

**3D Secure Pay Authentication Market By Component (Merchant Plug-In, Access Control Server, Others), By Application (Banks, Merchant and Payment Processors): Global Opportunity Analysis and Industry Forecast, 2022-2032**

Market Report | 2024-03-01 | 400 pages | Allied Market Research

**AVAILABLE LICENSES:**

- Cloud Access License \$3570.00
- Business User License \$5730.00
- Enterprise License \$9600.00

**Report description:**

The 3D secure pay authentication market size was valued at \$1.29 billion in 2022 and is projected to reach \$3.96 billion by 2032, growing at a CAGR of 11.8% from 2023 to 2032.

3D secure pay authentication provides an additional layer for the security of online credit and debit card transactions. The 3D secure pay authentication is designed for reducing risk in relation to utilization of unauthorized card and fraud transactions during the online purchase. In addition, when a consumer makes an online payment by using a 3D secure enrolled card, that is typically redirected for card issuer's authentication page for identity verification. The verification process involves the password entry, one time code sent via SMS or email, or biometric authentication such as fingerprint or facial recognition. Once the customer's identity is confirmed, the transaction is authorized, providing increased security for both the cardholder and the merchant. 3D secure helps to prevent unauthorized card usage, reduce chargebacks, and build trust in online transactions, benefiting both consumers and businesses involved in e-commerce.

3D secure pay authentication market serves various industry verticals such as retail and e-commerce, banking and financial services, travel and hospitality, gaming and entertainment. Retail & e-commerce segment involves online retail businesses and e-commerce platforms that require secure payment authentication method for preventing fraud and ensuring consumer trust. Banking and Financial Services segment targets financial institutions, banks, and payment processors integrating 3D secure authentication solutions into their payment processing systems. Travel and hospitality segment includes airlines, hotels, and travel agencies, where secure online payments are essential for booking and reservations. Gaming and entertainment segment requires secure payment processing for in-game purchases, subscriptions, and digital content.

Important players are launching various products to survive and compete in 3D secure pay authentication industry. For instance, in December 2023, Entersekt acquired Modrium 3D secure payment solutions to accelerate global expansion. Modrium is a leader in enabling authenticated, card-not-present payments with a history dating back 25 years. Modrium's cloud-based 3-D secure

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

(3DS) technologies and services authenticate digital payment transactions globally in numerous payment systems, hundreds of issuers, and thousands of merchants, as well as enable 3D transactions for hundreds of millions of cardholders. With this acquisition, Entersekt will expand its customer base and will secure over 2.5 billion transactions per year, giving it a compelling global footprint and a clear technology advantage of a solution spanning across digital, payment and data channels of issuers, acquirers, and merchants. Furthermore, in December 2023, The American Express Company launched protection solutions making shopping experience on Alexa/ Siri more safer. The company launched SafeKey EMV 3-D Secure 2.3 capabilities. Amex is the first network to upgrade to SafeKey 2.3. It says that the initiative underscores its commitment to providing a secure checkout experience. Through SafeKey 2.3, Amex is offering enhanced protection for purchases on gaming consoles and headless devices, such as smart speakers. It is also offering further biometric support, enhanced payment information, and user interface improvements. Therefore, such strategies adopted by key players are expected to propel the growth of 3D secure pay authentication market for the forecast period.[]

Growing mandatory regulations and consumer expectations are the main significant factors driving the growth of 3D secure pay authentication market. Rising friction and compatibility issues during the payment process to hamper the 3D secure pay authentication market growth. Increasing e-commerce activities and digital transactions to provide significant opportunity for 3D secure pay authentication market growth.[]

The global 3D secure pay authentication market is segmented into component, application, and region. By component, the market is divided into merchant plug-in, access control server, and others.[] By application, the market is divided into banks and merchant & payment processors. Region-wise, the 3D secure pay authentication market is studied across North America, Europe, Asia-Pacific, Latin America, Middle East and Africa.[]

Competitive analysis and profiles of the major players in the 3D secure pay authentication market include Visa Inc., Mastercard Inc., Broadcom Inc., Fiserv Inc., Marqeta Inc., Modrium, Entersekt, PayU (Naspers), The American Express Company, and Discover Financial Services. These players have adopted various strategies to increase their market penetration and strengthen their position in the 3D secure pay authentication industry.[][]

#### Key Benefits For Stakeholders

-This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the 3D[]secure pay authentication market analysis from 2022 to 2032 to identify the prevailing 3D[]secure pay authentication market opportunities.

-The market research is offered along with information related to key drivers, restraints, and opportunities.

-Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

-In-depth analysis of the 3D[]secure pay authentication market segmentation assists to determine the prevailing market opportunities.

-Major countries in each region are mapped according to their revenue contribution to the global market.

-Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

-The report includes the analysis of the regional as well as global 3D[]secure pay authentication market trends, key players, market segments, application areas, and market growth strategies.

Additional benefits you will get with this purchase are:

- Quarterly Update and\* (only available with a corporate license, on listed price)
- 5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.
- Free Upcoming Version on the Purchase of Five and Enterprise User License.
- 16 analyst hours of support\* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)
- 15% Free Customization\* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)
- Free data Pack on the Five and Enterprise User License. (Excel version of the report)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Free Updated report if the report is 6-12 months old or older.
- 24-hour priority response\*
- Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Investment Opportunities
- Market share analysis of players by products/segments
- New Product Development/ Product Matrix of Key Players
- Regulatory Guidelines
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- Market share analysis of players at global/region/country level
- SWOT Analysis

#### Key Market Segments

##### By Component

- Merchant Plug-In
- Access Control Server
- Others

##### By Application

- Banks
- Merchant and Payment Processors

##### By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific
- Latin America
- Brazil
- Argentina
- Rest of Latin America
- Middle East and Africa
- Gcc Countries
- South Africa
- Rest of Middle East And Africa
- Key Market Players

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Visa Inc.
- Mastercard, Inc.
- Broadcom, Inc.
- Fiserv, Inc.
- Marqeta, Inc.
- Modrium
- Entersekt
- PayU (Naspers)
- The American Express Company
- Discover Financial Services

## **Table of Contents:**

### CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
  - 1.4.1. Primary research
  - 1.4.2. Secondary research
  - 1.4.3. Analyst tools and models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1. Top impacting factors
  - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
- 3.4. Market dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### CHAPTER 4: 3D SECURE PAY AUTHENTICATION MARKET, BY COMPONENT

- 4.1. Overview
  - 4.1.1. Market size and forecast
- 4.2. Merchant Plug-In
  - 4.2.1. Key market trends, growth factors and opportunities
  - 4.2.2. Market size and forecast, by region
  - 4.2.3. Market share analysis by country
- 4.3. Access Control Server
  - 4.3.1. Key market trends, growth factors and opportunities
  - 4.3.2. Market size and forecast, by region
  - 4.3.3. Market share analysis by country
- 4.4. Others
  - 4.4.1. Key market trends, growth factors and opportunities
  - 4.4.2. Market size and forecast, by region
  - 4.4.3. Market share analysis by country

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CHAPTER 5: 3D SECURE PAY AUTHENTICATION MARKET, BY APPLICATION

### 5.1. Overview

#### 5.1.1. Market size and forecast

### 5.2. Banks

#### 5.2.1. Key market trends, growth factors and opportunities

#### 5.2.2. Market size and forecast, by region

#### 5.2.3. Market share analysis by country

### 5.3. Merchant and Payment Processors

#### 5.3.1. Key market trends, growth factors and opportunities

#### 5.3.2. Market size and forecast, by region

#### 5.3.3. Market share analysis by country

## CHAPTER 6: 3D SECURE PAY AUTHENTICATION MARKET, BY REGION

### 6.1. Overview

#### 6.1.1. Market size and forecast By Region

### 6.2. North America

#### 6.2.1. Key market trends, growth factors and opportunities

#### 6.2.2. Market size and forecast, by Component

#### 6.2.3. Market size and forecast, by Application

#### 6.2.4. Market size and forecast, by country

##### 6.2.4.1. U.S.

###### 6.2.4.1.1. Market size and forecast, by Component

###### 6.2.4.1.2. Market size and forecast, by Application

##### 6.2.4.2. Canada

###### 6.2.4.2.1. Market size and forecast, by Component

###### 6.2.4.2.2. Market size and forecast, by Application

### 6.3. Europe

#### 6.3.1. Key market trends, growth factors and opportunities

#### 6.3.2. Market size and forecast, by Component

#### 6.3.3. Market size and forecast, by Application

#### 6.3.4. Market size and forecast, by country

##### 6.3.4.1. UK

###### 6.3.4.1.1. Market size and forecast, by Component

###### 6.3.4.1.2. Market size and forecast, by Application

##### 6.3.4.2. Germany

###### 6.3.4.2.1. Market size and forecast, by Component

###### 6.3.4.2.2. Market size and forecast, by Application

##### 6.3.4.3. France

###### 6.3.4.3.1. Market size and forecast, by Component

###### 6.3.4.3.2. Market size and forecast, by Application

##### 6.3.4.4. Italy

###### 6.3.4.4.1. Market size and forecast, by Component

###### 6.3.4.4.2. Market size and forecast, by Application

##### 6.3.4.5. Spain

###### 6.3.4.5.1. Market size and forecast, by Component

###### 6.3.4.5.2. Market size and forecast, by Application

##### 6.3.4.6. Rest of Europe

###### 6.3.4.6.1. Market size and forecast, by Component

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.3.4.6.2. Market size and forecast, by Application
- 6.4. Asia-Pacific
  - 6.4.1. Key market trends, growth factors and opportunities
  - 6.4.2. Market size and forecast, by Component
  - 6.4.3. Market size and forecast, by Application
  - 6.4.4. Market size and forecast, by country
    - 6.4.4.1. China
      - 6.4.4.1.1. Market size and forecast, by Component
      - 6.4.4.1.2. Market size and forecast, by Application
    - 6.4.4.2. Japan
      - 6.4.4.2.1. Market size and forecast, by Component
      - 6.4.4.2.2. Market size and forecast, by Application
    - 6.4.4.3. India
      - 6.4.4.3.1. Market size and forecast, by Component
      - 6.4.4.3.2. Market size and forecast, by Application
    - 6.4.4.4. Australia
      - 6.4.4.4.1. Market size and forecast, by Component
      - 6.4.4.4.2. Market size and forecast, by Application
    - 6.4.4.5. South Korea
      - 6.4.4.5.1. Market size and forecast, by Component
      - 6.4.4.5.2. Market size and forecast, by Application
    - 6.4.4.6. Rest of Asia-Pacific
      - 6.4.4.6.1. Market size and forecast, by Component
      - 6.4.4.6.2. Market size and forecast, by Application
- 6.5. Latin America
  - 6.5.1. Key market trends, growth factors and opportunities
  - 6.5.2. Market size and forecast, by Component
  - 6.5.3. Market size and forecast, by Application
  - 6.5.4. Market size and forecast, by country
    - 6.5.4.1. Brazil
      - 6.5.4.1.1. Market size and forecast, by Component
      - 6.5.4.1.2. Market size and forecast, by Application
    - 6.5.4.2. Argentina
      - 6.5.4.2.1. Market size and forecast, by Component
      - 6.5.4.2.2. Market size and forecast, by Application
    - 6.5.4.3. Rest of Latin America
      - 6.5.4.3.1. Market size and forecast, by Component
      - 6.5.4.3.2. Market size and forecast, by Application
- 6.6. Middle East and Africa
  - 6.6.1. Key market trends, growth factors and opportunities
  - 6.6.2. Market size and forecast, by Component
  - 6.6.3. Market size and forecast, by Application
  - 6.6.4. Market size and forecast, by country
    - 6.6.4.1. Gcc Countries
      - 6.6.4.1.1. Market size and forecast, by Component
      - 6.6.4.1.2. Market size and forecast, by Application
    - 6.6.4.2. South Africa

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.6.4.2.1. Market size and forecast, by Component
- 6.6.4.2.2. Market size and forecast, by Application
- 6.6.4.3. Rest of Middle East And Africa
- 6.6.4.3.1. Market size and forecast, by Component
- 6.6.4.3.2. Market size and forecast, by Application

## CHAPTER 7: COMPETITIVE LANDSCAPE

- 7.1. Introduction
- 7.2. Top winning strategies
- 7.3. Product mapping of top 10 player
- 7.4. Competitive dashboard
- 7.5. Competitive heatmap
- 7.6. Top player positioning, 2022

## CHAPTER 8: COMPANY PROFILES

- 8.1. Visa Inc.
  - 8.1.1. Company overview
  - 8.1.2. Key executives
  - 8.1.3. Company snapshot
  - 8.1.4. Operating business segments
  - 8.1.5. Product portfolio
  - 8.1.6. Business performance
  - 8.1.7. Key strategic moves and developments
- 8.2. Mastercard, Inc.
  - 8.2.1. Company overview
  - 8.2.2. Key executives
  - 8.2.3. Company snapshot
  - 8.2.4. Operating business segments
  - 8.2.5. Product portfolio
  - 8.2.6. Business performance
  - 8.2.7. Key strategic moves and developments
- 8.3. Broadcom, Inc.
  - 8.3.1. Company overview
  - 8.3.2. Key executives
  - 8.3.3. Company snapshot
  - 8.3.4. Operating business segments
  - 8.3.5. Product portfolio
  - 8.3.6. Business performance
  - 8.3.7. Key strategic moves and developments
- 8.4. Fiserv, Inc.
  - 8.4.1. Company overview
  - 8.4.2. Key executives
  - 8.4.3. Company snapshot
  - 8.4.4. Operating business segments
  - 8.4.5. Product portfolio
  - 8.4.6. Business performance
  - 8.4.7. Key strategic moves and developments
- 8.5. Marqeta, Inc.
  - 8.5.1. Company overview

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 8.5.2. Key executives
- 8.5.3. Company snapshot
- 8.5.4. Operating business segments
- 8.5.5. Product portfolio
- 8.5.6. Business performance
- 8.5.7. Key strategic moves and developments
- 8.6. Modrium
  - 8.6.1. Company overview
  - 8.6.2. Key executives
  - 8.6.3. Company snapshot
  - 8.6.4. Operating business segments
  - 8.6.5. Product portfolio
  - 8.6.6. Business performance
  - 8.6.7. Key strategic moves and developments
- 8.7. Entersekt
  - 8.7.1. Company overview
  - 8.7.2. Key executives
  - 8.7.3. Company snapshot
  - 8.7.4. Operating business segments
  - 8.7.5. Product portfolio
  - 8.7.6. Business performance
  - 8.7.7. Key strategic moves and developments
- 8.8. PayU (Naspers)
  - 8.8.1. Company overview
  - 8.8.2. Key executives
  - 8.8.3. Company snapshot
  - 8.8.4. Operating business segments
  - 8.8.5. Product portfolio
  - 8.8.6. Business performance
  - 8.8.7. Key strategic moves and developments
- 8.9. The American Express Company
  - 8.9.1. Company overview
  - 8.9.2. Key executives
  - 8.9.3. Company snapshot
  - 8.9.4. Operating business segments
  - 8.9.5. Product portfolio
  - 8.9.6. Business performance
  - 8.9.7. Key strategic moves and developments
- 8.10. Discover Financial Services
  - 8.10.1. Company overview
  - 8.10.2. Key executives
  - 8.10.3. Company snapshot
  - 8.10.4. Operating business segments
  - 8.10.5. Product portfolio
  - 8.10.6. Business performance
  - 8.10.7. Key strategic moves and developments

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**3D Secure Pay Authentication Market By Component (Merchant Plug-In, Access Control Server, Others), By Application (Banks, Merchant and Payment Processors):  
Global Opportunity Analysis and Industry Forecast, 2022-2032**

Market Report | 2024-03-01 | 400 pages | Allied Market Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Cloud Access License	\$3570.00
	Business User License	\$5730.00
	Enterprise License	\$9600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-05"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Signature

An empty rectangular box with a thin black border, intended for a signature.