Nowadays, revolutionary changes of the modern financial market take place in the vector of the FinTech innovation development, in particular: rapid transformation of financial services into new forms and expansion of their use, changes in the conditions of functioning of securities markets, payments, credit and deposit operations, peculiarities of the transformation and circulation of personal and corporate finances, etc.

Within the article, strategic importance of the FinTech development in Ukraine based on Eastern Europe's FinTech market indicators is identified. Elements of the financial institutions, which ensure proper functioning of the market, are considered, and distinctive features of the native FinTech landscape are determined.

The main motives and directions of state regulation of the investigated sphere in the financial services market are presented. The purpose of the research is to study components of the infrastructure and factors influencing the FinTech functioning in the EE countries and Ukraine based on the construction of a multi-factor econometric model as a basis for making effective management decisions to ensure sustainable development of the financial services market in Ukraine.

Research methods used to achieve this goal are as follows; analysis and synthesis, system-structural method and methods of economic-mathematical modeling, SWOT analysis to determine the role of FinTech in the financial services market functioning.

Types of FinTech companies by sector in Ukraine are analyzed. Due to the multi-factor econometric modeling, some factors (GDP, population size, consumer spending, and Internet access), which determine the development level of FinTech in Hungary, Poland, Slovakia, Romania and Ukraine, are identified. Based on the conducted SWOT analysis, opportunities and threats, weaknesses and strengths of the functioning and development of these services in Ukraine are identified.

On the grounds of the identified trends and taking into consideration the experience of foreign countries, priority directions and tools for its development in Ukraine are proposed, the priority of which are: technical support of the FinTech market functioning; modernization of FinTech business models in the direction of the technology development and customer needs, partnerships and cooperation with banking institutions; digitization of banking functions and payments, use of own databases; use of services of your own IT companies or software of well-known international suppliers such as SAP; overcoming the problem of the financial services market development in Ukraine due to low mentality, confidence and lack of financial literacy on the basis of building the institute of trust; formation of the favorable investment climate for the financial assets inflow for the FinTech development on the basis of the state support introduction for the investment activity by means of tax incentives.