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Passive Authentication Market by Component (Solution and Services), Function (Compliance Management, Marketing Management, Risk Management, and Others), Deployment (On-Premise and Cloud), Organization Size (Small & Medium Enterprise and Large Enterprise), and Industry Vertical (Banking, Financial Services, and Insurance (BFSI), Government, IT & Telecom, Retail & Consumer Goods, Healthcare, Media & Entertainment, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

Passive authentication is a process or method which verifies the customer’s or user’s identity with the help of behavioral patterns. These behavioral authentication patterns primarily include biometric, contextual, and correlative authentication as well as device identification. Passive authentication also comprises multi-factor authentication to provide enhanced security and control and to help organizations eliminate the need for password-based security models. The passive authentication method is often used to verify and validate users of e-documents and prevent forgery of digital data.

Passive authentication is sometimes also called silent authentication. It provides convenient and robust risk-based authentication for online transactions, especially in the banking, financial services & insurance (BFSI) industry. In the passive authentication method, smart and advanced techniques are used to analyze behavioral patterns to verify and validate users. These techniques offer adaptive authentication to precisely

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analyze the data or authenticity of a transaction in real time.

Factors such as increase in demand for passive authentication solution in various business sectors has emerged as a key factor, within the overall market growth. For instance, Canadian passive authentication services provider Purilock offers advanced authentication solutions, thereby strengthening the security factor, making authentication much faster. Furthermore, colossal advantage in terms of user accessibility and time saving has also provided a strong support for the market during the forecast period. However, data confidentiality and trust issues within the consumers is estimated to create a staggering effect on the market growth during the forecast period. Moreover, advancements in passive authentication techniques and rise in need for fraud detection and issues are set to create a lucrative opportunity during the forecast period.

The passive authentication market is primarily segmented on the basis of component, function, deployment mode, organization size, industry vertical, and region. By component, the market is segmented into solution and services. By function, it is segmented into compliance management, marketing management, risk management, and others. By deployment mode, it is bifurcated into on premise and cloud. By organization size, it is divided into small & medium enterprise and large enterprise. By industry vertical, it is classified into BFSI, Government, IT & Telecom, retail & consumer goods, healthcare, media & entertainment, and others. By region, it is studied across North America, Europe, Asia-Pacific, and LAMEA.

Some of the key companies mentioned within the report are NEC Corporation, IBM Corporation, Cisco Systems Inc., Gemalto, FICO, RSA Security LLC, Experian plc, Equifax Inc., Nuance Communications, Inc., and BioCatch Ltd..

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the passive authentication market along with current trends and future estimations to elucidate imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on the market size is provided in the report.

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

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The quantitative analysis of passive Authentication market for the period 2020–2027 is provided to determine the market potential.

KEY MARKET SEGMENTS

By Component

- Solution
- Service

By Function

- Compliance Management
- Marketing Management
- Risk Management
- Others

By Deployment Mode

- On-premise
- Cloud

By Organization Size

- Large Enterprise
- Small & Medium Enterprise

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By Industry Vertical

- Banking, Financial Services, & Insurance (BFSI)
- Government
- IT & Telecom
- Retail & Consumer Goods
- Healthcare
- Media & Entertainment
- Others (Education, Travel & Hospitality, and Automotive)

BY REGION

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

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- Asia-Pacific
  - China
  - India
  - Japan
  - India
  - Australia
  - South Korea
  - Rest of Asia-Pacific
- LAMEA
  - Latin America
  - Middle East
  - Africa

KEY MARKET PLAYERS

- NEC Corporation
- IBM Corporation
  - Cisco Systems Inc.
- Gemalto
- Fico
- RSA Security LLC

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Experian plc

Equifax Inc

Nuance Communications, Inc

BioCatch Ltd

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Contents

CHAPTER 1:INTRODUCTION

1.1.Report description
1.2.Key benefits for stakeholders
1.3.Key market segments
  1.3.1.Key market players
1.4.Research methodology
  1.4.1.Secondary research
  1.4.2.Primary research
  1.4.3.Analyst tools & models

CHAPTER 2:EXECUTIVE SUMMARY

2.1.Key findings
  2.1.1.Top impacting factors
  2.1.2.Top investment pockets
2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

3.1.Market definition and scope
3.2.Key forces shaping the PASSIVE AUTHENTICATION market
3.3.Market dynamics
  3.3.1.Drivers
    3.3.1.1.Increase in demands of passive authentication in modern-day businesses
    3.3.1.2.Improves user accessibility and increases time savings
  3.3.2.Restraints
    3.3.2.1.Data confidentiality and trust issues
  3.3.3.Opportunities
    3.3.3.1.Advanced Passive Authentication techniques
    3.3.3.2.Growing Issue of Fraud detection and Identification
3.6.COVID-19 impact analysis on the PASSIVE AUTHENTICATION market
  3.6.1.Impact on market size
  3.6.2.Consumer trends, preferences, and budget impact
  3.6.3.Economic impact
  3.6.4.Key player strategies to tackle negative impact
  3.6.5.Opportunity window

+44 20 8123 2220
info@marketpublishers.com

CHAPTER 4:PASSIVE AUTHENTICATION MARKET, BY COMPONENT

4.1.Overview
4.2.SOLUTION
  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.Services
  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

CHAPTER 5:PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT

5.1.Overview
5.2.On-premise
  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.Cloud
  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

CHAPTER 6:PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE

6.1.Overview
6.2.Large Enterprise
  6.2.1.Key market trends, growth factors, and opportunities
  6.2.2.Market size and forecast, by region
  6.2.3.Market analysis, by country
6.3.Small and Medium Enterprise
  6.3.1.Key market trends, growth factors, and opportunities
  6.3.2.Market size and forecast, by region
  6.3.3.Market analysis, by country

CHAPTER 7:PASSIVE AUTHENTICATION MARKET, BY FUNCTION

+44 20 8123 2220
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7.1.Overview
7.2.compliance management
7.2.1.Key market trends, growth factors, and opportunities
7.2.2.Market size and forecast, by region
7.2.3.Market analysis, by country
7.3.marketing management
7.3.1.Key market trends, growth factors, and opportunities
7.3.2.Market size and forecast, by region
7.3.3.Market analysis, by country
7.4.RISK management
7.4.1.Key market trends, growth factors, and opportunities
7.4.2.Market size and forecast, by region
7.4.3.Market analysis, by country
7.5. Others
7.5.1.Key market trends, growth factors, and opportunities
7.5.2.Market size and forecast, by region
7.5.3.Market analysis, by country

CHAPTER 8:PASSIVE AUTHENTICATION STORAGE MARKET, BY INDUSTRY VERTICAL

8.1.Overview
8.2.BFSI
8.2.1.Key market trends, growth factors, and opportunities
8.2.2.Market size and forecast, by region
8.2.3.Market analysis, by country
8.3.Government
8.3.1.Key market trends, growth factors, and opportunities
8.3.2.Market size and forecast, by region
8.3.3.Market analysis, by country
8.4.IT and telecom
8.4.1.Key market trends, growth factors, and opportunities
8.4.2.Market size and forecast, by region
8.4.3.Market analysis, by country
8.5.RETAIL AND CONSUMER GOODS
8.5.1.Key market trends, growth factors, and opportunities
8.5.2.Market size and forecast, by region
8.5.3.Market analysis, by country
8.6.HEALTHCARE

+44 20 8123 2220
info@marketpublishers.com

8.6.1.Key market trends, growth factors, and opportunities
8.6.2.Market size and forecast, by region
8.6.3.Market analysis, by country
8.7.MEDIA AND ENTERTAINMENT
8.7.1.Key market trends, growth factors, and opportunities
8.7.2.Market size and forecast, by region
8.7.3.Market analysis, by country
8.8.others
8.8.1.Key market trends, growth factors, and opportunities
8.8.2.Market size and forecast, by region
8.8.3.Market analysis, by country

CHAPTER 9:PASSIVE AUTHENTICATION MARKET, BY REGION

9.1.Overview
9.2.North America
9.2.1.Key market trends, growth factors and opportunities
9.2.2.Market size and forecast, by component
9.2.3.Market size and forecast, by function
9.2.4.Market size and forecast, by deployment
9.2.5.Market size and forecast, by organization size
9.2.6.Market size and forecast, by industry verticals
9.2.7.Market analysis, by country
9.2.7.1.U.S.
9.2.7.1.1.Market size and forecast, by component
9.2.7.1.2.Market size and forecast, by deployment
9.2.7.1.3.Market size and forecast, by organization size
9.2.7.1.4.Market size and forecast, by industry verticals
9.2.7.1.5.Market size and forecast, by function
9.2.7.2.Canada
9.2.7.2.1.Market size and forecast, by component
9.2.7.2.2.Market size and forecast, by deployment
9.2.7.2.3.Market size and forecast, by Organization Size
9.2.7.2.4.Market size and forecast, by industry verticals
9.2.7.2.5.Market size and forecast, by function
9.3.Europe
9.3.1.Key market trends, growth factors and opportunities
9.3.2.Market size and forecast, by component
9.3.3.Market size and forecast, by function

+44 20 8123 2220
info@marketpublishers.com

9.3.4.Market size and forecast, by deployment
9.3.5.Market size and forecast, by Organization Size
9.3.6.Market size and forecast, by industry verticals
9.3.7.Market analysis, by country
9.3.7.1.UK
9.3.7.1.1.Market size and forecast, by component
9.3.7.1.2.Market size and forecast, by deployment
9.3.7.1.3.Market size and forecast, by Organization Size
9.3.7.1.4.Market size and forecast, by industry verticals
9.3.7.1.5.Market size and forecast, by function
9.3.7.2.Germany
9.3.7.2.1.Market size and forecast, by component
9.3.7.2.2.Market size and forecast, by deployment
9.3.7.2.3.Market size and forecast, by Organization Size
9.3.7.2.4.Market size and forecast, by industry verticals
9.3.7.2.5.Market size and forecast, by function
9.3.7.3.France
9.3.7.3.1.Market size and forecast, by component
9.3.7.3.2.Market size and forecast, by deployment
9.3.7.3.3.Market size and forecast, by Organization Size
9.3.7.3.4.Market size and forecast, by industry verticals
9.3.7.3.5.Market size and forecast, by function
9.3.7.4.Spain
9.3.7.4.1.Market size and forecast, by component
9.3.7.4.2.Market size and forecast, by deployment
9.3.7.4.3.Market size and forecast, by Organization Size
9.3.7.4.4.Market size and forecast, by industry verticals
9.3.7.4.5.Market size and forecast, by function
9.3.7.5.Italy
9.3.7.5.1.Market size and forecast, by component
9.3.7.5.2.Market size and forecast, by deployment
9.3.7.5.3.Market size and forecast, by Organization Size
9.3.7.5.4.Market size and forecast, by industry verticals
9.3.7.5.5.Market size and forecast, by function
9.3.7.6.Rest of Europe
9.3.7.6.1.Market size and forecast, by component
9.3.7.6.2.Market size and forecast, by deployment
9.3.7.6.3.Market size and forecast, by Organization Size
9.3.7.6.4.Market size and forecast, by industry verticals

+44 20 8123 2220
info@marketpublishers.com

9.3.7.6.5. Market size and forecast, by function
9.4.Asia-Pacific
9.4.1.Key market trends, growth factors and opportunities
9.4.2.Market size and forecast, by component
9.4.3.Market size and forecast, by deployment
9.4.4.Market size and forecast, by Organization Size
9.4.5.Market size and forecast, by industry verticals
9.4.5.Market size and forecast, by function
9.4.6.Market analysis, by country
9.4.6.1.China
9.4.6.1.1.Market size and forecast, by solution
9.4.6.1.2.Market size and forecast, by deployment
9.4.6.1.3.Market size and forecast, by Organization Size
9.4.6.1.4.Market size and forecast, by industry verticals
9.4.6.1.5.Market size and forecast, by function
9.4.6.2.India
9.4.6.2.1.Market size and forecast, by component
9.4.6.2.2.Market size and forecast, by deployment
9.4.6.2.3.Market size and forecast, by Organization Size
9.4.6.2.4.Market size and forecast, by industry verticals
9.4.6.2.5.Market size and forecast, by function
9.4.6.3.Japan
9.4.6.3.1.Market size and forecast, by component
9.4.6.3.2.Market size and forecast, by deployment
9.4.6.3.3.Market size and forecast, by Organization Size
9.4.6.3.4.Market size and forecast, by industry verticals
9.4.6.3.5.Market size and forecast, by function
9.4.6.4.South Korea
9.4.6.4.1.Market size and forecast, by component
9.4.6.4.2.Market size and forecast, by deployment
9.4.6.4.3.Market size and forecast, by Organization Size
9.4.6.4.4.Market size and forecast, by industry verticals
9.4.6.4.5.Market size and forecast, by function
9.4.6.5.Australia
9.4.6.5.1.Market size and forecast, by component
9.4.6.5.2.Market size and forecast, by deployment
9.4.6.5.3.Market size and forecast, by Organization Size
9.4.6.5.4.Market size and forecast, by industry verticals
9.4.6.5.5.Market size and forecast, by function

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9.4.6.6.Rest of Asia-Pacific
9.4.6.6.1.Market size and forecast, by component
9.4.6.6.2.Market size and forecast, by deployment
9.4.6.6.3.Market size and forecast, by Organization Size
9.4.6.6.4.Market size and forecast, by industry verticals
9.4.6.6.5 Market size and forecast, by function
9.5.LAMEA
9.5.1.Key market trends, growth factors and opportunities
9.5.2.Market size and forecast, by component
9.5.3.Market size and forecast, by deployment
9.5.4.Market size and forecast, by Organization Size
9.5.5.Market size and forecast, by industry verticals
9.5.6.Market size and forecast, by function
9.5.7.Market analysis, by country
9.5.7.1.Latin America
9.5.7.1.1.Market size and forecast, by component
9.5.7.1.4.Market size and forecast, by deployment
9.5.7.1.5.Market size and forecast, by Organization Size
9.5.7.1.6.Market size and forecast, by industry verticals
9.5.7.1.7.Market size and forecast, by function
9.5.7.2.Middle East
9.5.7.2.1.Market size and forecast, by component
9.5.7.2.2.Market size and forecast, by deployment
9.5.7.2.3.Market size and forecast, by Organization Size
9.5.7.2.4.Market size and forecast, by industry verticals
9.5.7.2.5.Market size and forecast, by function
9.5.7.3.Africa
9.5.7.3.1.Market size and forecast, by component
9.5.7.3.2.Market size and forecast, by deployment
9.5.7.3.3.Market size and forecast, by Organization Size
9.5.7.3.4.Market size and forecast, by industry verticals
9.5.7.3.5.Market size and forecast, by function

CHAPTER 10:COMPANY PROFILE

10.1.NEC
10.1.1.Company overview
10.1.2.Key executives
10.1.3.Company snapshot

+44 20 8123 2220
info@marketpublishers.com

10.1.4.Operating business segments
10.1.5.Product portfolio
10.1.6.Business performance
10.1.7.Key strategic moves and developments
10.2.ibm CORPORATION
10.2.1.Company overview
10.2.2.Key executives
10.2.3.Company snapshot
10.2.4.Operating business segments
10.2.5.Product portfolio
10.2.6.R&D expenditure
10.2.7.Business performance
10.2.8.Key strategic moves and developments
10.3.CISCO SYSTEMS INC.
10.3.1.Company overview
10.3.2.Company snapshot
10.3.3.Operating business segments
10.3.4.Product portfolio
10.3.5.Business performance
10.3.6.Key strategic moves and developments
10.4.gemalto
10.4.1.Company overview
10.4.2.Key executives
10.4.3.Company snapshot
10.4.4.Product portfolio
10.4.5.Business performance
10.4.6.Key strategic moves and developments
10.5.fico
10.5.1.Company overview
10.5.2.Key executives
10.5.3.Company snapshot
10.5.4.Product portfolio
10.5.5.Business performance
10.5.6.Key strategic moves and developments
10.6.RSA SECURITY.
10.6.1.Company overview
10.6.2.Key executives
10.6.3.Company snapshot
10.6.4.Product portfolio

+44 20 8123 2220
info@marketpublishers.com

10.6.5.Key strategic moves and developments
10.7.experian
10.7.1.Company overview
10.7.2.Key executives
10.7.3.Company snapshot
10.7.4.Product portfolio
10.7.5.Key strategic moves and developments
10.8.NUANCE COMMUNICATION
10.8.1.Company overview
10.8.2.Key executives
10.8.3.Company snapshot
10.8.4.Product portfolio
10.8.5.Key strategic moves and developments
10.9.equifax
10.9.1.Company overview
10.9.2.Key executives
10.9.3.Company snapshot
10.9.4.Product portfolio
10.9.5.Key strategic moves and developments
10.10 BIOCATCH
10.10.1.Company overview
10.10.2.Key executives
10.10.3.Company snapshot
10.10.4.Product portfolio
10.10.5.Key strategic moves and developments

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info@marketpublishers.com

List Of Tables

LIST OF TABLES

TABLE 01 PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 02 PASSIVE AUTHENTICATION MARKET FOR SOLUTION, BY REGION, 2019–2027 ($MILLION)
TABLE 03 PASSIVE AUTHENTICATION MARKET, BY SERVICE, BY REGION 2019–2027 ($MILLION)
TABLE 04 PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 05 PASSIVE AUTHENTICATION MARKET FOR COMPLIANCE MANAGEMENT, BY REGION, 2019–2027 ($MILLION)
TABLE 06 PASSIVE AUTHENTICATION MARKET, BY RISK MANAGEMENT, BY REGION 2019–2027 ($MILLION)
TABLE 07 PASSIVE AUTHENTICATION MARKET, BY MARKETING MANAGEMENT, BY REGION 2019–2027 ($MILLION)
TABLE 08 PASSIVE AUTHENTICATION MARKET, BY OTHERS, BY REGION 2019–2027 ($MILLION)
TABLE 09 PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 10 PASSIVE AUTHENTICATION MARKET FOR ON-PREMISE SEGMENT, BY REGION, 2019–2027 ($MILLION)
TABLE 11 PASSIVE AUTHENTICATION MARKET FOR CLOUD SEGMENT, BY REGION, 2019–2027 ($MILLION)
TABLE 12 PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 13 PASSIVE AUTHENTICATION MARKET FOR LARGE ENTERPRISE, BY REGION, 2019–2027 ($MILLION)
TABLE 14 PASSIVE AUTHENTICATION MARKET FOR SMALL AND MEDIUM ENTERPRISE, BY REGION, 2019–2027 ($MILLION)
TABLE 15 PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 16 PASSIVE AUTHENTICATION MARKET FOR BFSI BY REGION, 2019–2027 ($MILLION)
TABLE 17 PASSIVE AUTHENTICATION MARKET FOR GOVERNMENT, BY REGION, 2019–2027 ($MILLION)
TABLE 18 PASSIVE AUTHENTICATION MARKET FOR IT AND TELECOM BY

+44 20 8123 2220
info@marketpublishers.com

REGION, 2019–2027 ($MILLION)
TABLE 19 PASSIVE AUTHENTICATION MARKET FOR RETAIL AND CONSUMER GOODS, BY REGION, 2019–2027 ($MILLION)
TABLE 20 PASSIVE AUTHENTICATION MARKET FOR HEALTHCARE, BY REGION, 2019–2027 ($MILLION)
TABLE 21 PASSIVE AUTHENTICATION MARKET FOR OTHERS, BY REGION, 2019–2027 ($MILLION)
TABLE 22 PASSIVE AUTHENTICATION MARKET, BY REGION, 2019–2027 ($MILLION)
TABLE 23 NORTH AMERICA PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 24 NORTH AMERICA PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 25 NORTH AMERICA PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 26 NORTH AMERICA PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 27 NORTH AMERICA PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 28 NORTH AMERICA PASSIVE AUTHENTICATION MARKET, BY COUNTRY, 2019–2027 ($MILLION)
TABLE 29 U.S. PASSIVE AUTHENTICATION MARKET, BY SOLUTION, 2019–2027 ($MILLION)
TABLE 30 U.S. PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 31 U.S. PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 32 U.S. PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 33 U.S. PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 34 CANADA PASSIVE AUTHENTICATION MARKET, BY SOLUTION, 2019–2027 ($MILLION)
TABLE 35 CANADA PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 36 CANADA PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 37 CANADA PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)

+44 20 8123 2220
info@marketpublishers.com

TABLE 38 CANADA PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 39 EUROPE PASSIVE AUTHENTICATION MARKET, BY SOLUTION, 2019–2027 ($MILLION)
TABLE 40 EUROPE PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 41 EUROPE PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 42 EUROPE PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 43 EUROPE PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 44 EUROPE PASSIVE AUTHENTICATION MARKET, BY COUNTRY, 2019–2027 ($MILLION)
TABLE 45 GERMANY PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 46 GERMANY PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 47 GERMANY PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 48 GERMANY PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 49 GERMANY PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 50 FRANCE PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 51 FRANCE PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 52 FRANCE PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 53 FRANCE PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 54 FRANCE PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 55 UK PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 56 UK PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 57 UK PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL,

+44 20 8123 2220
info@marketpublishers.com

2019–2027 ($MILLION)
TABLE 58 UK PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 59 UK PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 60 SPAIN PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 60 SPAIN PASSIVE AUTHENTICATION MARKET, BY FUNCTION 2019–2027 ($MILLION)
TABLE 61 SPAIN PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 62 SPAIN PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 63 SPAIN PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 64 ITALY PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 65 ITALY PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 66 ITALY PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 67 ITALY PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 68 ITALY PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 69 REST OF EUROPE PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 70 REST OF EUROPE PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 71 REST OF EUROPE PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 72 REST OF EUROPE PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 73 REST OF EUROPE PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 74 ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 75 ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)

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TABLE 76 ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 77 ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 78 ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 79 ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY COUNTRY, 2019–2027 ($MILLION)
TABLE 80 JAPAN PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 81 JAPAN PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 82 JAPAN PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 83 JAPAN PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 84 JAPAN PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 85 CHINA PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 86 CHINA PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 87 CHINA PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 88 CHINA PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 89 CHINA PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 90 AUSTRALIA PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 90 AUSTRALIA PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 91 AUSTRALIA PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 92 AUSTRALIA PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 93 AUSTRALIA PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 94 INDIA PASSIVE AUTHENTICATION MARKET, BY COMPONENT,

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2019–2027 ($MILLION)
TABLE 95 INDIA PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 95 INDIA PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 96 INDIA PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 97 INDIA PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 98 SOUTH KOREA PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 99 SOUTH KOREA PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 99 SOUTH KOREA PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 100 SOUTH KOREA PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 101 SOUTH KOREA PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 102 REST OF ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 103 REST OF ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 104 REST OF ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 105 REST OF ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 106 REST OF ASIA-PACIFIC PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 107 LAMEA PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 108 LAMEA PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 109 LAMEA PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 110 LAMEA PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 111 LAMEA PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)

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TABLE 112 LATIN AMERICA PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 113 LATIN AMERICA PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 114 LATIN AMERICA PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 115 LATIN AMERICA PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 116 LATIN AMERICA PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 117 MIDDLE EAST PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 118 MIDDLE EAST PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 119 MIDDLE EAST PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 120 MIDDLE EAST PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 121 MIDDLE EAST PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 122 AFRICA PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 122 AFRICA PASSIVE AUTHENTICATION MARKET, BY FUNCTION, 2019–2027 ($MILLION)
TABLE 123 AFRICA PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
TABLE 124 AFRICA PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
TABLE 125 AFRICA PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 126 PARTNERSHIP (2019–2020)
TABLE 126 COLLABORATION (2019–2020)
TABLE 127 ACQUISTION (2019–2020)
TABLE 128 IBM: KEY EXECUTIVES
TABLE 129 IBM: COMPANY SNAPSHOT
TABLE 130 IBM: OPERATING SEGMENTS
TABLE 131 IBM: PRODUCT PORTFOLIO
TABLE 132 Cisco: KEY EXECUTIVES
TABLE 133 Cisco: COMPANY SNAPSHOT

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TABLE 134 Cisco : OPERATING SEGMENTS
TABLE 135 Cisco : PRODUCT PORTFOLIO
TABLE 136 Cisco: KEY EXECUTIVES
TABLE 137 Cisco: COMPANY SNAPSHOT
TABLE 138 Cisco: OPERATING SEGMENTS
TABLE 139 GEMALTO: PRODUCT PORTFOLIO
TABLE 140 GEMALTO: KEY EXECUTIVES
TABLE 141 FICO: COMPANY SNAPSHOT
TABLE 142 FICO: PRODUCT PORTFOLIO
TABLE 143 EXPERIAN: KEY EXECUTIVES
TABLE 144 EXPERIAN: COMPANY SNAPSHOT
TABLE 145 EXPERIAN: PRODUCT PORTFOLIO
TABLE 146 EQUIFAX: KEY EXECUTIVES
TABLE 147 EQUIFAX: COMPANY SNAPSHOT
TABLE 148 EQUIFAX: PRODUCT PORTFOLIO
TABLE 149 FICO: KEY EXECUTIVES
TABLE 150 FICO: COMPANY SNAPSHOT
TABLE 151 FICO : PRODUCT PORTFOLIO
TABLE 152 FICO: KEY STRATEGIC MOVES AND DEVELOPMENT
TABLE 153 FICO: KEY EXECUTIVES
TABLE 154 BIOCATCH: COMPANY SNAPSHOT
TABLE 155 BIOCATCH: PRODUCT PORTFOLIO

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List Of Figures

LIST OF FIGURES

FIGURE 01PASSIVE AUTHENTICATION MARKET SNAPSHOT, BY SEGMENT, 2019–2027
FIGURE 02PASSIVE AUTHENTICATION MARKET SNAPSHOT, BY SEGMENT, 2019–2027
FIGURE 03PASSIVE AUTHENTICATION MARKET SNAPSHOT, BY COUNTRY, 2019–2027
FIGURE 04PASSIVE AUTHENTICATION MARKET SNAPSHOT, BY COUNTRY, 2019–2027
FIGURE 05TOP IMPACTING FACTORS
FIGURE 06TOP INVESTMENT POCKETS
FIGURE 07MODERATE-TO-HIGH BARGAINING POWER OF SUPPLIERS
FIGURE 08HIGH BARGAINING POWER OF BUYERS
FIGURE 09HIGH THREAT OF SUBSTITUTES
FIGURE 10MODERATE-TO-HIGH THREAT OF NEW ENTRANTS
FIGURE 11HIGH COMPETITIVE RIVALRY
FIGURE 12MARKET DYNAMICS: GLOBAL PASSIVE AUTHENTICATION MARKET
FIGURE 13PASSIVE AUTHENTICATION MARKET, BY COMPONENT, 2019–2027 ($MILLION)
FIGURE 14COMPARATIVE SHARE ANALYSIS OF PASSIVE AUTHENTICATION MARKET FOR SOLUTION, BY COUNTRY, 2019 & 2027 (%)
FIGURE 15PASSIVE AUTHENTICATION MARKET, BY SOLUTION , 2019–2027 ($MILLION)
FIGURE 16PASSIVE AUTHENTICATION MARKET, BY SERVICE , 2019–2027 ($MILLION)
FIGURE 17PASSIVE AUTHENTICATION MARKET, BY DEPLOYMENT MODEL, 2019–2027 ($MILLION)
FIGURE 18COMPARATIVE SHARE ANALYSIS OF PASSIVE AUTHENTICATION MARKET FOR ON-PREMISE SEGMENT, BY COUNTRY, 2019 & 2027 (%)
FIGURE 19COMPARATIVE SHARE ANALYSIS OF PASSIVE AUTHENTICATION MARKET FOR CLOUD SEGMENT, BY COUNTRY, 2019 & 2027 (%)
FIGURE 20PASSIVE AUTHENTICATION MARKET, BY ORGANIZATION SIZE, 2019–2027 ($MILLION)
FIGURE 21COMPARATIVE SHARE ANALYSIS OF PASSIVE AUTHENTICATION MARKET FOR LARGE ENTERPRISE, BY COUNTRY, 2019 & 2027 (%)
FIGURE 22COMPARATIVE SHARE ANALYSIS OF PASSIVE AUTHENTICATION

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MARKET FOR SMALL AND MEDIUM ENTERPRISE, BY COUNTRY, 2019 & 2027 (%)
FIGURE 23PASSIVE AUTHENTICATION MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
FIGURE 24COMPARATIVE SHARE ANALYSIS OF PASSIVE AUTHENTICATION MARKET FOR BFSI, BY COUNTRY, 2019 & 2027 (%)
FIGURE 25COMPARATIVE SHARE ANALYSIS OF PASSIVE AU

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