

What's Next for Digital Identity?

By the Numbers

Liminal's 2023 Digital Identity Landscape

The digital identity space is growing exponentially as companies and consumers demand solutions that establish, verify, manage, and secure digital identities. The growth and innovation create opportunities for businesses—and promise to remake the digital customer experience.

2,000+

Digital identity companies and their solutions analyzed

4x

Growth in the number of companies included over the past 6 years

\$53.0B

Estimated market size in 2023 for reusable identity solutions¹

57%

CAGR of reusable identity market through 2027²

Landscape forces at work

Multiple factors are driving the increased need for digital identity solutions.



Digital transactions are the norm, and privacy is top-of-mind

2 billion

Projected transaction value of US digital payments in 2023³

73%

Consumers want more autonomy over their digital identity⁴



Everything digital and more to come

100+ countries

Exploring digital currencies⁵

42.9%

Ecommerce transactions made via a mobile device⁶



Digital transactions mean more risk

88%

Consumers say security is their top priority when opening digital accounts⁷

70%+

Increase in consumer fraud loss since 2020⁸

The consumer identity opportunity

Digital identity companies are improving security, eliminating passwords, and creating better digital customer experiences across the board.

The 2023 Digital Identity Landscape reveals heightened activity in:



Decentralized Identity and Verifiable Credential Management (DID/VCM):

Estimated market size of \$1.0B in 2023 and is poised to reach \$11B by 2027, growing at a CAGR of 83%



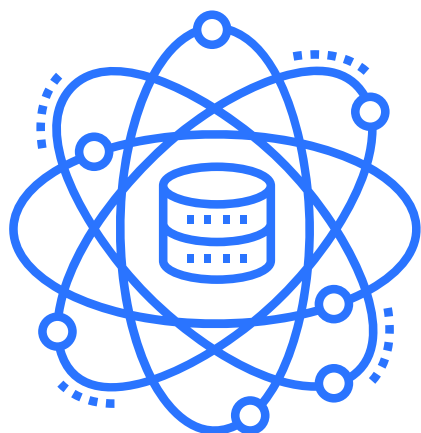
Persona and Signals-based Intelligence (PSBI)

Estimated market size of \$5.8B in 2023 and is poised to reach \$11.8B by 2027, growing at a CAGR of 19.8%



Identity Wallets

Estimated market size of \$17.5B in 2023 and is poised to reach \$35.4B by 2027, growing at a CAGR of 24.6%



It's all about that data

Expect organizations to focus on probabilistic or inferential data in the near term—with self-managed data models as the ultimate goal.

Probabilistic data

Information based on relationship patterns and the likelihood of something happening.

Example:

Using past weather data to predict future weather events.

Deterministic data

A system in which users create, store, and manage their own data.

Example:

An employer developing a system for employees to identify themselves.

What's next?

The digital identity space is evolving rapidly—and creating more secure, convenient and optimal digital experiences along the way. Learn more about 2023 Digital Identity Landscape or become a member and to access in-depth analysis as we examine the forces shaping the next generation of identity solutions. Learn more at www.liminal.co.

Sources:

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Digital Payments, U.S. Statista
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