Everest Group®

Everest Group US B2B Earned Wage Access (EWA) Products PEAK Matrix® Assessment 2026

Focus on DailyPay

July 2026

PEAK MATRIX®

Introduction/Research background

The US B2B EWA market continues to evolve from a niche employee benefit into a strategic workforce solution. What initially emerged as a mechanism to provide employees with access to earned wages before payday has expanded into a broader category of employee financial wellness offerings.

The market remains highly fragmented, with providers operating across different delivery, funding, and settlement models. While the core objective remains consistent of providing employees access to accrued wages before scheduled paydays, providers differ significantly in how wages are calculated, funds are delivered, advances are recovered, and integrations are maintained with payroll, Human Capital Management (HCM), workforce management, and timekeeping systems. As a result, buyers increasingly evaluate providers not only on wage access capabilities but also on implementation effort, operational impact, compliance readiness, employee experience, and ecosystem connectivity.

Alongside EWA, providers are expanding their offerings to include budgeting, savings, credit building, financial education, rewards, financial coaching, AI-powered guidance, and other workplace finance capabilities designed to improve long-term employee financial health. The market also continues to navigate an evolving regulatory environment. State-level oversight, emerging licensing requirements, and increasing focus on consumer protection have elevated the importance of compliance, transparency, and responsible access models. Consequently, employers are prioritizing providers that combine strong governance and operational reliability with scalable deployment models and employee-centric experiences.

This assessment is based on Everest Group's annual Request for Information (RFI) process for calendar year 2026, provider briefings and product demonstrations, buyer reference checks, and ongoing analysis of the US B2B EWA market.

The full report includes the profiles of the following 16 providers featured on the US B2B Earned Wage Access (EWA) Products PEAK Matrix® Assessment 2026:

- **Leaders:** DailyPay, Green Dot, Payactiv, and Rain
- **Major Contenders:** Branch, Chime, Dayforce, FlexWage, Immediate, Instant, Stream, Tapcheck, and ZayZoon
- **Aspirants:** AnyDay, Everee, and OrbisPay

Scope of this report

Geography: US

Industry: all industries

Products: B2B EWA and financial wellness products

EWA Product PEAK Matrix® Assessment 2026: definition and scope

[NOT EXHAUSTIVE]

The EWA solution is in collaboration with the employer in a B2B model.

The study is limited to the US only. Data pertaining to only those client employees based out of the US will be considered.

The study will include providers offering solutions to all buyer sizes in the US from small businesses and mid-market firms to large businesses and enterprises.

EWA value chain (employer-enabled or B2B)

Employee request	EWA platform calculation	Disbursement	Settlement
Employees request access through an employer-provided platform/application integrated with payroll	Calculation of early-paid wages done by EWA platform (integrated with payroll)	Wages provided via wallet/paycard/bank	Remaining salary paid on payday via payroll

Value-added capabilities

- Offered as part of payroll solution
- Wallet/Paycard availability
- Analytics and reporting for employers
- Cash flow / Working capital management (funding by provider)
- Training/Adoption support

Financial wellness features

- Analytics on withdrawal patterns and spending behavior
- Personal and household budgeting
- Financial goal setting
- Emergency and short-term savings
- Financial crisis management
- Student loan repayment
- Consumer credit building
- Consumer debt reduction
- Financial coaching and guidance

US B2B EWA products PEAK Matrix® characteristics

Leaders

DailyPay, Payactiv, Green Dot, and Rain

- Leaders demonstrate mature employer-enabled (B2B) EWA capabilities, broad payroll and HCM connectivity, and the ability to support complex buyer requirements across large workforce environments
- AI is a strategic investment area for Leaders, spanning external use cases such as employee financial guidance and employer-facing insights, alongside internal applications including payment routing, contact-center analytics, and service trend detection
- They combine strong market presence with broad employee adoption across multiple industries, supported by large employer portfolios, mature delivery capabilities, and extensive ecosystem relationships that reinforce their position in the market

Major Contenders

Branch, Chime, Dayforce, FlexWage, Immediate, Instant, Stream, Tapcheck, and ZayZoon

- Major Contenders are differentiating through varied operating models, including payroll deduction, provider-funded access, card-led delivery, embedded partnerships, and holistic financial wellness platforms
- They are investing in employee experience, transparent pricing, configurable access controls, savings and budgeting tools, employer analytics, and partner-led distribution to improve adoption and scalability

Aspirants

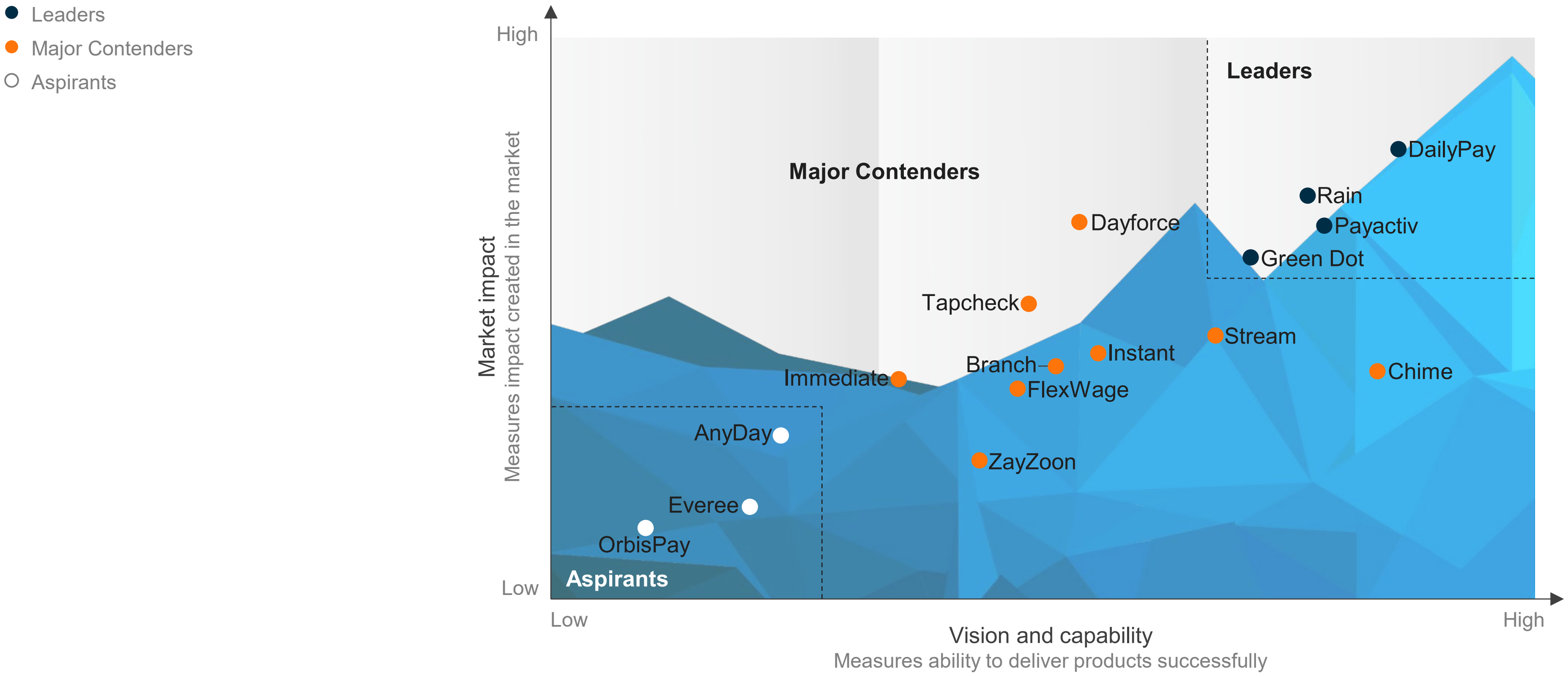
AnyDay, Everee, and OrbisPay

- Aspirants focus on core wage access use cases, serving buyers with targeted needs around quick implementation, simple access flows, and limited administrative disruption
- They are building market relevance through improved integrations, broader payout options, and incremental product maturity; however, they show comparatively lower scale and breadth of capabilities

Everest Group PEAK Matrix®

US B2B Earned Wage Access (EWA) Products PEAK Matrix® Assessment 2026 | DailyPay is positioned as a Leader

Everest Group US B2B Earned Wage Access (EWA) Products PEAK Matrix® Assessment 2026[1,2]



1 Assessments for AnyDay, Everee, Immediate, OrbisPay, Payactiv, Tapcheck, and ZayZoon exclude platform provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with EWA buyers
2 Assessment for Chime only includes Chime Workplace
Source: Everest Group (2026)

DailyPay

Everest Group assessment – Leader

Measure of capability: Low High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall

Strengths

- DailyPay demonstrates substantial scale in the US B2B EWA market, serving a large employer and employee base, while maintaining strong adoption and enrollment rates across enterprises
- The provider has 180+ integrations with payroll, HCM and timekeeping systems, which also includes an exclusive strategic partnership with Workday to offer a more connected EWA experience for organizations using Workday HCM and payroll products
- DailyPay differentiates through its full-funding model which can allow employees to access up to 100% of net pay while employers continue their existing payroll processes without additional administration or cash-flow management requirements
- It reinforces its customer-centric approach through customer advisory boards whose members represent its employee base, giving the provider a structured channel to capture employer and workforce needs and translate feedback into support and product decisions
- Referenced clients have appreciated DailyPay's seamless integration and active customer support team for both the employer and the employees

Limitations

- DailyPay's full-funding delivery model reduces employer-side reconciliation complexity after implementation, though buyers seeking flexibility to choose between alternative models such as payroll deduction or card-led disbursement models based on payroll preferences or workforce needs might find its approach less configurable
- The provider's current client portfolio is skewed toward employers with 500 or more employees, requiring additional validation from smaller buyers
- Referenced clients highlighted interest in advanced data analytics features, such as predictive insights, to be made available for the administrators

Market trends

Market size and growth

- The US B2B EWA market stands at US$780 million and continues to expand as employers adopt flexible pay as a workforce benefit
- The market is growing at 20%, supported by adoption across frontline-heavy industries and mid-market employers
- Providers are extending EWA into financial wellness adjacencies, such as savings, budgeting, credit building, and financial guidance, to deepen engagement

Key drivers for growth

Employee financial stress	Growing financial volatility and limited emergency savings among workers are increasing demand for solutions that improve short-term liquidity and financial resilience.
Expansion of financial wellness programs	Buyers increasingly view EWA as an entry point into broader tools for savings, budgeting, credit building, education, and financial coaching.
Integration-led adoption	Expanding integrations with payroll, HCM, workforce management, and timekeeping systems are reducing implementation complexity and accelerating deployment.
Workforce productivity and retention	Organizations are investing in EWA and FWS to reduce absenteeism, improve workforce engagement, and strengthen employee retention.

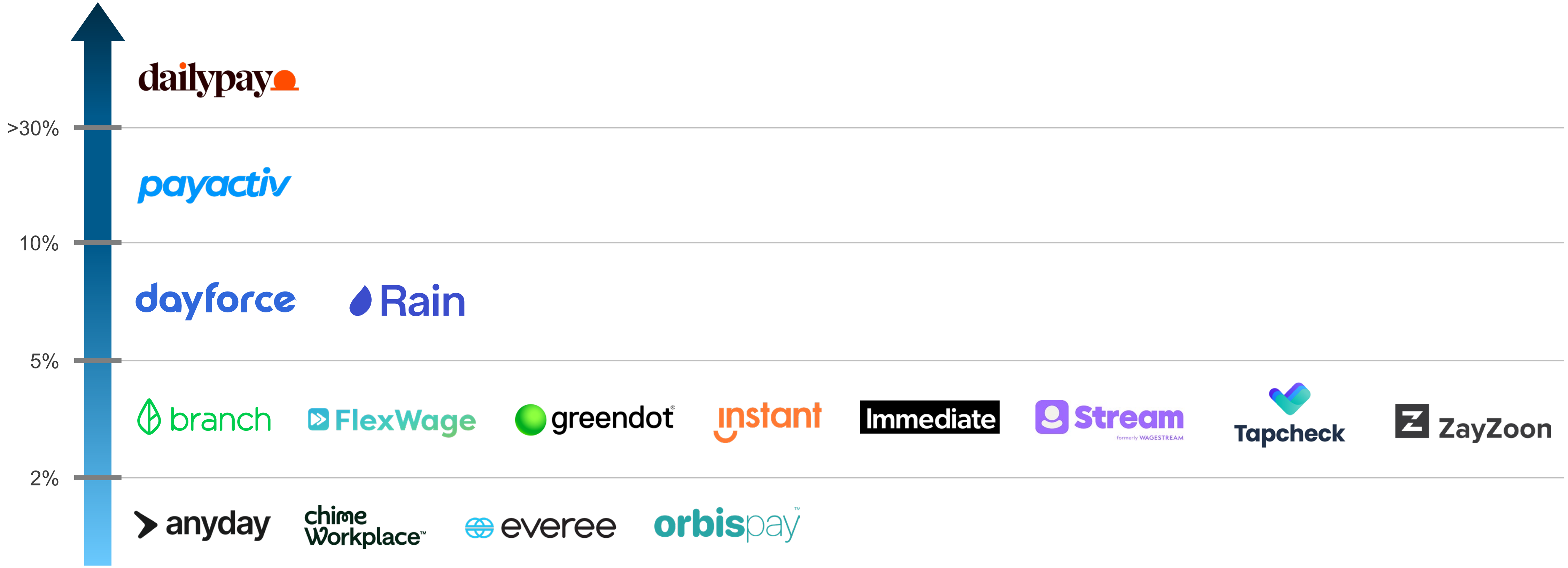
Opportunities and challenges

Expansion into FWS platforms	Standalone EWA providers can bundle EWA with savings, budgeting, credit-building, tax optimization, and financial coaching capabilities.
Data-driven workforce insights	Employee spending, savings, and liquidity data create opportunities to deliver personalized employee financial guidance and richer workforce analytics for employers
Outcome measurement gaps	Buyers expect stronger proof of impact on financial health, retention, absenteeism, and productivity beyond adoption metrics.
Compliance complexity	State-level EWA rules, fee disclosures, and operating model scrutiny create ongoing product and compliance challenges.

Provider landscape analysis

Market share analysis of the providers[1]

2025; percentage of the US B2B EWA market share by annual realized revenue



1 Providers are listed alphabetically within each range

Key buyer considerations

Top five sourcing criteria

2025; Arranged in alphabetical order

Compliance and security

Adherence to evolving EWA regulations, transparent fee disclosures, data minimization, privacy controls, and audit-ready security practices

Cost structure and pricing transparency

Clear visibility into employer and employee costs, including free access paths, fee caps, transfer charges, and implementation-related costs

Employee experience

Intuitive mobile-first user experience with clear earnings visibility, flexible withdrawal options, and embedded financial wellness tools

Integration with payroll, time and attendance, and HR systems

Seamless connectivity with payroll, HRIS, and timekeeping systems to calculate earned wages accurately and reduce payroll team intervention

Speed and reliability of wage access or fund disbursement

Reliable instant and standard disbursement options with accurate balance updates, resilient payment rails, and minimal downtime

Summary analysis

Employee experience and compliance emerge as part of the top buyer considerations, as employers seek solutions that improve workforce adoption, while maintaining regulatory and data security safeguards.

Buyers emphasize integration depth, wage calculation accuracy, and disbursement reliability, valuing providers that minimize payroll disruption and support flexible employee payout preferences.

Other factors considered include scalability of product, expertise, and support as buyers favor providers with proven implementation capabilities, responsive customer support, and the ability to support complex workforce environments across different US states at scale.

Key takeaways for buyers

Buyers should prioritize solutions that combine intuitive employee access, transparent pricing, compliance readiness, and seamless payroll integration. Flexible disbursement choices and responsive support are central to reducing administrative burden, while improving employee trust, adoption, and workforce stability.

Shifts in provider capabilities

EWA providers are evolving from transaction-led pay access tools to broader workplace financial wellness platforms. Capabilities increasingly include embedded savings and budgeting, credit building tools, paycards or wallets, and employer dashboards that connect usage with workforce and financial health outcomes.

Differentiation across provider types

Provider differentiation is largely shaped by operating model alongside funding approach and ecosystem depth. Payroll deduction models reconcile EWA advances through payroll deductions sent to employer, while payroll settlement models route payroll through provider-owned accounts before funds reach employees.

Key innovations

Innovation centers on AI-powered financial wellness agents, data-driven employer insights, and flexible disbursement options. Providers are introducing personalized recommendations on expense management and budgeting, spending and savings analytics, financial health dashboards, and configurable guardrails to improve employee outcomes and engagement.

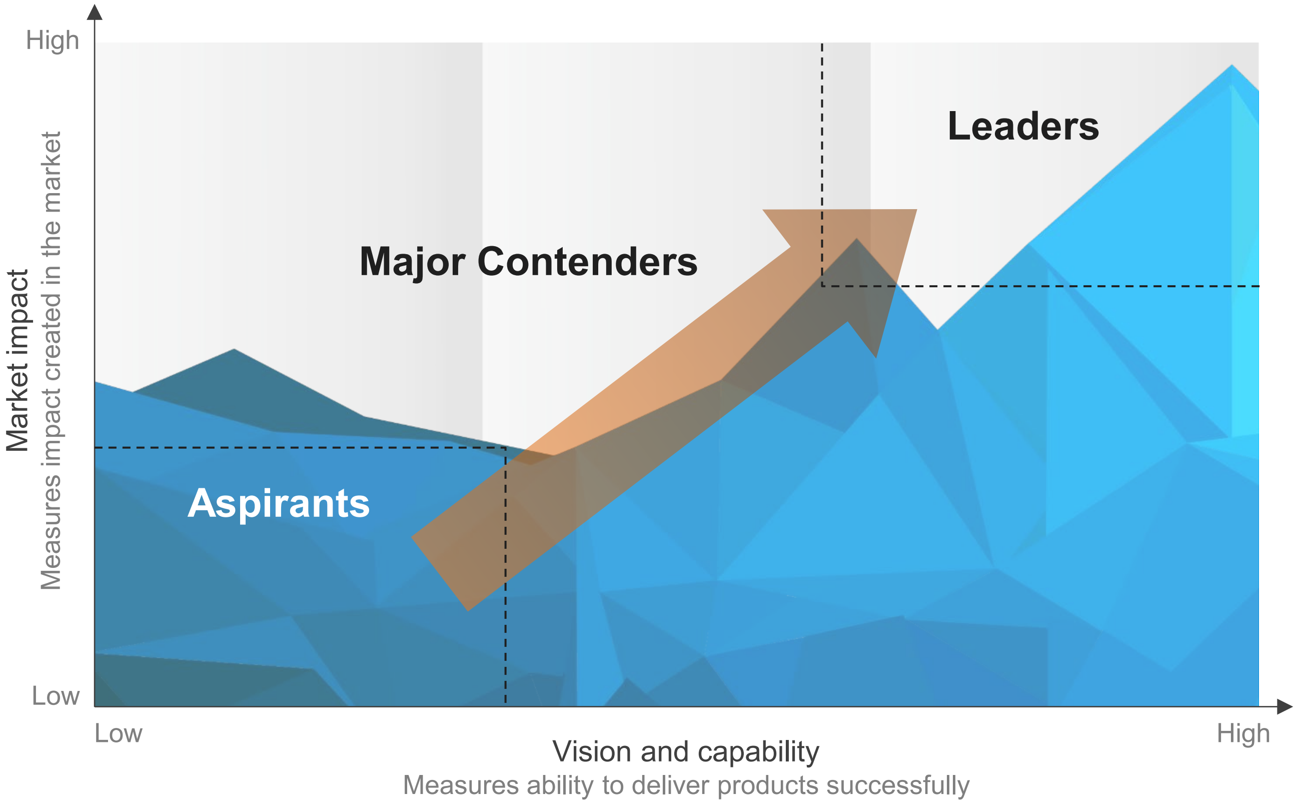
Appendix

PEAK Matrix® framework

FAQs

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



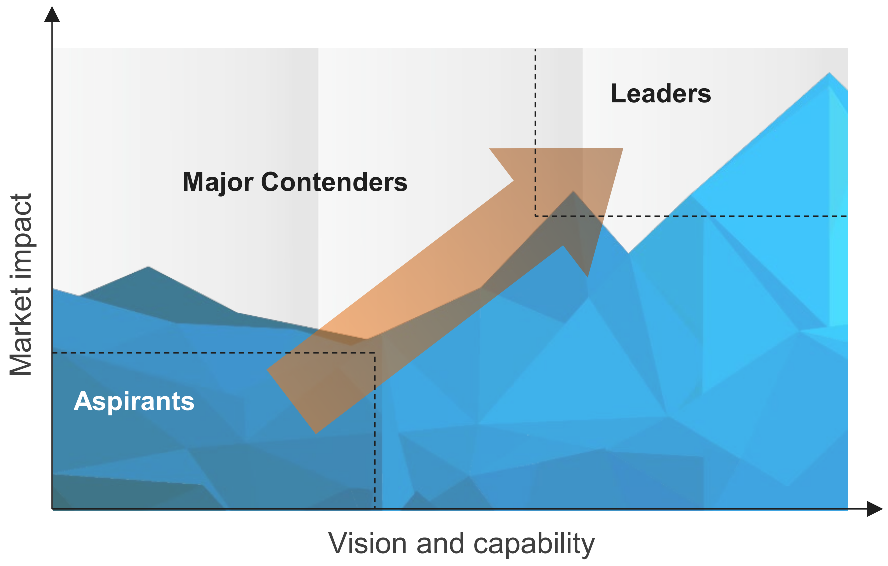
Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Number of clients, revenue base, and YoY growth

Portfolio mix
Diversity of client base across industries, geographies, environments, enterprise size class

Value delivered
Value delivered to the client based on customer feedback and other measures



Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy
Vision for the client and itself; future roadmap and strategy

Technology capability
Technical sophistication and breadth/depth across the technology suite

Flexibility and ease of deployment
Configurability/customize-ability, hosting and tenancy, integration, governance, and security and compliance

Engagement and commercial model
Progressiveness, effectiveness, and flexibility of engagement and commercial models

Support
Training, consulting, maintenance, and other support services

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being in included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

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