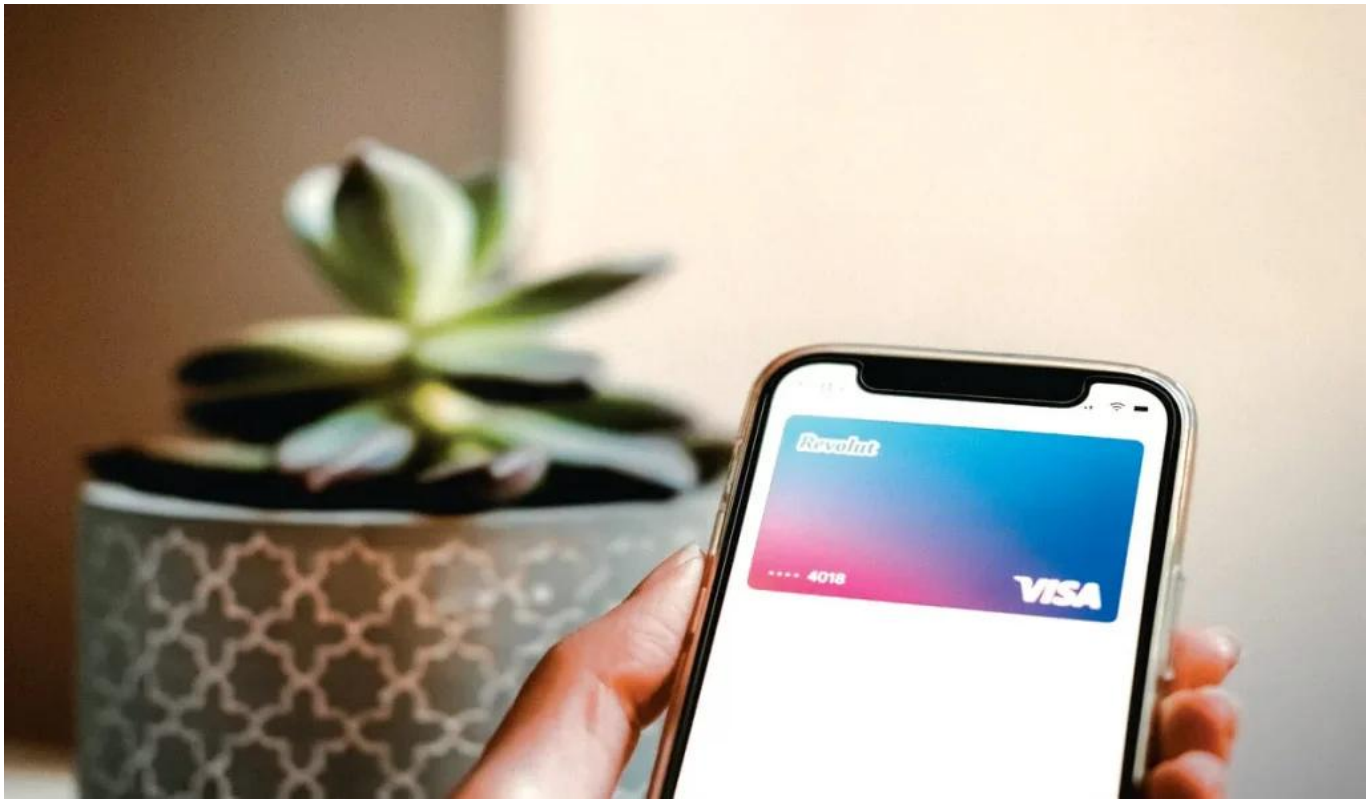
# Revolut’s Brand Value Jumped by a Massive 480% in a Year




October 31, 2022. Jastra Kranjec

The UK based challenger bank Revolut significantly increased its valuation over the past few years, becoming the country’s biggest unicorn and the highest-valued fintech company.

According to data presented by Trading Platforms, Revolut’s brand value surged by a massive 480% year-over-year reaching $4.74bn in 2022.

**The Fastest Growing UK Brand and the World’s Fourth Largest Fintech Unicorn**

Over the past seven years, Revolut has seen impressive growth, both in users and

revenue. The BCH survey showed Revolut’s user base surged by a staggering 966% in just two years, rising from 1.5 million in 2018 to over 16 million in 2020. In 2022, the British fintech hit a milestone of 20 million customers and 250 million monthly transactions, becoming the largest online-only bank in Europe.

The company has also received more than $1.7bn in funding, earning the title of Europe’s highest-funded neobank. In June this year, Revolut’s market value hit $33bn, ranking as the fourth-largest fintech unicorn globally behind Stripe, Klarna, and Checkout.com. Impressive financial results have driven the company’s brand value to record highs.

In 2021, Revolut’s brand value stood at $820 million, up from $580 million a year before, according to a Kantar survey. However, the company’s brand value surged by 480% year-over-year to $4.74bn in 2022, making Revolut the fastest- growing UK brand worldwide.

**Neobanks’ Transaction Value to Jump by 33% YoY to $3.25T in 2022**

Neobanks like Revolut, the Berlin- based N26, and São Paulo-based Nubank provide financial services exclusively online via an app, allowing them to save operational costs and offer their customers lower fees in return. This mobile- first approach continues rapidly transforming the global financial sector, with more and more customers embracing digital change.

According to a Statista survey, neobanks are expected to hit $3.25trn transaction value in 2022, showing a massive 33% increase year-over-year. The entire market is forecast to grow by an annual growth rate (CAGR 2022- 2027) of 22.5%, resulting in a transaction value of $8.97tn by 2027.

Statista data also shows more than 187 million people used neobanking services this year, up from 145 million a year ago. The number of users is expected to jump to over 300 million in the next two years.