Bonnus, GENERAMÁS, BOLSAPP, Conta Listo, laffy, Mi Adelanto, bzero, Lidh, akiba, MIDAS, AYÚDATE, pluxee, Finauta, kardmatch, inverkids, LenMi

Insurtech

sisí, WeeCompany, VRIM, mycaribu, bajatuseguro, woow, migo, seguofertas, Online Seguros, SEKURA, aero, Agenthos, Seguro x Kilómetro, Acto, AutoEvalua Seguros, miituo, Kalmy, guros, sincero, tranquilo, MUTUUS, airbag, Súper, Pagomed, Seguro Inteligente .mx, DATAR, BeeSure, siseguros, Medikit, AhorraSeguros, clupp, meddi, copsis, Zebra, surexs, crabi, Click Seguros, LUXELARE, INTER, comparaYa, Berrysafe, KOLTIN, alige, healf, kinsu, Renova, Mi Compa, Journey Sports, AutoChilango, momento, blitz, SafeBrok, sofía, bruno, KAYUM, Figuro

Proptech

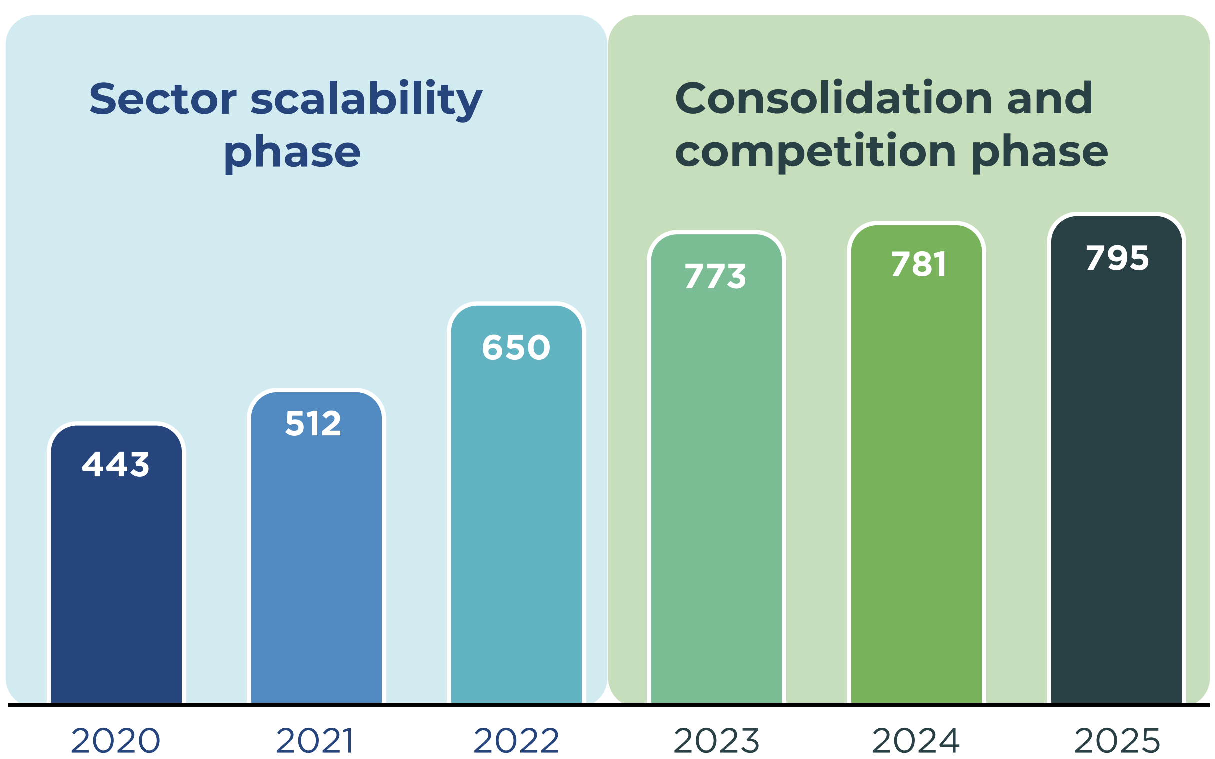
Antal, ungga, Xante, tinsa, vértebra, wiggot, mica, pm2, PagaRenta, SOLILI, Adara, KiRE, panoram, tu hipoteca fácil, zitus, Inverspot, Club de Rentas, LoanCo, DD360, Hamoc, beleta, neivor, casa bravo, soyrumi, bricksell, briq.mx, KOLONUS, Datoz, ANCANA, alohome, AVACLICK, loft, FRAXU, M2CROWD, 100Ladrillos, Orange Investments, EXPANSIVE, ai360 Analítica Inmobiliaria, MoradaUno, EB, Honest Home, AllProperty, arcēs, morgana, HOMIE, DAOMENT, spot2, door.mx, tucanton, hey, hom!, Clau, Tandas de Vivienda, pulppo

1.1 Evolution of the local ecosystem

The Mexican Fintech market is in a consolidation phase, characterized by the absence of abrupt growth and a more mature ecosystem. The initial explosive growth of new solutions has slowed, and existing players now face the challenge of scaling their business models and strengthening their competitive positioning.

As part of the Finnovista group's commitment to transparency within the sector, we have strengthened our segmentation and curation criteria, prioritizing startups with recurring operations and fully digital processes. This methodological evolution allows us to present a highly accurate snapshot of the density and footprint of local Fintechs within today's ecosystem.

Figure 1
Evolution of the number of local Fintechs



Source: Finnosummit internal data

The Fintech ecosystem in Mexico has reached a level of institutional maturity that positions it as a pillar of the national financial system. Today, priorities have evolved—being disruptive is no longer enough, as success now depends on scalability and operational efficiency. As capital becomes increasingly selective, the integration of AI has become essential to optimize costs and strengthen technological infrastructure, enabling companies not only to compete, but to be profitable and sustainable.

Lower market flow

The Mexican Fintech market is undergoing a phase of structural consolidation. The low **5% failure rate** highlights the strength of existing players, while the **7% growth in new entrants** suggests a shift from quantitative expansion to qualitative maturation of the ecosystem, prioritizing sustainability over saturation.

+ 5 years in operation

70%

The current composition of the ecosystem reflects an advanced level of maturity: 70% of Fintechs have been operating for more than five years. This trajectory highlights the stability of their business models and reinforces a service offering backed by operational experience.

1.2 New segments landscape

Lending

Consolidates its position as the dominant vertical in the ecosystem, albeit without significant evolution. It is supported by synergistic integration with other categories and the strategic rise of models such as Buy Now, Pay Later (BNPL).

Technological Infrastructure for Banks & Fintechs

The segment with the strongest momentum during the period, driven by the shift toward AI-first models. Demand for automation and the deployment of agentic solutions have positioned this vertical as a critical enabler of the sector's digitalization.

Payments & Remittances

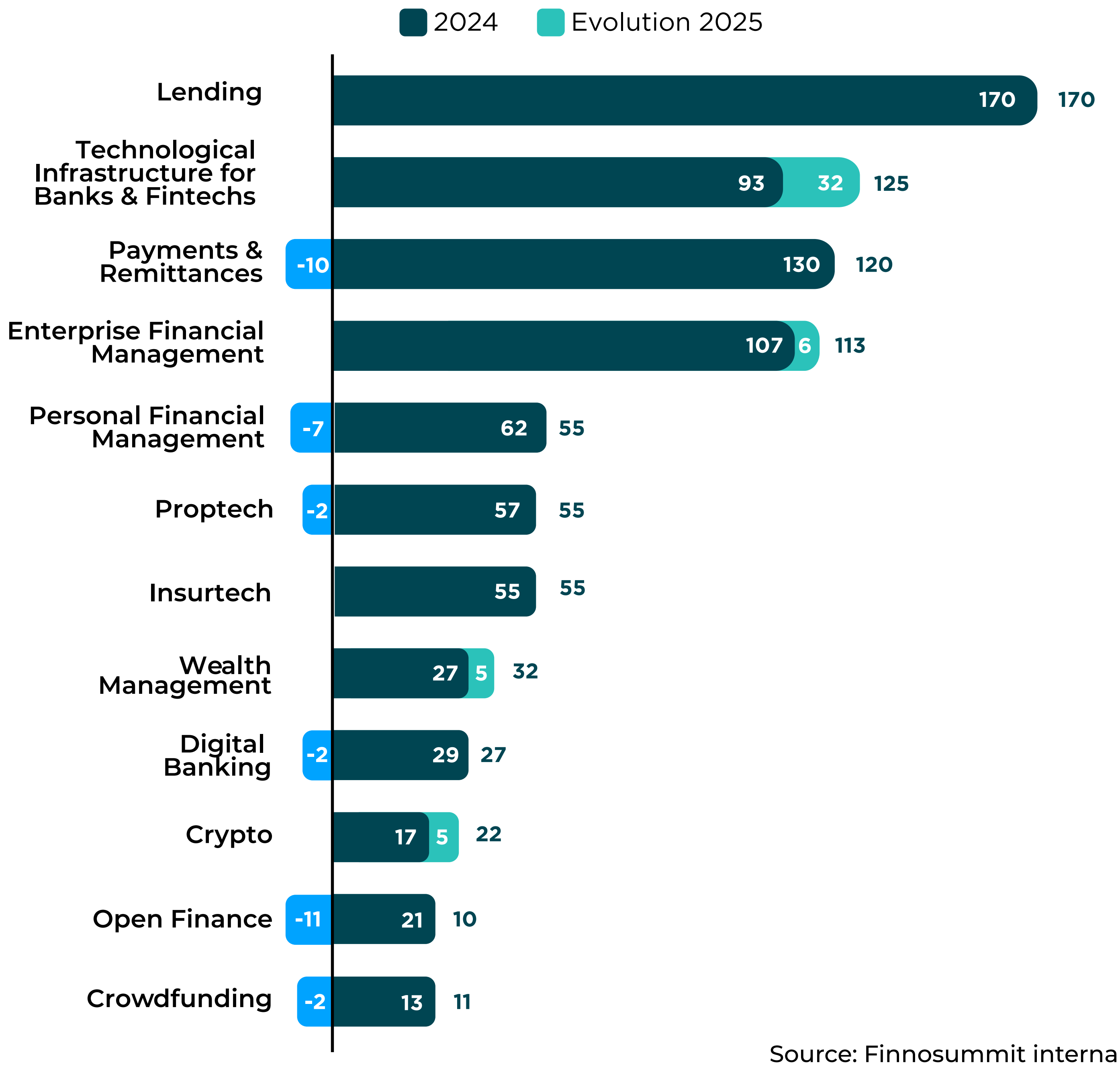
One of the pillars of the Mexican market—currently undergoing consolidation—continues to innovate in solutions, with significant opportunities in acquiring and payment digitalization heading into 2026.

Open Finance

A sector experiencing a significant decline. In the absence of regulatory progress and clear rules of the game, many players have pivoted their business models or exited the market, while those with international presence continue to operate.

Figure 2

Distribution of Fintechs by segment for 2026



Source: Finnosummit internal data

Foreign landscape

2

Foreign Fintech Ecosystem

Enterprise Financial Management

plika, agtools, menta, payana, encuadrado, taxdown, CHARLY, suplos, leal, duemint, Shinkansen, piriod, avify, colektia, Simetrik, intiza, Treinta, Preauth, Moonflow, BircleAI, Olé Paytech, RADAR, Pago TIC, toku, AIQ, iDATA, T&E express, tuGerente, aicoll

Insurtech

simplee, Inventiva, Embed X, BETTERFLY, Rastreator.mx, Figuro, sekure, Stere, bdeo, agentemotor, ins, KLIMBER, LISA, 123seguro

Lending

marco, fingo, BIOCREDIT, kala, Tuily, siembro, afluenta, Quotanda, LIQUITECH, Koin, Nat5, munbi, mezubo, RedCapital, Levannta, CrediFace, finanex, Dollarito, finio, TALA, Addi, Empower, PAYJOY, AvaFin, FIIZY, cumplo, lumni, ábaco, PATIYA, LEASY, Cirenio, IncluirTec, finkargo, MONET, DiDi Card, witme.

Tecnología para Insituciones Financieras y Fintech

pomelo, rocket code, Truora, POINCENOT tech.studio, reconoSER ID, TrustDecision, VU, RISK MONITOR, SIISA, PUY, tufirma.digital, Regcheq, uflow, PathPilot, pismo, valida, wecomplai, manda, Sysde, SAP Fioneer, paradigma, Resslve., VMETRIX, tutenlabs, venko, veriff, 4iDigital, beclever, FintechSolutions, fosters advance, hackmetrix, CHAKRAY, N5, credolab, inswitch, EBS, NIVEL 4, incode, Datamart, KUNAI, KOIBANX, carryt, KLEROS, blitz, ubimia, frust, Beex, trustingsocial, FINCEPTIV, FIDI, findo, ROCKETBOT, apptividad, MOVIZZON, EXPERTCHOICE, identyz, MAREIGUA, GetMobi, Ionix, GÜENO, GatekeeperX, merlin data quality, evertec, Nimmök, novopayment, NOTO, complif., MO credit management platform, digi, GDS LINK, getxerpa, Dock, IMIX, avenida+, jumio, IMPESA, IDENTY.IO, Jelou, cincel, fapro, GOIAR, Tokenify

Proptech

HOUM, mudafy, AiTerra, CASAI, ComunidadFeliz, BREAL, landtoken, LQN

Foreign Fintech Ecosystem

Payments and Remittances

fiserv. · CINKO · due · amipass · wipay · DEBI · AlteraPay · belo · puntored · FLOW · akua · Beu · WISE · DRUO · 2innovate · LOOPAY · Komercia · APIPAY · etpay · d·local · ecollect · milio · 4on · tpaga · OneKey Payments · Yumit · Vita Wallet · ONEINFINITE · virtualPOS · nanopay · FACILITAPAY · SUNMI · xisfo Fintech · Pay Retailers · Remitee Business · WISEASY · Approbe · credencial payments · fintoc · BEMOBI · SIDOM · Global66 · kuvasz solutions · koywe · TeamQuality · Liquido · Localpayment · KUSHKI · mono · TUKUY · Payoneer · pai · Medianet · tapi · Conduit · kashio · Cobre · depay · Unlimit · soneet · geopagos · stripe · PayU GPO · EBANX · PagoNxt · ProntoPaga · Félix · zulu

Personal Financial Management

alfi. · prismapar · kebo · infoDolar · Fundación Capital · alprestamo · elMejorTrato · bankuish · DESTACAME · investopi · VELARA · REGUM

Digital Banking

nu · mozper · littio · WallbitPay · ualá · galileo · RappiCard · JEEVES · MIGRATBANK · mercado pago · Revolut · EFY FINANCE

Wealth Management

vest · CAPITARIA · ORIONX · simplestate. · mejorCDT · SWISET · INVERSIONES.IO · TRADERPAL · BondbloX · QUANTUMX · befx

Crypto

LOCAL TRADERS · Arch · Tropykus · ripio · LedgiFi · Sugarblock · kravata · paydece · LEMON · Wallib · fluyez

Crowdfunding

Expedit · bloom · yaki · innpactia

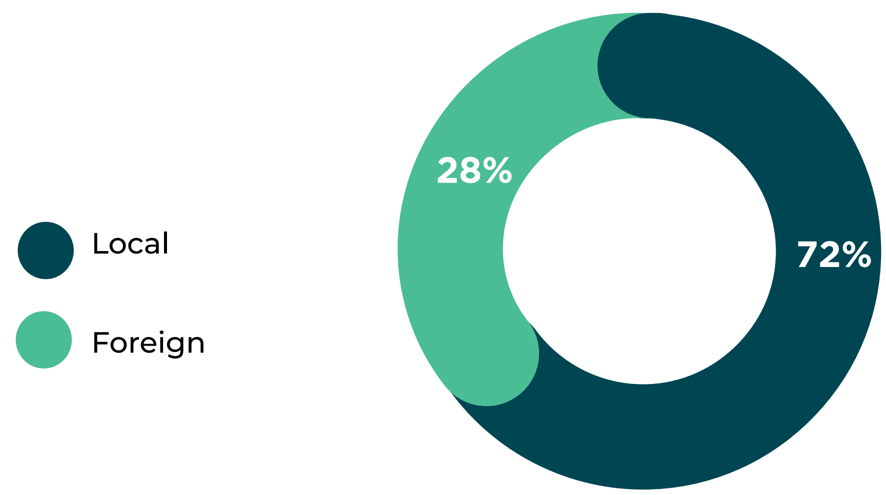
Open Finance

sensedia · Qurable · TESOBE · Prometeo · callao · flöid · Konsentus · Coinscrap FINANCE · CRiskCo · open pass · afterbanks · arcopay · OPENBANKPROJECT · a55 · Khipu

2.1 Market presence of foreign Fintechs

The Fintech ecosystem in Mexico is consolidating as a bidirectional market for expansion and adoption. With a base of **316 foreign entities** operating alongside 795 local ones, this year's narrative goes beyond geographic presence: **it reflects a market where foreign technical specialization coexists with local dominance in customer understanding.**

Figure 3
% of foreign Fintechs in the Mexican market

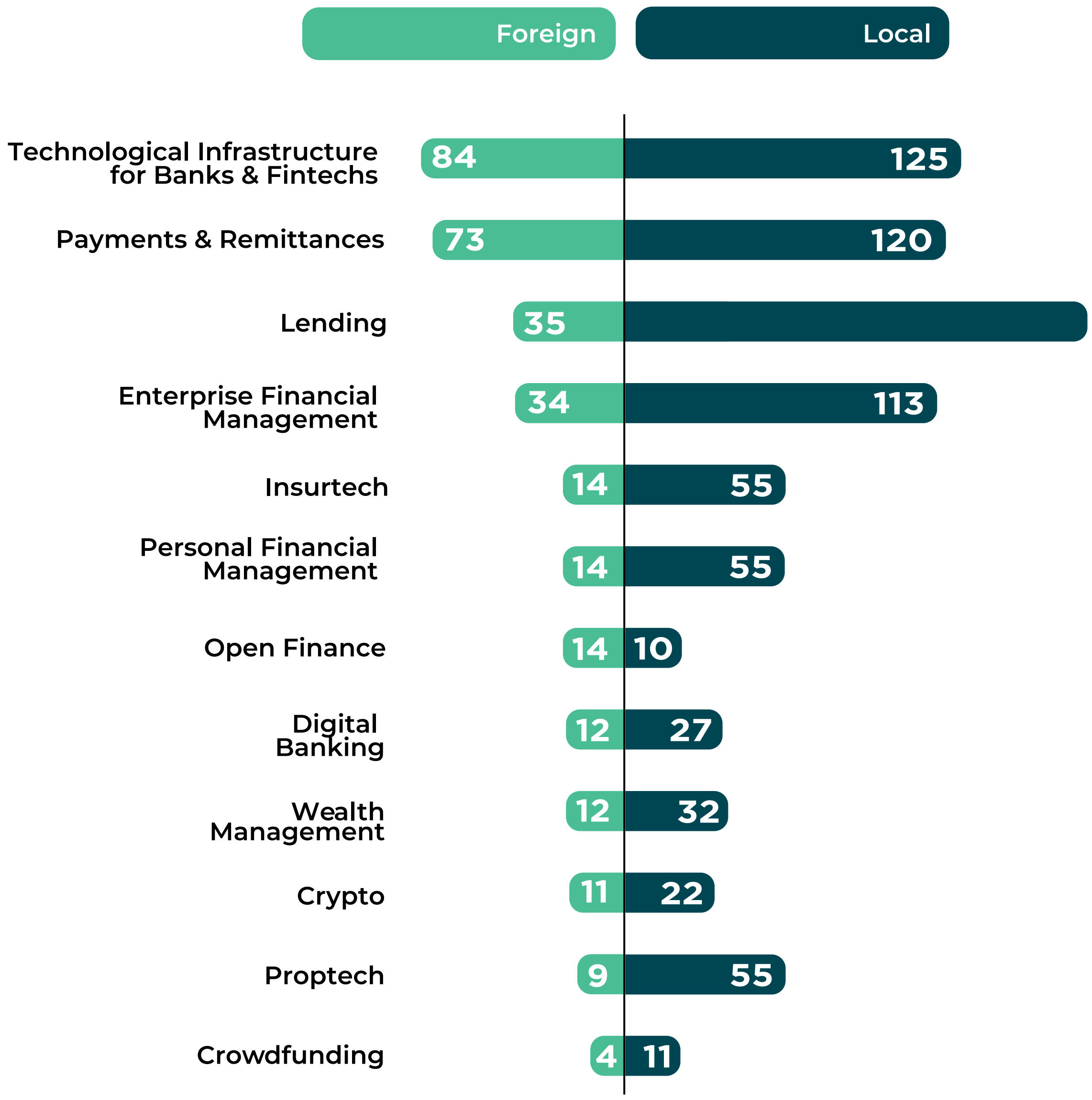


Source: Finnosummit internal data

2.2 B2B architecture vs. credit dominance

The market shows clear specialization based on company origin: **foreign players are gaining traction in technological infrastructure and payments.** These two segments have the highest number of international players, focused on enabling B2B architecture within the country. In contrast, the Lending segment remains dominated by local players, who outnumber foreign ones (170 to 35). This distribution suggests that **international players scale technology and software, while Mexican Fintechs retain their competitive edge in risk management and close operational proximity to the end customer.**

Figure 4
Origin and number of participants by segment



Source: Finnosummit internal data

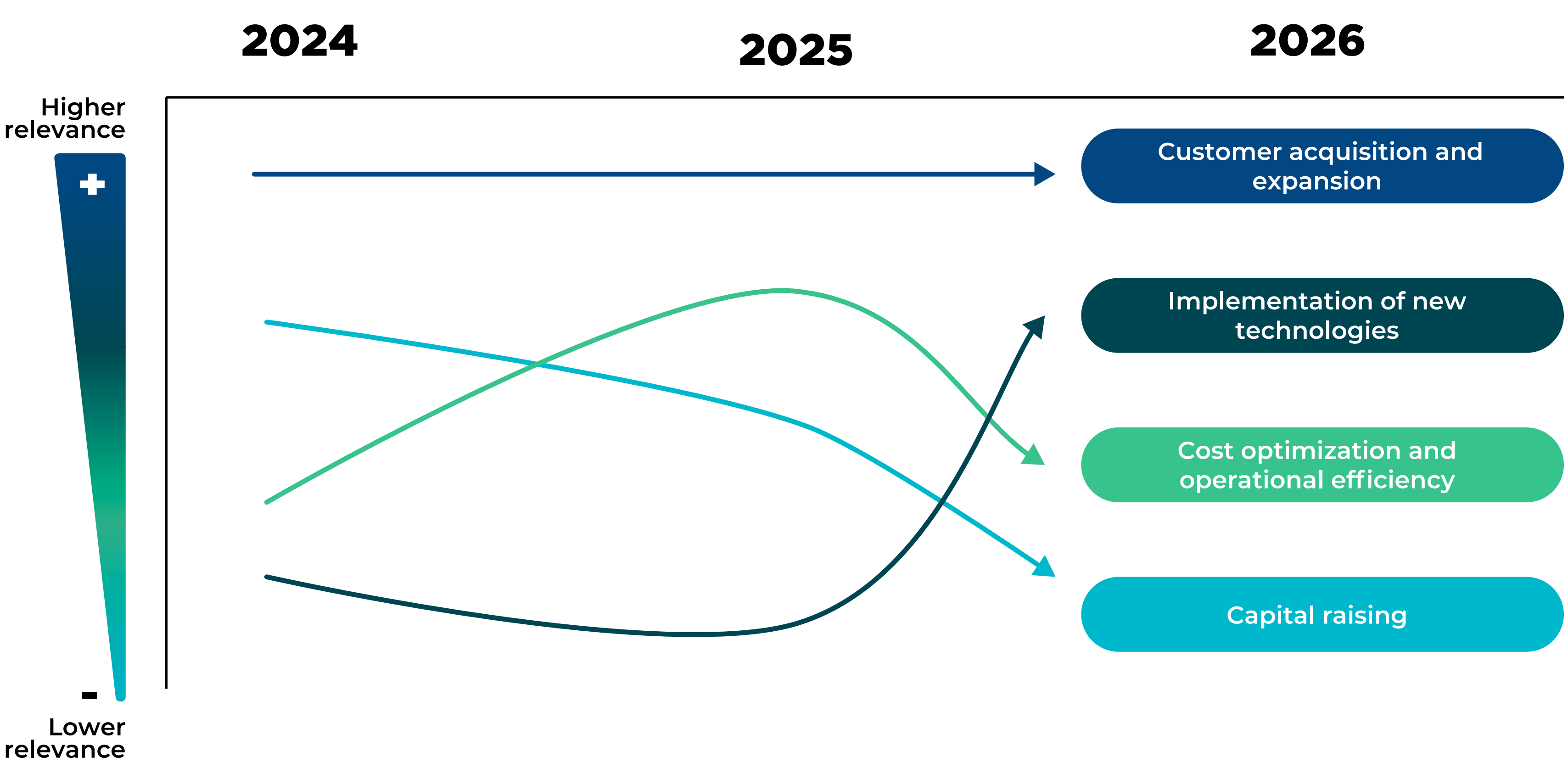
Trends in the Mexican Fintech market

3

3.1 Shifting priorities:
Toward an ecosystem driven by efficiency and AI

While customer acquisition and expansion remain longstanding priorities for the sector, the way to achieve them has evolved. The focus is now on integrating AI and optimizing costs to stay competitive, moving away from reliance on external capital and placing greater emphasis on operational innovation and strategic partnerships.

Figura 5
Evolution of challenges for Fintechs in Mexico



Source: Finnosummit internal data

The Mexican financial ecosystem is at a point where scale is essential: fewer isolated ideas and more products capable of adapting and working together to solve bigger problems.

Tory Jackson, Head of Business Development & Strategy, Latin America, Galileo Technologies.

2024

Rapid expansion is prioritized through the constant launch of products and aggressive customer acquisition. Strategy relies heavily on access to external capital and the ability to attract specialized talent to sustain a growth pace that prioritizes scale over profitability.

2025

The strategic focus shifts toward cost optimization and the pursuit of operational efficiency to navigate a more complex economic environment. As regulation gains prominence on the agenda, companies begin to balance growth with leaner structures, laying the groundwork for more sustainable operations.

2026

The implementation of AI and automation becomes firmly established as the main competitive differentiators, definitively reducing reliance on external funding, shaped by tighter VC funding conditions. Success is now defined by the ability to build strategic partnerships and operate with a level of technological sophistication that maximizes business value.

3.2 Fintech & traditional financial institutions

Mexico is consolidating its position as a benchmark for financial collaboration in Latin America, with 80% of Fintechs already partnering with traditional banks or in the process of doing so. Among all banks partners, BBVA stands out as the clear leader, followed closely by Santander and Banorte.

The country's largest financial institutions are currently leading the collaboration landscape; however, a significant gap still exists between the intention to partner and actual execution. For Fintechs, the path is far from simple: nearly 70% report that bureaucracy and long waiting times are the main obstacles to progress. This is compounded by the technical challenge of integrating modern solutions with legacy systems, a barrier that slows down more than half of projects. Ultimately, leadership in this market will not be defined solely by a bank's size, but by its operational agility. Those that can streamline processes and open up their technological architectures will be the ones to truly lead Mexico's financial transformation.

Figure 6
Top 5 most collaborative banks in Mexico, according to Fintechs

Source: Finnosummit internal data

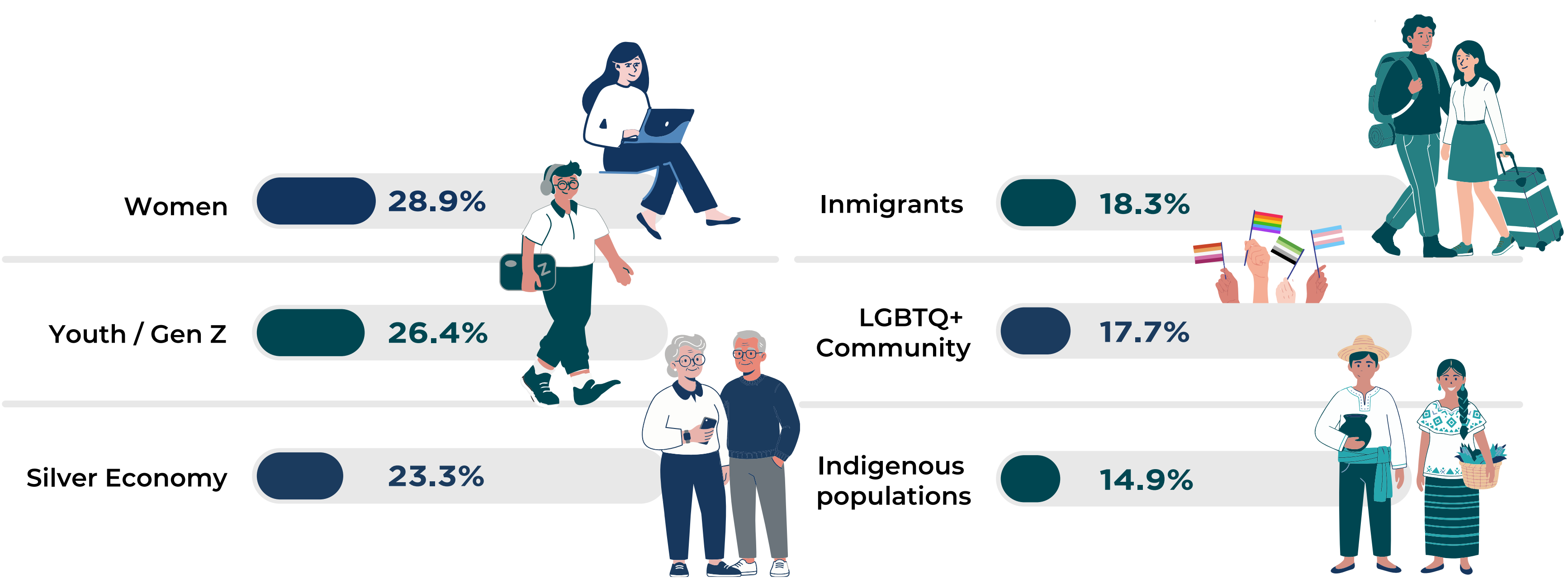
The Fintech ecosystem is transforming Mexico's financial industry, and collaboration between banks and startups is key to accelerating that evolution. BBVA Spark reflects the importance of connecting the innovation and agility of the entrepreneurial ecosystem with the scale, strength, and experience of the banking sector.

Rodrigo Velasco, Country Manager México & LatAm Head at BBVA Spark.

3.3 Gender Inclusion:
Female leadership as a driver of financial democratization

The Mexican ecosystem is shifting from a broad, generalized approach to inclusion toward strategies focused on specific segments, with 34.5% of Fintechs already offering products designed for underserved groups

Figure 7
Average portfolio share allocated to minority segments



Source: Finnosummit internal data

This approach is led by local Fintechs (46.2%), which show a deeper connection to the country's social gaps, compared to 20.8% of foreign players. Momentum is driven by verticals such as **Wealth Management and Crypto,** where more than 70% of Fintechs already prioritize minority segments. A critical insight for sector governance is the **Leadership Effect**: having more than 50% women in executive roles doubles the likelihood of developing inclusive solutions, reinforcing diverse talent as the main driver of financial democratization in Mexico. In short, **when women lead strategy, they actively drive financial inclusion.**

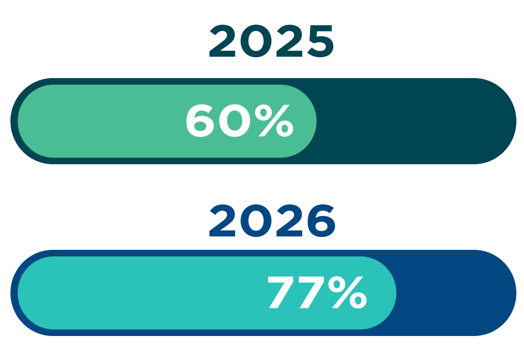
> *"To close the inclusion gap, providing access is not enough; we need to transform the language and design of finance. True democratization happens when we remove technical jargon and support users with real financial education, enabling historically underserved groups to move from being spectators to becoming active participants in their own financial lives.*
>
> ***Patricia Florencia, co-founder Pilou.***

3.4 The AI revolution:
from promise to a transformational force

More than a trend, AI is now the engine of scale for the ecosystem: with a 77% adoption rate, it has become the essential standard for competing in 2026.

AI adoption across the ecosystem has grown **from 60% to 77% in just one year**, but the real transformation lies in its operational depth. 45% of Fintechs already integrate AI into their core processes and products, moving beyond surface-level tools. With 27% of Fintechs operating under an AI-first model, the sector shows that success no longer depends on simply adopting the technology, but on fully embedding it to drive a systemic shift in value creation.

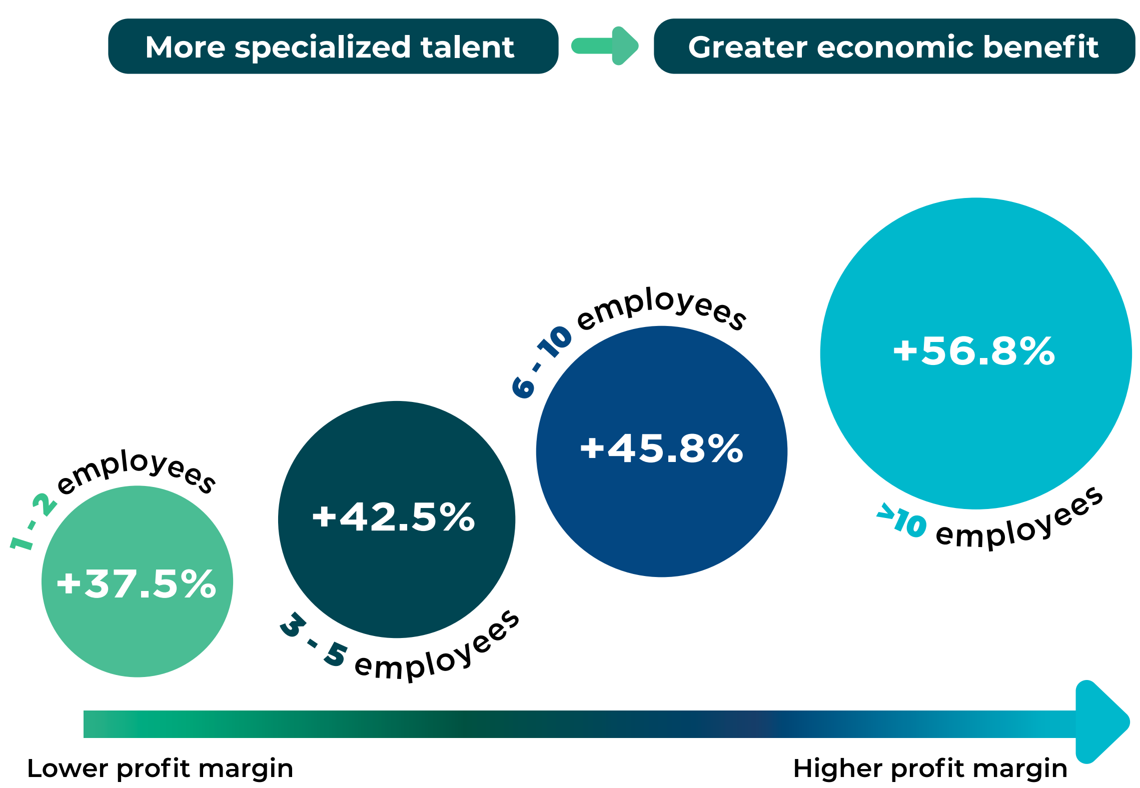
Figura 8
% of the Fintech sector aready using AI



Source: Finnosummit internal data

More specialized talent, greater profitability: teams that master AI are the true multiplier driving business value.

Figura 9
% impact on the profil margin by number of specialized employees

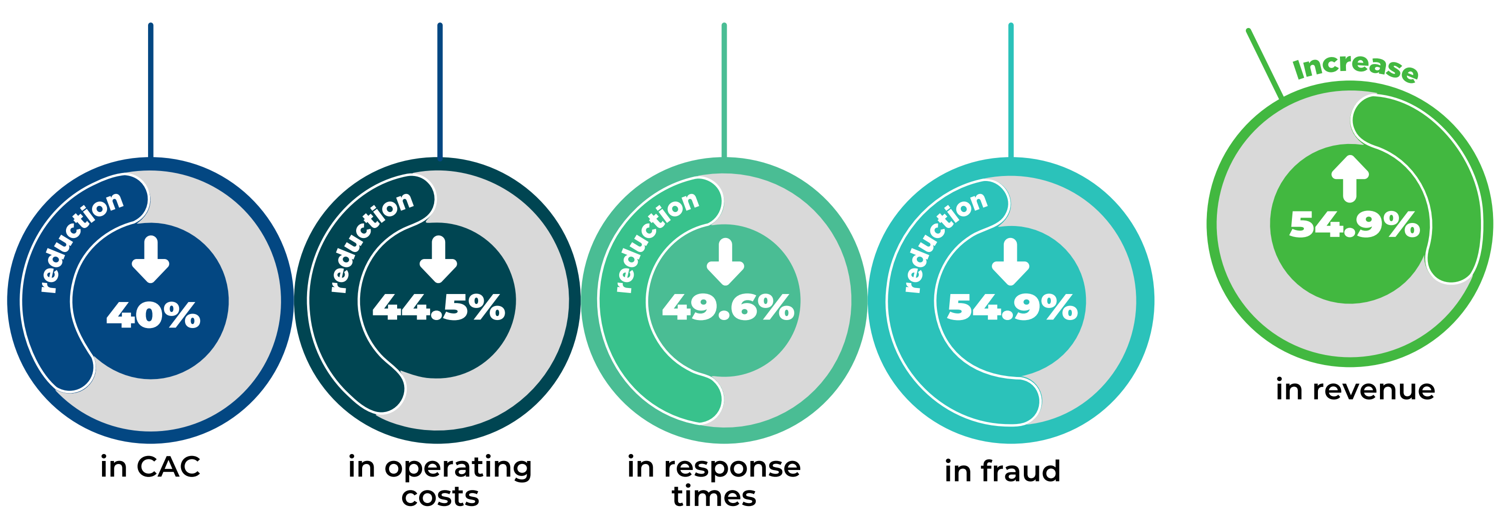


Source: Finnosummit internal data

Specialized talent is the ultimate margin multiplier, but its impact is not linear—it is strategic. While scaling from 3 to 10 specialists shows only marginal growth (3.3%), this phase represents a maturation stage where teams consolidate processes before profitability accelerates to 56.8%. Rather than a cost, this period is the necessary investment to build the human infrastructure required to scale. For Fintechs, the key is not just adding talent, but professionalizing the the organization at the right moment to turn expertise into a high-impact profit driver.

Other key indicators of AI's economic impact:

Figure 10
%of AI Implementation Impact Indicators



The adoption of AI is having a direct impact on cost structures and profitability across the Fintech sector. By automating key processes and reducing operational friction, companies have achieved reductions of nearly 50% in response times and operating costs. These efficiency gains are also reflected in revenue growth, with average increases of 34.2%, reinforcing the sector's ability to scale sustainably while strengthening fraud prevention capabilities.

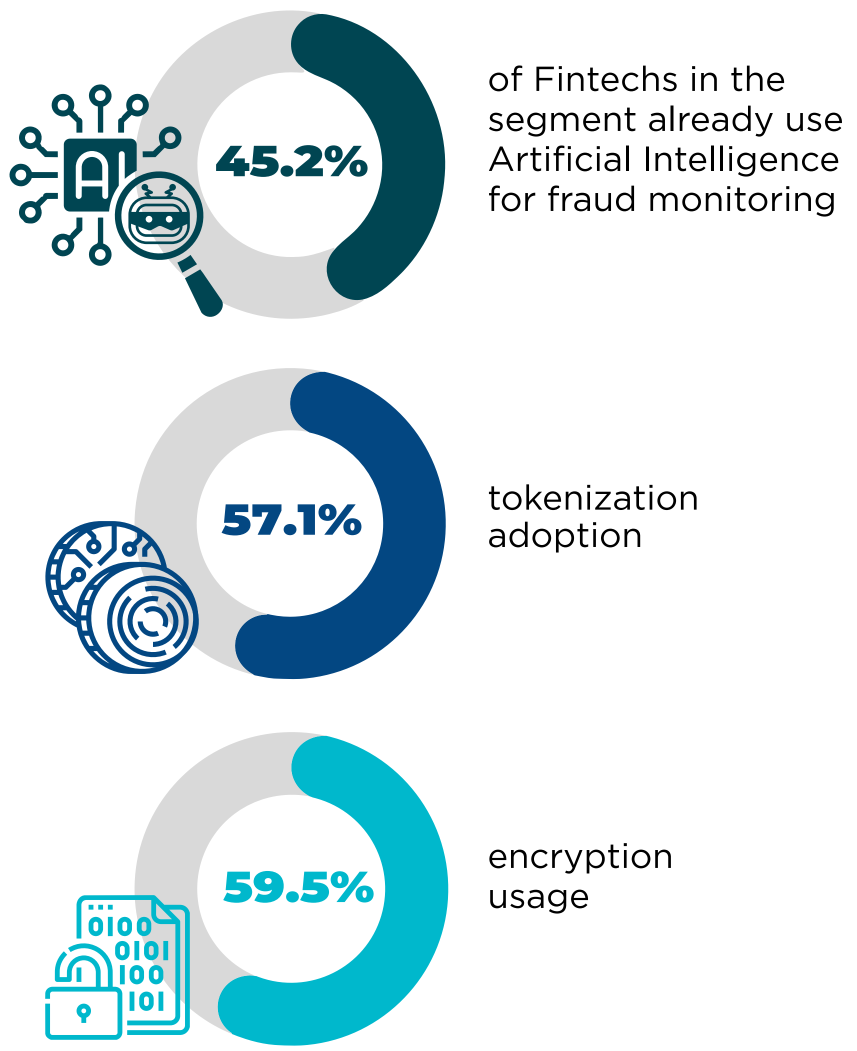
AI vs. AI: The new standard of defense in the era of intelligent payments

Cybersecurity in the Fintech ecosystem has evolved from a reactive layer into a core pillar of trust built on predictive intelligence. However, this technological progress has also raised the level of threat, with increasingly sophisticated AI-driven attacks.

In this context, the **Payments & Remittances** segment—historically one of the most exposed—leads the transition: **45.2% of Fintechs in the segment already use AI for fraud monitoring,** surpassing even traditional solutions such as biometrics. The impact is such that 30% of Fintechs that do not use AI in their overall business model still integrate it specifically into their security protocols.

This adoption, combined with standards such as tokenization (57.1%) and encryption (59.5%), positions AI as one of the core pillars protecting Mexico's financial infrastructure.

Figure 11
AI adoption rates



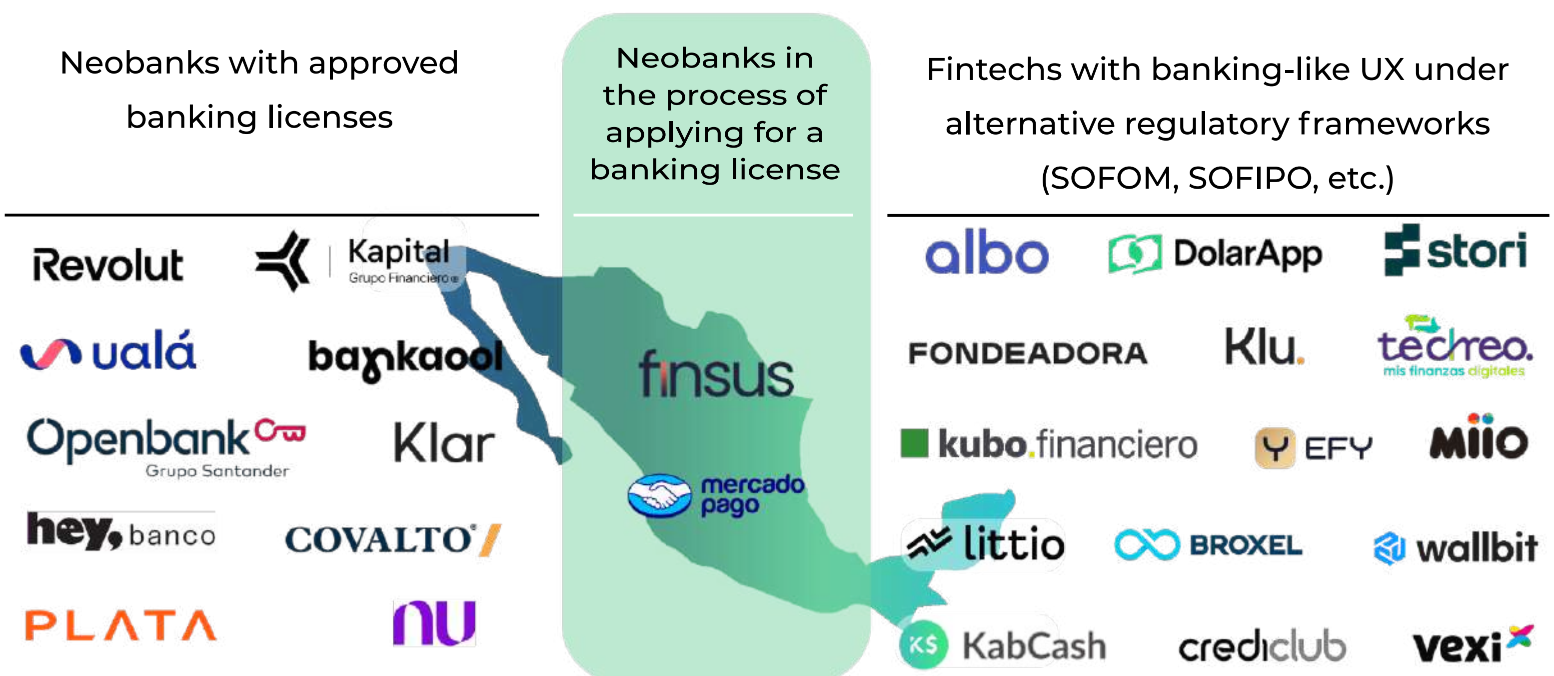
Trends
by vertical

4

4.1 Neobanks 2026:
maturity has arrived, now the real competition begins

By 2026, neobanks in Mexico are no longer a promise—they are becoming competitive financial infrastructure. A banking license and AI adoption are no longer differentiators; the real game lies in building trust, efficiency, and experiences that redefine how people interact with their money.

Figure 12 Neobanks in Mexico and their current regulatory status



Source: Finnosummit internal data

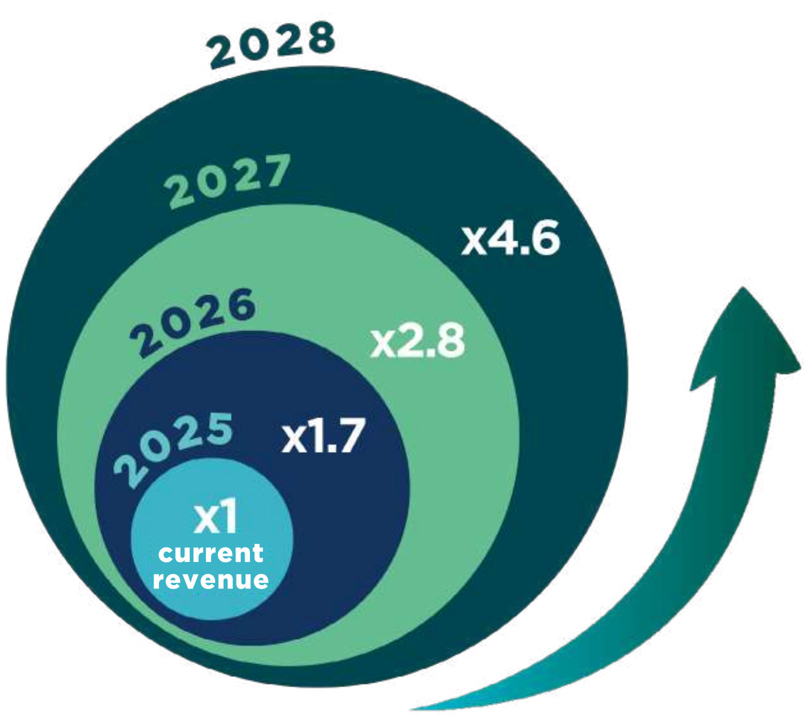
The neobank ecosystem in Mexico is entering its most mature competitive phase, consolidating a network of ten institutions with approved banking licenses. Alongside the arrival of global players like Revolut, the gap with traditional banking continues to narrow. This new landscape, projected to grow revenues at a steady—yet conservative—average annual rate of 44.4%, is not about replicating the traditional model, but about reversing its inefficiencies through trust-driven design and superior user experience. At the same time, several players are in the process of securing a banking license, while others are opting for alternative models that allow them to deliver financial services and experiences without fully entering the regulatory framework of banking.

With **67% of Digital Banking players already leveraging AI to streamline operations**, the challenge goes beyond obtaining a license. Success now depends on using that regulatory strength to build sustainable business models that not only compete head-to-head, but also humanize and simplify the relationship users have with their money.

> *The financial sector in Mexico is entering a much more intense phase of competition. It's no longer about fintech versus traditional banking, but about who can build a truly relevant value proposition for the customer. We will see consolidation, operational discipline, and a market that rewards those who execute with excellence.*
>
> **Juan Guerra, CEO Revolut Mexico.**

4.2 Payments & Remittances

Figure 13
Projected evolution of revenue according to Fintechs



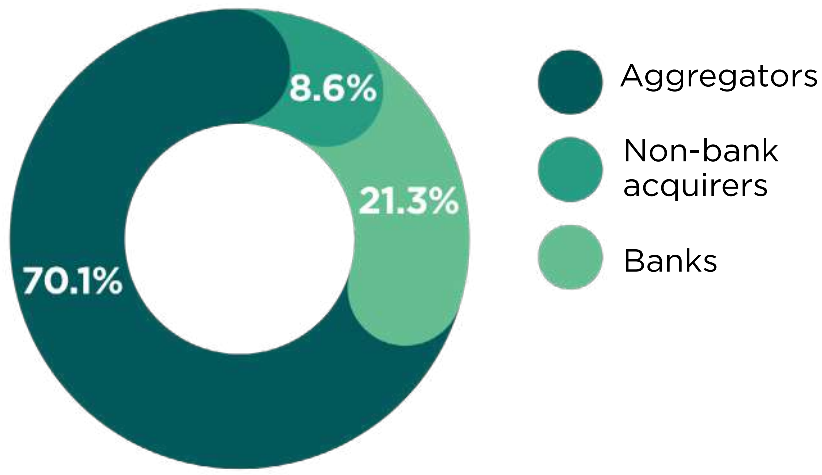
Source: Finnosummit internal data

The payments industry is entering a phase of accelerated expansion. The market is projected to grow its revenues by 4.6x by 2028, with 2026 marking a turning point driven by strong competitive pressure and increasing regional dynamics.

With nearly 70% of POS terminals in operation, Fintech aggregators have established themselves as the main enablers of acquiring and the shift toward digital payments in Mexico.

The transformation of the payments ecosystem is largely being driven by acquiring. Today, the expansion of Point-of-Sale terminal infrastructure is no longer led by traditional banks, but by Fintech aggregators that have scaled faster, with greater reach and stronger commercial focus, deploying **more than 4.6 million terminals.**

Figure 14
Origin of POS terminals in Mexico



Source: National Financial Inclusion Annual Report, CNBV.

This shift in leadership reflects both an operational advantage and a redefinition of who is driving the transition toward a less cash-dependent economy. In a country where the migration to digital payments remains one of the key structural challenges, acquiring has become a critical enabler—and new players are taking on this role with a presence that far exceeds existing banking infrastructure.

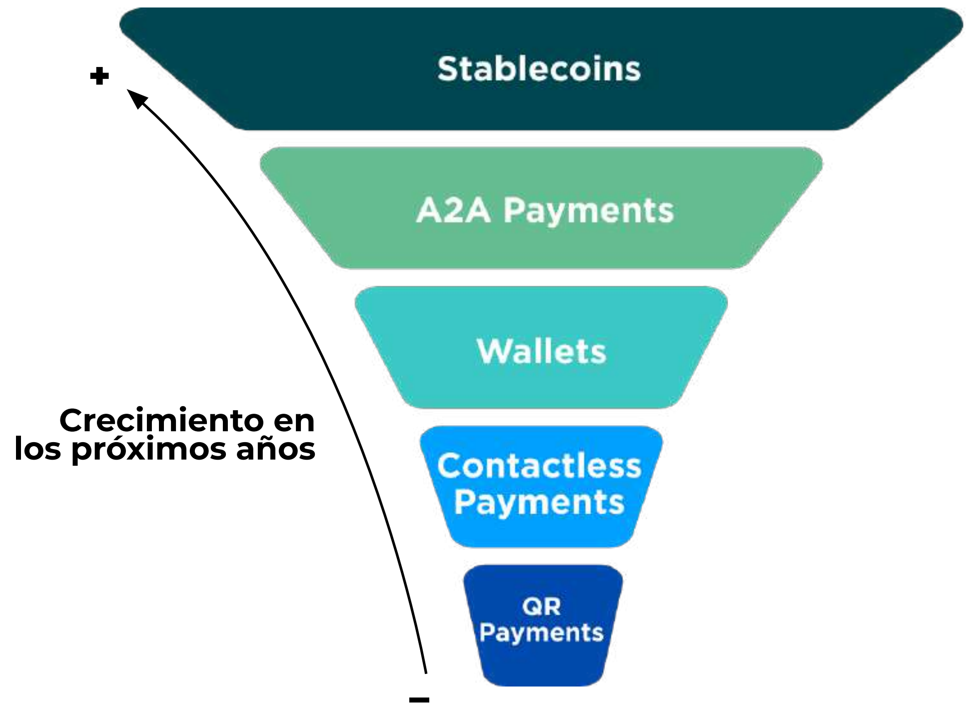
> *The Fintech sector in Mexico reflects a stage of greater stability and solidity, driven by increased collaboration with traditional banking and increasingly sophisticated technological adoption. The advancement of artificial intelligence and the development of innovative solutions, including stablecoins, highlight an industry with a vision for scale and a sustainable focus, where cybersecurity is an essential foundation for strengthening digital trust.*
>
> *At Mastercard, we understand that the future of payments is built through collaboration. We act as a strategic partner to the sector by connecting Fintechs and financial institutions, while providing cutting-edge technology, robust infrastructure, and the support of a global network that enables them to scale efficiently, accelerate innovation, and expand financial inclusion. Our commitment is to drive Mexico's digital transformation by connecting local innovation with a secure, interoperable, and scalable network, delivering payments that are increasingly safe, seamless, and convenient for everyone.*
>
> **Mariana Casar, Vice President Fintech, Digital Partners and Enablers , Mastercard Mexico.**

The next big bet in payments: Stablecoins as a growth rail

The payments ecosystem in Mexico is undergoing a technological shift where agility and cost efficiency have become the new strategic priorities. QR code systems are becoming obsolete. In contrast, the sector is increasingly focused on the efficiency of account-to-account (A2A) payments (SPEI and DiMo) and the disruptive potential of stablecoins. **Nearly 40% of payments Fintechs expect Stablecoins to be the fastest-growing technology in the coming years.**

This transition toward account-based rails and digital assets reflects an industry that is no longer focused solely on digitizing cash, but on building real-time, global liquidity infrastructure that significantly reduces transactional friction. By moving beyond the QR wave, Mexican Fintechs are betting on a future where interoperability and low-cost models become the true enablers of financial inclusion.

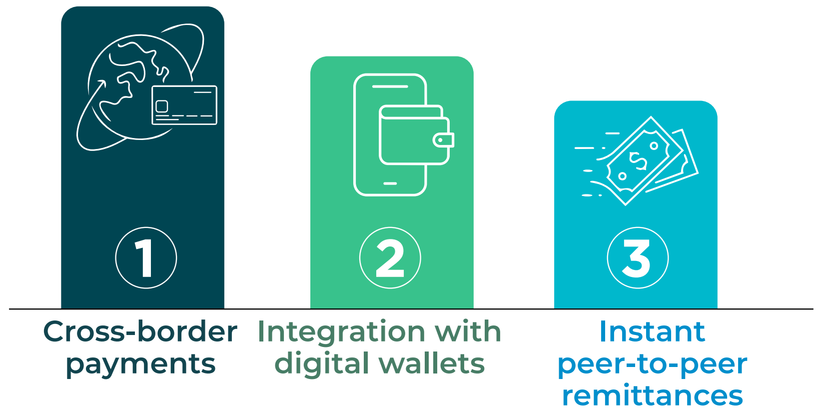
Figure 15
Technology with highest growth in coming years according to Fintechs



Source: Finnosummit internal data

Stablecoins are emerging as a key payments rail by addressing cross-border friction: two out of three Fintechs using them focus on SMEs and financial institutions, where international efficiency is critical.

Figure 16
Main uses of Stablecoins



Source: Finnosummit internal data

> *Stablecoins are gradually becoming part of the conversation around financial infrastructure in Latin America. Their relevance lies not only in the technology itself, but in how they contribute to rethinking the efficiency and availability of cross-border payments in a region that has historically faced friction in the movement of money.*
>
> **José Gedeón, Co-Founder & CEO, Cobre.**

4.3 Digitalization is driving the growth of B2B sectors: EFM and TIfBF

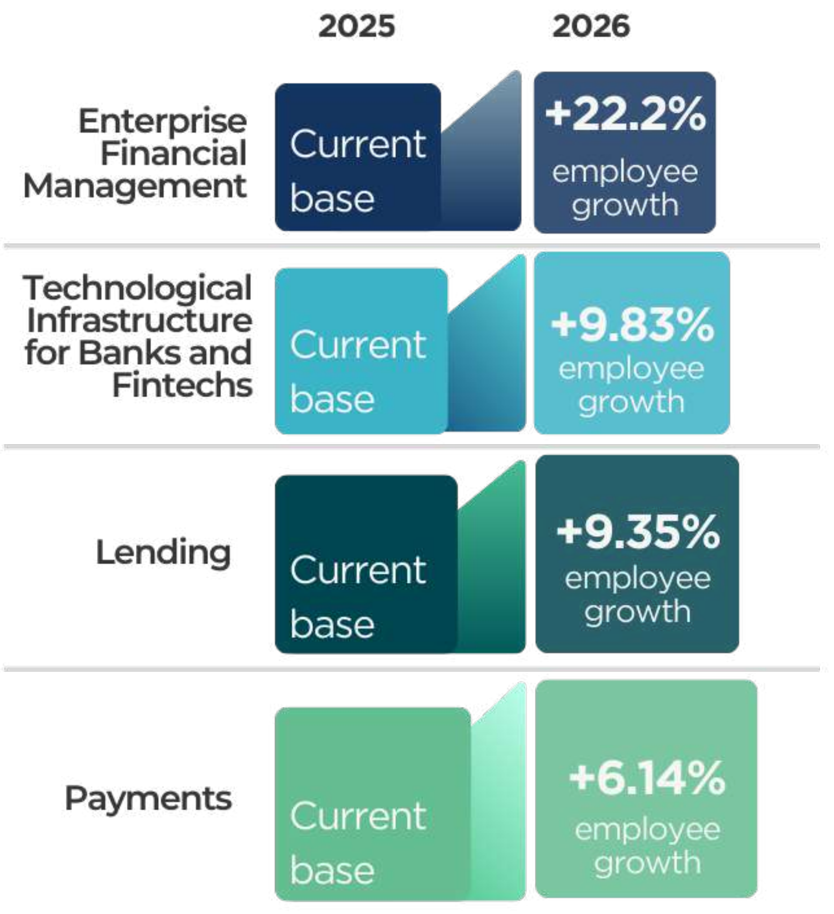
These four sectors are expected to generate, on average, more than 6,000 new jobs during the first half of 2026, representing 70% of total job creation within Mexico's Fintech ecosystem.

The acceleration of digitalization is reshaping the role of Fintechs focused on B2B and B2B2C models, such as Enterprise Financial Management and Technological Infrastructure for Banks and Fintechs. The growing adoption of digital tools by SMEs, combined with the integration of artificial intelligence and advanced infrastructure in banks and Fintechs, has positioned these verticals at the center of the sector's operational transformation.

This momentum is directly reflected in hiring plans: **Enterprise Financial Management projects workforce growth of over 22%, while Technological Infrastructure for Banks and Fintechs anticipates an increase of 10% by 2026.**

Figure 17

Expected employee growth for 2026



Source: Finnosummit internal data

Together, these four segments represent the largest verticals in the country, both in number of Fintechs and employees, collectively adding more than 6,000 new jobs, driven by strong structural demand for specialized talent. This dynamism reinforces EFM and TIFB&F as **two of the most relevant drivers of Mexico's Fintech sector performance in 2026.**

Investment overview

5

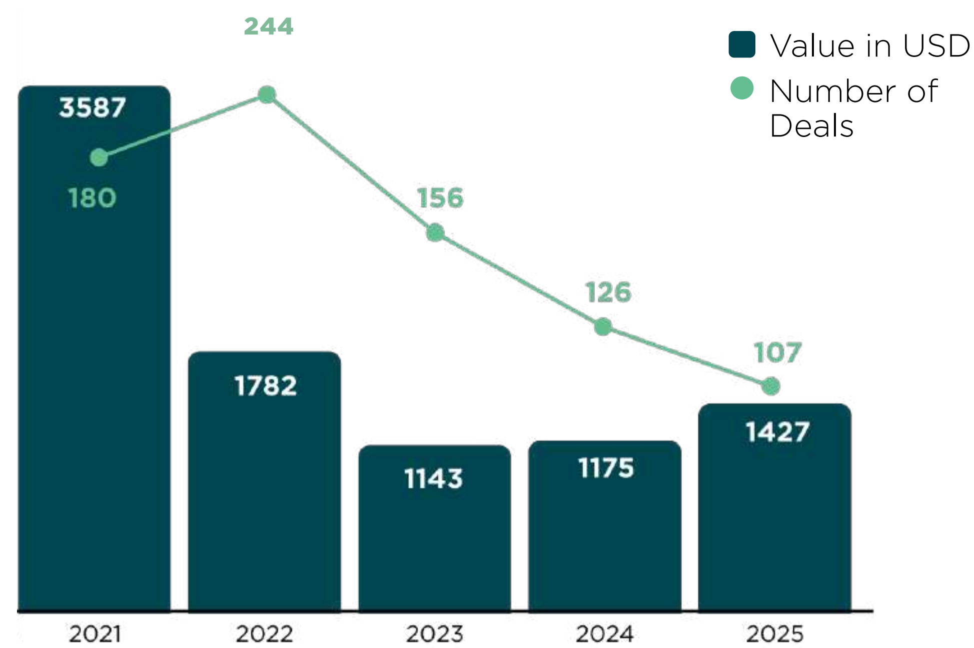
5.1 Evolution of the investment market

Mexico: VC bets contract, placing tickets carefully in Fintechs with greater traction and scale.

In 2025, venture capital began to show clear signs of recovery within the ecosystem, although under a different logic than in previous years. While capital flow reactivated, the number of investments declined, as funds became more selective.

Capital was primarily directed toward fintechs with proven traction, validated business models, and real scalability, as reflected in the strong prominence of neobanks in 2025.

Figure 18
Evolution of VC investment in Mexico



Source: Data extracted from LAVCA

The stage where an attractive narrative or a well-crafted pitch was enough is now behind; the emphasis is on execution, metrics, and sustainability.

> *The venture capital ecosystem in Latin America is undergoing a phase of evolution toward greater selectivity and a stronger focus on fundamentals. Beyond cycles of expansion and correction, we are seeing a market that prioritizes companies with clear value propositions, execution capabilities, and a long-term vision. This process is a natural part of the ecosystem's consolidation and helps lay more sustainable foundations for its future growth.*
>
> **Emanuel Hernández, Research Director of LAVCA.**

5.2 Main Fintech investment rounds in 2025

2025 was a pivotal year for neobanks, which consolidated their position as the main recipients of venture capital funding. These three players are emerging as key actors in 2026, in an environment where banks no longer compete only with early-stage challengers, but with scaled fintechs operating under the same regulatory frameworks as traditional banks.

This played a decisive role in strengthening their capabilities, marked by strategic moves such as acquisitions—cases like Klar with Bineo and Kapital with Intercam's assets—and large credit lines, such as the $500 million facility received by Plata from Nomura Capital at the end of 2025. This confidence is reflected in significant investment rounds led by international funds, as seen over the past year.

PLATA

410 USD
series A y B

Following two funding rounds in 2025—$160M and $250M USD—from funds such as Kora, Moore Strategic Ventures LLC, and TelevisaUnivision, Plata is positioning itself to compete with leading neobanks in the country as it awaits approval to operate as a bank.

Klar

190 USD
Capital y Crédito

A round composed of $170M USD in equity and $20M USD in debt from Prosus, IFC, Mouro Capital, and Quona Capital, joined by Grupo Santander, Grupo Televisa, and Grupo Fórmula. With this, Klar aims to expand in Mexico and develop new products. This follows its acquisition of Bineo in 2025.

Kapital Grupo Financiero®

100 USD
Series C

A round led by Tribe Capital and co-led by Pelion Ventures, with participation from Y Combinator, Marbruck Ventures, and True Arrow. With this round, Kapital reached unicorn status and is looking to expand across Latin America.

Other Fintech rounds of 2025:

digitt
monato
mattilda.
efektiva
kira
crabi
R2
propmatch
LOUNN
KredFeed
FéliX
aviva
belvo.

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Acknowledgments

7

Glossary

8

Fintech Segments:

Lending: this segment includes Fintechs offering On-Balance Sheet Business Lending, On-Balance Sheet Consumer Lending, Peer-to-Business Lending, Peer-to-Consumer Lending, Buy Now Pay Later (BNPL) solutions, and Factoring.

Payments and Remittances: this category includes Fintechs focused on Payments and Mobile Wallets, International Transfers and Remittances, Mobile Points of Sale (mPOS), and Payment Gateways and Aggregators.

Technological Infrastructure for Banks and Fintechs: this category includes companies addressing specific needs of financial institutions, such as Identity and Know Your Customer (KYC) solutions, Smart Contracts, Alternative Scoring, and Chatbots. It also includes Security and Digital Identity solutions, as well as Fraud Prevention and Risk Management.

Crowdfunding: includes companies focused on reward-based, donation-based, and equity crowdfunding.

Enterprise Financial Management: includes companies focused on reward-based, donation-based, and equity crowdfunding.

Personal Financial Management: this segment includes Personal Financial Management platforms, Comparison Platforms, and Debt Management solutions. It also incorporates subsegments such as Financial Education and Earned Wage Access (EWA) Fintech startups.

Insurtech: in this category, Comparison Platforms, Distribution Channels, and Lead Generation specific to insurance companies are considered, as well as Digital Insurers. Additionally, Technologies for Insurance Companies are included.

Digital Banking: includes both Business Banking and Consumer Banking.

Proptech: this segment emerges from identifying a critical mass of startups focused on the real estate space. Subcategories include Real Estate Crowdfunding and Real Estate Technologies.

Open Finance: groups startups that enable access, exchange, and use of financial data and capabilities through open models (APIs), allowing third parties—both financial and non-financial entities—to develop and offer a wide range of financial products and services. The segment focuses on open data solutions, such as aggregation, standardization, and analysis of financial information, as well as enablers that facilitate operational and regulatory connectivity with the financial system and the integration of embedded finance as a strategic business vertical.

Wealth Management: this segment includes Digital Wealth Management Fintechs, Robo-Advisors, Foreign Exchange (Forex) Market Solutions, and Stock Market Solutions.

Crypto: this segment includes Fintech startups whose business models are based on the creation, exchange, custody, or use of cryptoassets and the blockchain infrastructure that enables them. It includes solutions that facilitate access, everyday use, institutional investment, and regulatory integration of digital assets.

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