

# **Embedded Subscriber Identity Module (e-SIM) Market by Application (Connected Car, Smartphone & Tablet, Wearable Device, and Others), and Industry Vertical (Automotive, Consumer Electronics, Manufacturing, Telecommunication, Transportation & Logistics, and Others): Global Opportunity Analysis and Industry Forecast, 2018 - 2025**

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## **Abstracts**

Embedded Subscriber Identity Module (e-SIM) Market Overview:

An e-SIM is an inserted SIM card, implying that chips are installed in cell phones making setup programming construct that can work in light of any system. As opposed to being bolted to a particular system, the e-SIM card can change its data arrangement as per the client specification. The embedded SIM delivers multiple benefits to customers such as improved experience with greater flexibility. Factors such as increase in adoption of IoT technology, rise in adoption of connected devices, and favorable government regulations boosting machine-to-machine communications drive the growth of the e-SIM market globally.

The Asia-Pacific embedded SIM industry is largely controlled by government policies, which encourage sustainable manufacturing and investments in the sector. Furthermore, increased adoption of smart technologies in Asia-Pacific creates lucrative opportunities for the expansion of the embedded SIM market. India is amongst one of the developing nations, which presents high growth potentials in the embedded SIM industry. On May 18, 2018, the union government gave its approval for embedded SIM cards, both for porting a number, or for purchase of a new connection. According to the Department of Telecom, embedded SIM has been permitted to cater to the needs of

modern technological developments in M2M/IoT. The guidelines have been issued five days after Reliance Jio and Bharti Airtel started selling Apple Watch Series 3 that has e-SIM service. Users of Apple Watch Series 3 can connect their e-SIM with SIM in their mobile and use the service that are being provided on their mobile phone by Jio or Airtel on their smartwatch.

On August 2018, China Mobile and NTT DOCOMO announced that the launch of an e-SIM solution to enable cross-vendor SIM profile switching from DOCOMO to China Mobile. By eliminating the need to replace physical SIM cards, the new system will enable smooth switching between mobile networks when companies send connected automobiles or construction, agriculture or production machinery from Japan for use in China.

The e-SIM market is segmented based on application, industry vertical, and region. Machine-to-machine, wearable devices, smartphone & tablets and others are studied under the application segment. Based on industry vertical, the market is classified into automotive, consumer electronics, and retail. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The major players operating in the global e-SIM market are Deutsche Telekom AG, Gemalto NV, Infineon Technologies AG, NXP Semiconductors N.V., Sierra Wireless, STMicroelectronics, Vodafone, Giesecke & Devrient, Idemia, and NTT DOCOMO.

These players focus on important market strategies, such as mergers, acquisitions, collaborations, and partnerships, to strengthen their market reach; thereby, retaining their position in the competitive market.

#### Key Benefits for Embedded Subscriber Identity Module (e-SIM) Market:

This study includes the analytical depiction of the global e-SIM market along with the current trends and future estimations to determine the imminent investment pockets.

The report presents information regarding the key drivers, restraints, and opportunities.

The current market is quantitatively analyzed from 2017 to 2025 to highlight the financial competency of the industry.

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

## Embedded Subscriber Identity Module (e-SIM) Market Segmentation:

### By Application

Connected Car

Smartphone & Tablet

Wearable Device

Others

### By Industry Vertical:

Automotive

Consumer Electronics

Manufacturing

Telecommunication

Transportation & Logistics

Others

### By Region

North America

U.S.

Canada

Mexico

Europe

UK

France

Germany

Italy

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS FOR STAKEHOLDERS
- 1.3. KEY MARKET SEGMENTS
- 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
  - 3.2.3. Top winning strategies
- 3.3. PORTERS FIVE FORCES ANALYSIS
- 3.4. MARKET SHARE ANALYSIS (2017)
- 3.5. MARKET DYNAMICS
  - 3.5.1. Drivers
    - 3.5.1.1. Increasing adoption of IoT technology
    - 3.5.1.2. Increase in adoption of connected devices
    - 3.5.1.3. Favorable government regulation boosting machine-to-machine communication
  - 3.5.2. Restraint
    - 3.5.2.1. Rising privacy and security concern
  - 3.5.3. Opportunities
    - 3.5.3.1. Increased adoption of wearable electronics
    - 3.5.3.2. Increase in mobile computing devices

### **CHAPTER 4: EMBEDDED SIM MARKET, BY APPLICATION**

#### 4.1. OVERVIEW

#### 4.2. CONNECTED CARS

4.2.1. Key market trends, growth factors and opportunities

4.2.2. Market size and forecast, by region

4.2.3. Market analysis by country

#### 4.3. SMARTPHONE & TABLETS

4.3.1. Key market trends, growth factors, and opportunities

4.3.2. Market size and forecast, by region

4.3.3. Market analysis by country

#### 4.4. WEARABLE DEVICES

4.4.1. Key market trends, growth factors, and opportunities

4.4.2. Market size and forecast, by region

4.4.3. Market analysis by country

#### 4.5. OTHERS

4.5.1. Key market trends, growth factors, and opportunities

4.5.2. Market size and forecast, by region

4.5.3. Market analysis by country

### **CHAPTER 5: EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL**

#### 5.1. OVERVIEW

#### 5.2. AUTOMOTIVE

5.2.1. Key market trends, growth factors and opportunities

5.2.2. Market size and forecast, by region

5.2.3. Market analysis by country

#### 5.3. CONSUMER ELECTRONICS

5.3.1. Key market trends, growth factors, and opportunities

5.3.2. Market size and forecast, by region

5.3.3. Market analysis by country

#### 5.4. MANUFACTURING

5.4.1. Key market trends, growth factors, and opportunities

5.4.2. Market size and forecast, by region

5.4.3. Market analysis by country

#### 5.5. TELECOMMUNICATION

5.5.1. Key market trends, growth factors, and opportunities

5.5.2. Market size and forecast, by region

5.5.3. Market analysis by country

#### 5.6. TRANSPORTATION & LOGISTICS

5.6.1. Key market trends, growth factors, and opportunities

5.6.2. Market size and forecast, by region

5.6.3. Market analysis by country

## 5.7. OTHERS

5.7.1. Key market trends, growth factors, and opportunities

5.7.2. Market size and forecast, by region

5.7.3. Market analysis by country

## **CHAPTER 6: EMBEDDED SIM MARKET, BY REGION**

### 6.1. OVERVIEW

### 6.2. NORTH AMERICA

6.2.1. Key market trends, growth factors, and opportunities

6.2.2. Market size and forecast, by application

6.2.3. Market size and forecast, by industry vertical

6.2.4. Market analysis by country

#### 6.2.4.1. U.S.

6.2.4.1.1. Market size and forecast, by application

6.2.4.1.3. Market size and forecast, by industry vertical

#### 6.2.4.2. Canada

6.2.4.2.1. Market size and forecast, by application

6.2.4.2.3. Market size and forecast, by industry vertical

#### 6.2.4.3. Mexico

6.2.4.3.1. Market size and forecast, by application

6.2.4.3.2. Market size and forecast, by industry vertical

### 6.3. EUROPE

6.3.1. Key market trends, growth factors, and opportunities

6.3.2. Market size and forecast, by application

6.3.3. Market size and forecast, by industry vertical

6.3.4. Market analysis by country

#### 6.3.4.1. U.K.

6.3.4.1.1. Market size and forecast, by application

6.3.4.1.3. Market size and forecast, by industry vertical

#### 6.3.4.2. Germany

6.3.4.2.1. Market size and forecast, by application

6.3.4.2.3. Market size and forecast, by industry vertical

#### 6.3.4.3. France

6.3.4.3.1. Market size and forecast, by application

6.3.4.3.2. Market size and forecast, by industry vertical

#### 6.3.4.4. Italy

- 6.3.4.4.1. Market size and forecast, by application
- 6.3.4.4.3. Market size and forecast, by industry vertical
- 6.3.4.5. Rest of Europe
  - 6.3.4.5.1. Market size and forecast, by application
  - 6.3.4.5.3. Market size and forecast, by industry vertical

## 6.4. ASIA-PACIFIC

- 6.4.1. Key market trends, growth factors, and opportunities
- 6.4.2. Market size and forecast, by application
- 6.4.3. Market size and forecast, by industry vertical
- 6.4.4. Market analysis by country
  - 6.4.4.1. China
    - 6.4.4.1.1. Market size and forecast, by application
    - 6.4.4.1.3. Market size and forecast, by industry vertical
  - 6.4.4.2. Japan
    - 6.4.4.2.1. Market size and forecast, by application
    - 6.4.4.2.3. Market size and forecast, by industry vertical
  - 6.4.4.3. India
    - 6.4.4.3.1. Market size and forecast, by application
    - 6.4.4.3.3. Market size and forecast, by industry vertical
  - 6.4.4.4. South Korea
    - 6.4.4.4.1. Market size and forecast, by application
    - 6.4.4.4.3. Market size and forecast, by industry vertical
  - 6.4.4.5. Rest of Asia-Pacific
    - 6.4.4.5.1. Market size and forecast, by application
    - 6.4.4.5.3. Market size and forecast, by industry vertical

## 6.5. LAMEA

- 6.5.1. Key market trends, growth factors, and opportunities
- 6.5.2. Market size and forecast, by application
- 6.5.3. Market size and forecast, by industry vertical
- 6.5.4. Market analysis by country
  - 6.5.4.1. Latin America
    - 6.5.4.1.1. Market size and forecast, by application
    - 6.5.4.1.3. Market size and forecast, by industry vertical
  - 6.5.4.2. Middle East
    - 6.5.4.2.1. Market size and forecast, by application
    - 6.5.4.2.3. Market size and forecast, by industry vertical
  - 6.5.4.3. Africa
    - 6.5.4.3.1. Market size and forecast, by application
    - 6.5.4.3.3. Market size and forecast, by industry vertical



## **CHAPTER 7: COMPANY PROFILES**

### **7.1. DEUTSCHE TELEKOM AG**

- 7.1.1. Company overview
- 7.1.2. Company snapshot
- 7.1.3. Operating business segments
- 7.1.4. Business performance
- 7.1.5. Key strategic moves and developments

### **7.2. GEMALTO NV**

- 7.2.1. Company overview
- 7.2.2. Company snapshot
- 7.2.3. Operating business segments
- 7.2.4. Product portfolio
- 7.2.5. Business performance
- 7.2.6. Key strategic moves and developments

### **7.3. GIESECKE+DEVRIENT**

- 7.3.1. Company overview
- 7.3.2. Company snapshot
- 7.3.3. Operating business segments
- 7.3.4. Product portfolio
- 7.3.5. Business performance
- 7.3.6. Key strategic moves and developments

### **7.4. INFINEON TECHNOLOGIES AG**

- 7.4.1. Company overview
- 7.4.2. Company snapshot
- 7.4.3. Operating business segments
- 7.4.4. Product portfolio
- 7.4.5. Business performance
- 7.4.6. Key strategic moves and developments

### **7.5. IDEMIA**

- 7.5.1. Company overview
- 7.5.2. Company snapshot
- 7.5.3. Key strategic moves and developments

### **7.6. NXP SEMICONDUCTORS N.V.**

- 7.6.1. Company overview
- 7.6.2. Company snapshot
- 7.6.3. Operating business segments
- 7.6.4. Product portfolio

- 7.6.5. Business performance
- 7.6.6. Key strategic moves and developments
- 7.7. NTT DOCOMO
  - 7.7.1. Company overview
  - 7.7.2. Company snapshot
  - 7.7.3. Operating business segments
  - 7.7.4. Business performance
  - 7.7.5. Key strategic moves and developments
- 7.8. SIERRA WIRELESS
  - 7.8.1. Company overview
  - 7.8.2. Company snapshot
  - 7.8.3. Operating business segments
  - 7.8.4. Product portfolio
  - 7.8.5. Business performance
  - 7.8.6. Key strategic moves and developments
- 7.9. STMICROELECTRONICS
  - 7.9.1. Company overview
  - 7.9.2. Company snapshot
  - 7.9.3. Operating business segments
  - 7.9.4. Product portfolio
  - 7.9.5. Business performance
  - 7.9.6. Key strategic moves and developments
- 7.10. VODAFONE
  - 7.10.1. Company overview
  - 7.10.2. Company snapshot
  - 7.10.3. Business performance
  - 7.10.4. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01. GLOBAL EMBEDDED SIM MARKET, BY APPLICATION, 2017-2025(\$MILLION)

TABLE 02. EMBEDDED SIM MARKET REVENUE FOR CONNECTED CARS, BY REGION 2017-2025 (\$MILLION)

TABLE 03. EMBEDDED SIM MARKET REVENUE FOR SMARTPHONE & TABLET, BY REGION 2017-2025 (\$MILLION)

TABLE 04. EMBEDDED SIM MARKET REVENUE FOR WEARABLE DEVICES, BY REGION 20172025 (\$MILLION)

TABLE 05. EMBEDDED SIM MARKET REVENUE FOR OTHERS, BY REGION 20172025 (\$MILLION)

TABLE 06. GLOBAL EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)

TABLE 07. EMBEDDED SIM MARKET REVENUE FOR AUTOMOTIVE, BY REGION 2017-2025 (\$MILLION)

TABLE 08. EMBEDDED SIM MARKET REVENUE FOR CONSUMER ELECTRONICS, BY REGION 2017-2025 (\$MILLION)

TABLE 09. EMBEDDED SIM MARKET REVENUE FOR MANUFACTURING, BY REGION 20172025 (\$MILLION)

TABLE 10. EMBEDDED SIM MARKET REVENUE FOR TELECOMMUNICATION, BY REGION 20172025 (\$MILLION)

TABLE 11. EMBEDDED SIM MARKET REVENUE FOR TRANSPORTATION & LOGISTICS, BY REGION 20172025 (\$MILLION)

TABLE 12. EMBEDDED SIM MARKET REVENUE FOR OTHERS, BY REGION 20172025 (\$MILLION)

TABLE 13. NORTH AMERICAN EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 14. NORTH AMERICAN EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 15. U. S. EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 16. U.S. EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 17. CANADA EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 18. CANADA EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL,

20172025 (\$MILLION)

TABLE 19. MEXICO EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 20. MEXICO EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 21. EUROPEAN EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 22. EUROPEAN EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 23. U.K. EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 24. U.K. EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 25. GERMANY EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 26. GERMANY EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 27. FRANCE EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 28. FRANCE EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 29. ITALY EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 30. ITALY EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 31. REST OF EUROPE EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 32. REST OF EUROPE EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 33. ASIA-PACIFIC EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 34. ASIA-PACIFIC EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 35. CHINA EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 36. CHINA EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

TABLE 37. JAPAN EMBEDDED SIM MARKET, BY APPLICATION, 20172025 (\$MILLION)

TABLE 38. JAPAN EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025 (\$MILLION)

(\$MILLION)

TABLE 39. INDIA EMBEDDED SIM MARKET, BY APPLICATION, 20172025

(\$MILLION)

TABLE 40. INDIA EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025

(\$MILLION)

TABLE 41. SOUTH KOREA EMBEDDED SIM MARKET, BY APPLICATION, 20172025

(\$MILLION)

TABLE 42. SOUTH KOREA EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL,  
20172025 (\$MILLION)

TABLE 43. REST OF ASIA-PACIFIC EMBEDDED SIM MARKET, BY APPLICATION,  
20172025 (\$MILLION)

TABLE 44. REST OF ASIA-PACIFIC EMBEDDED SIM MARKET, BY INDUSTRY  
VERTICAL, 20172025 (\$MILLION)

TABLE 45. LAMEA EMBEDDED SIM MARKET, BY APPLICATION, 20172025  
(\$MILLION)

TABLE 46. LAMEA EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025  
(\$MILLION)

TABLE 47. LATIN AMERICA EMBEDDED SIM MARKET, BY APPLICATION,  
20172025 (\$MILLION)

TABLE 48. LATIN AMERICA EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL,  
20172025 (\$MILLION)

TABLE 49. MIDDLE EAST EMBEDDED SIM MARKET, BY APPLICATION, 20172025  
(\$MILLION)

TABLE 50. MIDDLE EAST EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL,  
20172025 (\$MILLION)

TABLE 51. AFRICA EMBEDDED SIM MARKET, BY APPLICATION, 20172025  
(\$MILLION)

TABLE 52. AFRICA EMBEDDED SIM MARKET, BY INDUSTRY VERTICAL, 20172025  
(\$MILLION)

TABLE 53. DEUTSCHE TELEKOM AG: COMPANY SNAPSHOT

TABLE 54. DEUTSCHE TELEKOM AG: OPERATING SEGMENTS

TABLE 55. DEUTSCHE TELEKOM AG: KEY STRATEGIC MOVES AND  
DEVELOPMENTS

TABLE 56. GEMALTO NV: COMPANY SNAPSHOT

TABLE 57. GEMALTO NV: OPERATING SEGMENTS

TABLE 58. GEMALTO NV: PRODUCT PORTFOLIO

TABLE 59. GEMALTO NV: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 60. GIESECKE+DEVRIENT: COMPANY SNAPSHOT

TABLE 61. GIESECKE+DEVRIENT: OPERATING SEGMENTS

TABLE 62. GIESECKE+DEVRIENT: PRODUCT PORTFOLIO

TABLE 63. GIESECKE+DEVRIENT: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 64. INFINEON TECHNOLOGIES AG: COMPANY SNAPSHOT

TABLE 65. INFINEON TECHNOLOGIES AG: OPERATING SEGMENTS

TABLE 66. INFINEON TECHNOLOGIES AG: PRODUCT PORTFOLIO

TABLE 67. INFINEON TECHNOLOGIES AG: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 68. IDEMIA: COMPANY SNAPSHOT

TABLE 69. IDEMIA: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 70. NXP SEMICONDUCTORS N.V.: COMPANY SNAPSHOT

TABLE 71. NXP SEMICONDUCTORS N.V.: OPERATING SEGMENTS

TABLE 72. NXP SEMICONDUCTORS N.V.: PRODUCT PORTFOLIO

TABLE 73. NXP SEMICONDUCTORS N.V.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 74. NTT DOCOMO: COMPANY SNAPSHOT

TABLE 75. NTT DOCOMO: OPERATING SEGMENTS

TABLE 76. NTT DOCOMO: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 77. SIERRA WIRELESS: COMPANY SNAPSHOT

TABLE 78. SIERRA WIRELESS: OPERATING SEGMENTS

TABLE 79. SIERRA WIRELESS: PRODUCT PORTFOLIO

TABLE 80. SIERRA WIRELESS: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 81. STMICROELECTRONICS: COMPANY SNAPSHOT

TABLE 82. STMICROELECTRONICS: OPERATING SEGMENTS

TABLE 83. STMICROELECTRONICS: PRODUCT PORTFOLIO

TABLE 84. STMICROELECTRONICS: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 85. VODAFONE: COMPANY SNAPSHOT

TABLE 86. VODAFONE: KEY STRATEGIC MOVES AND DEVELOPMENTS

## List Of Figures

### LIST OF FIGURES

FIGURE 01. KEY MARKET SEGMENTS

FIGURE 02. EXECUTIVE SUMMARY

FIGURE 03. TOP IMPACTING FACTORS

FIGURE 04. TOP INVESTMENT POCKETS

FIGURE 05. TOP WINNING STRATEGIES, BY YEAR, 20152018

FIGURE 06. TOP WINNING STRATEGIES, BY YEAR, 20152018

FIGURE 07. TOP WINNING STRATEGIES, BY COMPANY, 20142018

FIGURE 08. MODERATE-TO-HIGH BARGAINING POWER OF SUPPLIERS

FIGURE 09. MODERATE-TO-HIGH THREAT OF NEW ENTRANTS

FIGURE 10. MODERATE THREAT OF SUBSTITUTES

FIGURE 11. HIGH-TO-MODERATE INTENSITY OF RIVALRY

FIGURE 12. HIGH-TO-MODERATE BARGAINING POWER OF BUYERS

FIGURE 13. MARKET SHARE ANALYSIS (2017)

FIGURE 14. GLOBAL EMBEDDED SIM MARKET SHARE, BY APPLICATION, 20172025 (%)

FIGURE 15. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR CONNECTED CARS, BY COUNTRY, 2017 & 2025 (%)

FIGURE 16. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR SMARTPHONE & TABLET, BY COUNTRY, 2017 & 2025 (%)

FIGURE 17. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR WEARABLE DEVICES, BY COUNTRY, 2017 & 2025 (%)

FIGURE 18. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR OTHERS, BY COUNTRY, 2017 & 2025 (%)

FIGURE 19. GLOBAL EMBEDDED SIM MARKET SHARE, BY INDUSTRY VERTICAL, 20172025 (%)

FIGURE 20. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR AUTOMOTIVE, BY COUNTRY, 2017 & 2025 (%)

FIGURE 21. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR CONSUMER ELECTRONICS, BY COUNTRY, 2017 & 2025 (%)

FIGURE 22. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR MANUFACTURING, BY COUNTRY, 2017 & 2025 (%)

FIGURE 23. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR TELECOMMUNICATION, BY COUNTRY, 2017 & 2025 (%)

FIGURE 24. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR TRANSPORTATION & LOGISTICS, BY COUNTRY, 2017 & 2025 (%)

FIGURE 25. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET FOR OTHERS, BY COUNTRY, 2017 & 2025 (%)

FIGURE 26. EMBEDDED SIM MARKET, BY REGION, 2017-2025 (%)

FIGURE 27. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET, BY COUNTRY, 2017-2025 (%)

FIGURE 28. U. S. EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 29. CANADA EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 30. MEXICO EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 31. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET, BY COUNTRY, 2017-2025 (%)

FIGURE 32. U.K. EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 33. GERMANY EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 34. FRANCE EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 35. ITALY EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 36. REST OF EUROPE EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 37. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET, BY COUNTRY, 2017-2025 (%)

FIGURE 38. CHINA EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 39. JAPAN EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 40. INDIA EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 41. SOUTH KOREA EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 42. REST OF ASIA-PACIFIC EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 43. COMPARATIVE SHARE ANALYSIS OF EMBEDDED SIM MARKET, BY COUNTRY, 2017-2025 (%)

FIGURE 44. LATIN AMERICA EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 45. MIDDLE EAST EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 46. AFRICA EMBEDDED SIM MARKET, 2017-2025 (\$MILLION)

FIGURE 47. DEUTSCHE TELEKOM AG: REVENUE, 2015-2017 (\$MILLION)

FIGURE 48. DEUTSCHE TELEKOM AG: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 49. DEUTSCHE TELEKOM AG: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 50. GEMALTO NV: NET SALES, 2015-2017 (\$MILLION)

FIGURE 51. GEMALTO NV: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 52. GEMALTO NV: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 53. GIESECKE+DEVRIENT: NET SALES, 2015-2017 (\$MILLION)

FIGURE 54. GIESECKE+DEVRIENT: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 55. INFINEON TECHNOLOGIES AG: NET SALES, 2015-2017 (\$MILLION)

FIGURE 56. INFINEON TECHNOLOGIES AG: REVENUE SHARE BY SEGMENT,



2017 (%)

FIGURE 57. INFINEON TECHNOLOGIES AG: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 58. NXP SEMICONDUCTORS N.V.: REVENUE, 2015-2017 (\$MILLION)

FIGURE 59. NXP SEMICONDUCTORS N.V.: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 60. NXP SEMICONDUCTORS N.V.: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 61. NTT DOCOMO: REVENUE, 2015-2017 (\$MILLION)

FIGURE 62. NTT DOCOMO: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 63. NTT DOCOMO: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 64. SIERRA WIRELESS: REVENUE, 2015-2017 (\$MILLION)

FIGURE 65. SIERRA WIRELESS: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 66. SIERRA WIRELESS: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 67. STMICROELECTRONICS: REVENUE, 2015-2017 (\$MILLION)

FIGURE 68. STMICROELECTRONICS: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 69. STMICROELECTRONICS: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 70. VODAFONE: REVENUE, 2016-2018 (\$MILLION)

FIGURE 71. VODAFONE: REVENUE SHARE BY GEOGRAPHY, 2018 (%)

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