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Near Field Communication Market by Product Type (NFC Tags, NFC ICs/Chips, SIM Cards, NFC Readers, and Others), Operating Mode (Read/Write Mode, Peer-to-peer Mode, and Card Emulation Mode), and End User (Retail, Transportation, Automotive, Residential & Commercial, Medical & Healthcare, Consumer Electronics, Banking & Finance, Hospitality, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2028

https://marketpublishers.com/r/W4EFA28E9E4EN.html
Date: April 2021
Pages: 273
Price: US$ 6,169.00 (Single User License)
ID: W4EFA28E9E4EN

Abstracts

Near field communication (NFC) is an array of protocols based on a wireless interface that enables communication devices and electronic gadgets to establish radio communication with each other under proximity. Near field communication technology is mainly used in smartphones, laptops, and tablets for short range of data exchange (up to 10cm or less). This technology is used for marketing and payments applications; however, many other applications such as medical devices and ticketing are adopting NFC. In addition, NFC-enabled mobile phones are being used for a wide variety of applications such as chip-enabled mobile marketing, ticketing, identity & access, and gaming.

The global near field communication (NFC) market is expected to experience significant growth during the forecast period attributed to rise in need for convenient transfer & security of data, demand for improved customer experience, rise in demand for contactless payments due to the COVID-19 pandemic and increase in proliferation of smartphones. However, short operational range and security concerns are the factors anticipated to hamper the growth of the market during the forecast period. On the other

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hand, factors such as upsurge in adoption of NFC-enabled wearable technology and recent technological advancements in NFC create lucrative growth opportunities for the market growth.

The near field communication market is segmented on the basis of product type, operating mode, end user, and region. By product type, it is categorized into NFC tags, NFC ICs/Chips, SIM cards, NFC readers, and others. By operating mode, it is classified into read/write mode, peer-to-peer mode, and card emulation mode. By end user, it is divided into retail, transportation, automotive, residential & commercial, medical & healthcare, consumer electronics, banking & finance, hospitality, and others. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The near field communication market players studied in this report include Broadcom Inc., Identive, Infineon Technologies, MagTek, NXP Semiconductors, Qualcomm Technologies, Inc., Samsung Electronics Co. Ltd., Sony Corporation, Texas Instruments Incorporated, and Thales Group.

KEY BENEFITS FOR STAKEHOLDERS

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

Information about key drivers, restrains, 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.

The quantitative analysis of near field communication market for the period 2020–2027 is provided to determine the market potential.

KEY MARKET SEGMENTS

BY PRODUCT TYPE

NFC Tags

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- NFC ICs/Chips
- SIM Cards
- NFC Readers
- Others

BY OPERATING MODE

- Read/Write Mode
- Peer-to-peer Mode
- Card Emulation Mode

BY END USER

- Retail
- Transportation
- Automotive
- Residential & Commercial
- Medical & Healthcare
- Consumer Electronics
- Banking & Finance
- Hospitality
- Others

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BY REGION

- North America
  - U.S.
  - Canada
- Europe
  - UK
  - Germany
  - France
  - Rest of Europe
- Asia-Pacific
  - China
  - India
  - Japan
  - Rest of Asia-Pacific
- LAMEA
  - Latin America
  - Middle East
  - Africa

KEY MARKET PLAYERS

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Broadcom Inc.

Identive

Infineon Technologies

MagTek

NXP Semiconductors

Qualcomm Technologies, Inc.

Samsung Electronics Co. Ltd.

Sony Corporation

Texas Instruments Incorporated

Thales Group

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