

EMV Smart Cards Market By Type (Debit Card, Credit Card), By Brand (Visa, MasterCard, Others), By Application (Food & Groceries, Health & Pharmacy, Restaurants & Bars, Consumer Electronics, Media & Entertainment, Travel & Tourism, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

Market Report | 2022-09-01 | 361 pages | Allied Market Research

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Report description:

EMV payment method is based on a technology standard for smart payment cards, payment terminals, and ATMs that can accept them. EMV stands for "Europay, Mastercard, and Visa," the three companies that developed the standard. EMV cards are smart cards, commonly referred to as chip cards, integrated circuit cards, or IC cards. In addition, these cards include magnetic stripes for backward compatibility and store their data on integrated circuit chips. These comprise both contactless cards that can be read at a close range utilizing near-field communication technology as well as cards that need to be manually inserted or "dipped" into a reader.

The global EMV smart card market is anticipated to witness significant growth during the forecast period. Factors, such as rapid digitalization, surge in cashless transactions, and rise in demand from the healthcare sector, drive the growth of the EMV smart card market. However, high set-up cost, along with data theft & security concern, is a major restraint to the global EMV smart card industry. In addition, new mode of information security for users enabled by blockchain is expected to create opportunities for the smart card industry. EMV smart cards can efficiently manage cryptographic keys, thereby enabling secure & efficient transactions in blockchain applications.

The EMV smart cards market is segmented into type, brand, application, and region. By type, the market is differentiated into debit card and credit card. The debit card segment is further segmented into contact, contactless, and dual. The contactless segment is further segregated into low-frequency cards, high-frequency cards, and ultra-high frequency cards. The credit card segment is further segmented into general purpose credit cards and specialty & other credit cards. Depending on brand, it is fragmented into Visa, MasterCard, and others. The application segment is segmented into food & groceries, health & pharmacy, restaurants & bars, consumer electronics, media & entertainment, travel & tourism, and others. Region-wise, the market is

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analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The EMV smart cards market analysis includes top companies operating in the market such as American Express, CardLogix Corporation, CPI Card Group Inc., Equinox Payments, Giesecke + Devrient GmbH, HID Global Corporation, IDEMIA, Infineon Technologies AG, JPMorgan Chase & Co., NCR Corporation, Perfect Plastic Printing, Samsung, Thales, VeriFone, Versatile Card Technology Pvt. Ltd., Mastercard, and Visa Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the accounting and budgeting software industry. □□

KEY BENEFITS FOR STAKEHOLDERS

-The study provides an in-depth analysis of the global EMV smart cards market along with current trends and future estimations to illustrate the imminent investment pockets.

-Information about key drivers, restrains, & opportunities and their impact analysis on the global EMV smart cards market size is provided in the report.

-The Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the global EMV smart cards market from 2021 to 2031 is provided to determine the market potential.

Key Market Segments

By Type

- Debit Card
- Debit Card
- Contact
- Contactless
- Dual
- Credit Card
- Credit Card
- General Purpose Credit Cards
- Specialty Other Credit Cards

By Brand

- Visa
- MasterCard
- Others

By Application

- Food Groceries
- Health Pharmacy
- Restaurants Bars
- Consumer Electronics
- Media Entertainment
- Travel Tourism
- Others

By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Netherlands

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- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Singapore
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- American Express
- CardLogix Corporation
- CPI Card Group Inc.
- Equinox Payments
- Giesecke + Devrient GmbH
- HID Global Corporation
- IDEMIA
- Infineon Technologies AG
- JPMorgan Chase & Co.
- NCR Corporation
- Perfect Plastic Printing
- SAMSUNG
- Thales
- VeriFone
- Versatile Card Technology Pvt Ltd.
- Mastercard
- Visa Inc.

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