

Global Embedded Universal Integrated Circuit Card (eUICC) Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Embedded Universal Integrated Circuit Card (eUICC) competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. eUICC (embedded UICC) refers to the architectural standards published by the GSM Association (GSMA) or implementations of those standard for eSIM, a device used to securely store one or more SIM card profiles, which are the unique identifiers and cryptographic keys used by cellular network service providers to uniquely identify and securely connect to mobile network devices. Applications of eUICC are found in mobile network devices (cell phones, tablets, portable computers, security controllers, medical devices, etc.) that use GSM cellular network eSIM technology.

The global Embedded Universal Integrated Circuit Card (eUICC) market size was estimated at USD 487.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 15.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Embedded Universal Integrated Circuit Card (eUICC) market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market

positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Embedded Universal Integrated Circuit Card (eUICC) market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Embedded Universal Integrated Circuit Card (eUICC) market.

Global Embedded Universal Integrated Circuit Card (eUICC) Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

STMicroelectronics

NXP

Infineon

Guoxin Micro

CEC Huada Electronic Design Co., Ltd

Market Segmentation (by Type)

WLCSP eUICC
Embedded eUICC

Market Segmentation (by Application)

Personal Consumer Electronics
Automobile
Other

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Embedded Universal Integrated Circuit Card (eUICC) Market
Overview of the regional outlook of the Embedded Universal Integrated Circuit Card (eUICC) Market:

Customization of the Report

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team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Embedded Universal Integrated Circuit Card (eUICC) Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Embedded Universal Integrated Circuit Card (eUICC), their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business

expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Embedded Universal Integrated Circuit Card (eUICC)
- 1.2 Key Market Segments
 - 1.2.1 Embedded Universal Integrated Circuit Card (eUICC) Segment by Type
 - 1.2.2 Embedded Universal Integrated Circuit Card (eUICC) Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 EMBEDDED UNIVERSAL INTEGRATED CIRCUIT CARD (EUICC) MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Embedded Universal Integrated Circuit Card (eUICC) Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Embedded Universal Integrated Circuit Card (eUICC) Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 EMBEDDED UNIVERSAL INTEGRATED CIRCUIT CARD (EUICC) MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Embedded Universal Integrated Circuit Card (eUICC) Product Life Cycle
- 3.3 Global Embedded Universal Integrated Circuit Card (eUICC) Sales by Manufacturers (2020-2025)
- 3.4 Global Embedded Universal Integrated Circuit Card (eUICC) Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Embedded Universal Integrated Circuit Card (eUICC) Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Embedded Universal Integrated Circuit Card (eUICC) Average Price by

Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Embedded Universal Integrated Circuit Card (eUICC) Market Competitive Situation and Trends

3.8.1 Embedded Universal Integrated Circuit Card (eUICC) Market Concentration Rate

3.8.2 Global 5 and 10 Largest Embedded Universal Integrated Circuit Card (eUICC)

Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 EMBEDDED UNIVERSAL INTEGRATED CIRCUIT CARD (EUICC) INDUSTRY CHAIN ANALYSIS

4.1 Embedded Universal Integrated Circuit Card (eUICC) Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF EMBEDDED UNIVERSAL INTEGRATED CIRCUIT CARD (EUICC) MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Embedded Universal Integrated Circuit Card (eUICC) Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Embedded Universal Integrated Circuit Card (eUICC) Market

5.7 ESG Ratings of Leading Companies

6 EMBEDDED UNIVERSAL INTEGRATED CIRCUIT CARD (EUICC) MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Type (2020-2025)

6.3 Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Type (2020-2025)

6.4 Global Embedded Universal Integrated Circuit Card (eUICC) Price by Type (2020-2025)

7 EMBEDDED UNIVERSAL INTEGRATED CIRCUIT CARD (EUICC) MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Embedded Universal Integrated Circuit Card (eUICC) Market Sales by Application (2020-2025)

7.3 Global Embedded Universal Integrated Circuit Card (eUICC) Market Size (M USD) by Application (2020-2025)

7.4 Global Embedded Universal Integrated Circuit Card (eUICC) Sales Growth Rate by Application (2020-2025)

8 EMBEDDED UNIVERSAL INTEGRATED CIRCUIT CARD (EUICC) MARKET SALES BY REGION

8.1 Global Embedded Universal Integrated Circuit Card (eUICC) Sales by Region

8.1.1 Global Embedded Universal Integrated Circuit Card (eUICC) Sales by Region

8.1.2 Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Region

8.2 Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region

8.2.1 Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region

8.2.2 Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region

8.3 North America

8.3.1 North America Embedded Universal Integrated Circuit Card (eUICC) Sales by Country

8.3.2 North America Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Embedded Universal Integrated Circuit Card (eUICC) Sales by Country

8.4.2 Europe Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Sales by Region

8.5.2 Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Embedded Universal Integrated Circuit Card (eUICC) Sales by Country

8.6.2 South America Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Sales by Region

8.7.2 Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 EMBEDDED UNIVERSAL INTEGRATED CIRCUIT CARD (EUICC) MARKET PRODUCTION BY REGION

- 9.1 Global Production of Embedded Universal Integrated Circuit Card (eUICC) by Region(2020-2025)
- 9.2 Global Embedded Universal Integrated Circuit Card (eUICC) Revenue Market Share by Region (2020-2025)
- 9.3 Global Embedded Universal Integrated Circuit Card (eUICC) Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Embedded Universal Integrated Circuit Card (eUICC) Production
 - 9.4.1 North America Embedded Universal Integrated Circuit Card (eUICC) Production Growth Rate (2020-2025)
 - 9.4.2 North America Embedded Universal Integrated Circuit Card (eUICC) Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Embedded Universal Integrated Circuit Card (eUICC) Production
 - 9.5.1 Europe Embedded Universal Integrated Circuit Card (eUICC) Production Growth Rate (2020-2025)
 - 9.5.2 Europe Embedded Universal Integrated Circuit Card (eUICC) Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Embedded Universal Integrated Circuit Card (eUICC) Production (2020-2025)
 - 9.6.1 Japan Embedded Universal Integrated Circuit Card (eUICC) Production Growth Rate (2020-2025)
 - 9.6.2 Japan Embedded Universal Integrated Circuit Card (eUICC) Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Embedded Universal Integrated Circuit Card (eUICC) Production (2020-2025)
 - 9.7.1 China Embedded Universal Integrated Circuit Card (eUICC) Production Growth Rate (2020-2025)
 - 9.7.2 China Embedded Universal Integrated Circuit Card (eUICC) Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 STMicroelectronics
 - 10.1.1 STMicroelectronics Basic Information

- 10.1.2 STMicroelectronics Embedded Universal Integrated Circuit Card (eUICC)
Product Overview
- 10.1.3 STMicroelectronics Embedded Universal Integrated Circuit Card (eUICC)
Product Market Performance
- 10.1.4 STMicroelectronics Business Overview
- 10.1.5 STMicroelectronics SWOT Analysis
- 10.1.6 STMicroelectronics Recent Developments
- 10.2 NXP
 - 10.2.1 NXP Basic Information
 - 10.2.2 NXP Embedded Universal Integrated Circuit Card (eUICC) Product Overview
 - 10.2.3 NXP Embedded Universal Integrated Circuit Card (eUICC) Product Market Performance
 - 10.2.4 NXP Business Overview
 - 10.2.5 NXP SWOT Analysis
 - 10.2.6 NXP Recent Developments
- 10.3 Infineon
 - 10.3.1 Infineon Basic Information
 - 10.3.2 Infineon Embedded Universal Integrated Circuit Card (eUICC) Product Overview
 - 10.3.3 Infineon Embedded Universal Integrated Circuit Card (eUICC) Product Market Performance
 - 10.3.4 Infineon Business Overview
 - 10.3.5 Infineon SWOT Analysis
 - 10.3.6 Infineon Recent Developments
- 10.4 Guoxin Micro
 - 10.4.1 Guoxin Micro Basic Information
 - 10.4.2 Guoxin Micro Embedded Universal Integrated Circuit Card (eUICC) Product Overview
 - 10.4.3 Guoxin Micro Embedded Universal Integrated Circuit Card (eUICC) Product Market Performance
 - 10.4.4 Guoxin Micro Business Overview
 - 10.4.5 Guoxin Micro Recent Developments
- 10.5 CEC Huada Electronic Design Co., Ltd
 - 10.5.1 CEC Huada Electronic Design Co., Ltd Basic Information
 - 10.5.2 CEC Huada Electronic Design Co., Ltd Embedded Universal Integrated Circuit Card (eUICC) Product Overview
 - 10.5.3 CEC Huada Electronic Design Co., Ltd Embedded Universal Integrated Circuit Card (eUICC) Product Market Performance
 - 10.5.4 CEC Huada Electronic Design Co., Ltd Business Overview

10.5.5 CEC Huada Electronic Design Co., Ltd Recent Developments

11 EMBEDDED UNIVERSAL INTEGRATED CIRCUIT CARD (eUICC) MARKET FORECAST BY REGION

11.1 Global Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast

11.2 Global Embedded Universal Integrated Circuit Card (eUICC) Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Country

11.2.3 Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Region

11.2.4 South America Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Embedded Universal Integrated Circuit Card (eUICC) by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Embedded Universal Integrated Circuit Card (eUICC) Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Embedded Universal Integrated Circuit Card (eUICC) by Type (2026-2035)

12.1.2 Global Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Embedded Universal Integrated Circuit Card (eUICC) by Type (2026-2035)

12.2 Global Embedded Universal Integrated Circuit Card (eUICC) Market Forecast by Application (2026-2035)

12.2.1 Global Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units) Forecast by Application

12.2.2 Global Embedded Universal Integrated Circuit Card (eUICC) Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Type (M USD)

Table 4. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Application

Table 5. Embedded Universal Integrated Circuit Card (eUICC) Market Size Comparison by Region (M USD)

Table 6. Global Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units) by Manufacturers (2020-2025)

Table 7. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Embedded Universal Integrated Circuit Card (eUICC) Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Embedded Universal Integrated Circuit Card (eUICC) Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Embedded Universal Integrated Circuit Card (eUICC) as of 2025)

Table 11. Global Market Embedded Universal Integrated Circuit Card (eUICC) Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Embedded Universal Integrated Circuit Card (eUICC) Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Embedded Universal Integrated Circuit Card (eUICC) Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading

Countries

Table 26. Global Embedded Universal Integrated Circuit Card (eUICC) Sales by Type (K Units)

Table 27. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Type (M USD)

Table 28. Global Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units) by Type (2020-2025)

Table 29. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Type (2020-2025)

Table 30. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size (M USD) by Type (2020-2025)

Table 31. Global Embedded Universal Integrated Circuit Card (eUICC) Market Share by Type (2020-2025)

Table 32. Global Embedded Universal Integrated Circuit Card (eUICC) Price (USD/Unit) by Type (2020-2025)

Table 33. Global Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units) by Application

Table 34. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Application

Table 35. Global Embedded Universal Integrated Circuit Card (eUICC) Sales by Application (2020-2025) & (K Units)

Table 36. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Application (2020-2025)

Table 37. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Application (2020-2025) & (M USD)

Table 38. Global Embedded Universal Integrated Circuit Card (eUICC) Market Share by Application (2020-2025)

Table 39. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Growth Rate by Application (2020-2025)

Table 40. Global Embedded Universal Integrated Circuit Card (eUICC) Sales by Region (2020-2025) & (K Units)

Table 41. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Region (2020-2025)

Table 42. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region (2020-2025) & (M USD)

Table 43. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region (2020-2025)

Table 44. North America Embedded Universal Integrated Circuit Card (eUICC) Sales by Country (2020-2025) & (K Units)

Table 45. North America Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Embedded Universal Integrated Circuit Card (eUICC) Sales by Country (2020-2025) & (K Units)

Table 47. Europe Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Sales by Region (2020-2025) & (K Units)

Table 49. Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region (2020-2025) & (M USD)

Table 50. South America Embedded Universal Integrated Circuit Card (eUICC) Sales by Country (2020-2025) & (K Units)

Table 51. South America Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Sales by Region (2020-2025) & (K Units)

Table 53. Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region (2020-2025) & (M USD)

Table 54. Global Embedded Universal Integrated Circuit Card (eUICC) Production (K Units) by Region(2020-2025)

Table 55. Global Embedded Universal Integrated Circuit Card (eUICC) Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Embedded Universal Integrated Circuit Card (eUICC) Revenue Market Share by Region (2020-2025)

Table 57. Global Embedded Universal Integrated Circuit Card (eUICC) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America Embedded Universal Integrated Circuit Card (eUICC) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe Embedded Universal Integrated Circuit Card (eUICC) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan Embedded Universal Integrated Circuit Card (eUICC) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China Embedded Universal Integrated Circuit Card (eUICC) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. STMicroelectronics Basic Information

Table 63. STMicroelectronics Embedded Universal Integrated Circuit Card (eUICC) Product Overview

Table 64. STMicroelectronics Embedded Universal Integrated Circuit Card (eUICC)

Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. STMicroelectronics Business Overview

Table 66. STMicroelectronics SWOT Analysis

Table 67. STMicroelectronics Recent Developments

Table 68. NXP Basic Information

Table 69. NXP Embedded Universal Integrated Circuit Card (eUICC) Product Overview

Table 70. NXP Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. NXP Business Overview

Table 72. NXP SWOT Analysis

Table 73. NXP Recent Developments

Table 74. Infineon Basic Information

Table 75. Infineon Embedded Universal Integrated Circuit Card (eUICC) Product Overview

Table 76. Infineon Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Infineon Business Overview

Table 78. Infineon SWOT Analysis

Table 79. Infineon Recent Developments

Table 80. Guoxin Micro Basic Information

Table 81. Guoxin Micro Embedded Universal Integrated Circuit Card (eUICC) Product Overview

Table 82. Guoxin Micro Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Guoxin Micro Business Overview

Table 84. Guoxin Micro Recent Developments

Table 85. CEC Huada Electronic Design Co., Ltd Basic Information

Table 86. CEC Huada Electronic Design Co., Ltd Embedded Universal Integrated Circuit Card (eUICC) Product Overview

Table 87. CEC Huada Electronic Design Co., Ltd Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. CEC Huada Electronic Design Co., Ltd Business Overview

Table 89. CEC Huada Electronic Design Co., Ltd Recent Developments

Table 90. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Forecast by Region (2026-2035) & (K Units)

Table 91. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Region (2026-2035) & (M USD)

Table 92. North America Embedded Universal Integrated Circuit Card (eUICC) Sales

Forecast by Country (2026-2035) & (K Units)

Table 93. North America Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Country (2026-2035) & (M USD)

Table 94. Europe Embedded Universal Integrated Circuit Card (eUICC) Sales Forecast by Country (2026-2035) & (K Units)

Table 95. Europe Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Country (2026-2035) & (M USD)

Table 96. Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Sales Forecast by Region (2026-2035) & (K Units)

Table 97. Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Region (2026-2035) & (M USD)

Table 98. South America Embedded Universal Integrated Circuit Card (eUICC) Sales Forecast by Country (2026-2035) & (K Units)

Table 99. South America Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Country (2026-2035) & (M USD)

Table 100. Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Sales Forecast by Country (2026-2035) & (Units)

Table 101. Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Country (2026-2035) & (M USD)

Table 102. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Forecast by Type (2026-2035) & (K Units)

Table 103. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Type (2026-2035) & (M USD)

Table 104. Global Embedded Universal Integrated Circuit Card (eUICC) Price Forecast by Type (2026-2035) & (USD/Unit)

Table 105. Global Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units) Forecast by Application (2026-2035)

Table 106. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Embedded Universal Integrated Circuit Card (eUICC)
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size (M USD), 2025-2035
- Figure 5. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size (M USD) (2020-2035)
- Figure 6. Global Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Embedded Universal Integrated Circuit Card (eUICC) Product Life Cycle
- Figure 13. Embedded Universal Integrated Circuit Card (eUICC) Sales Share by Manufacturers in 2025
- Figure 14. Global Embedded Universal Integrated Circuit Card (eUICC) Revenue Share by Manufacturers in 2025
- Figure 15. Embedded Universal Integrated Circuit Card (eUICC) Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Embedded Universal Integrated Circuit Card (eUICC) Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Embedded Universal Integrated Circuit Card (eUICC) Revenue in 2025
- Figure 18. Industry Chain Map of Embedded Universal Integrated Circuit Card (eUICC)
- Figure 19. Global Embedded Universal Integrated Circuit Card (eUICC) Market PEST Analysis
- Figure 20. Global Embedded Universal Integrated Circuit Card (eUICC) Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country

Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers

Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 26. Global Embedded Universal Integrated Circuit Card (eUICC) Market Share by Type

Figure 27. Sales Market Share of Embedded Universal Integrated Circuit Card (eUICC) by Type (2020-2025)

Figure 28. Sales Market Share of Embedded Universal Integrated Circuit Card (eUICC) by Type in 2025

Figure 29. Market Share of Embedded Universal Integrated Circuit Card (eUICC) by Type (2020-2025)

Figure 30. Market Share of Embedded Universal Integrated Circuit Card (eUICC) by Type in 2025

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Embedded Universal Integrated Circuit Card (eUICC) Market Share by Application

Figure 33. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Application (2020-2025)

Figure 34. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Application in 2025

Figure 35. Global Embedded Universal Integrated Circuit Card (eUICC) Market Share by Application (2020-2025)

Figure 36. Global Embedded Universal Integrated Circuit Card (eUICC) Market Share by Application in 2025

Figure 37. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Growth Rate by Application (2020-2025)

Figure 38. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Region (2020-2025)

Figure 39. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region (2020-2025)

Figure 40. North America Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Country in 2024

Figure 43. North America Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country in 2024

Figure 45. U.S. Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Embedded Universal Integrated Circuit Card (eUICC) Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Embedded Universal Integrated Circuit Card (eUICC) Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Embedded Universal Integrated Circuit Card (eUICC) Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Embedded Universal Integrated Circuit Card (eUICC) Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Country in 2024

Figure 53. Europe Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country in 2024

Figure 55. Germany Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Embedded Universal Integrated Circuit Card (eUICC) Market Size and

Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Region in 2024

Figure 67. Asia Pacific Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region in 2024

Figure 68. China Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (K Units)

Figure 79. South America Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Country in 2024

Figure 80. South America Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (M USD)

Figure 81. South America Embedded Universal Integrated Circuit Card (eUICC) Market Size by Country in 2024

Figure 82. Brazil Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Embedded Universal Integrated Circuit Card (eUICC) Market Size by Region in 2024

Figure 92. Saudi Arabia Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Embedded Universal Integrated Circuit Card (eUICC) Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Embedded Universal Integrated Circuit Card (eUICC) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Embedded Universal Integrated Circuit Card (eUICC) Production Market Share by Region (2020-2025)

Figure 103. North America Embedded Universal Integrated Circuit Card (eUICC)

Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Embedded Universal Integrated Circuit Card (eUICC) Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Embedded Universal Integrated Circuit Card (eUICC) Production (K Units) Growth Rate (2020-2025)

Figure 106. China Embedded Universal Integrated Circuit Card (eUICC) Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Embedded Universal Integrated Circuit Card (eUICC) Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Embedded Universal Integrated Circuit Card (eUICC) Market Share Forecast by Type (2026-2035)

Figure 111. Global Embedded Universal Integrated Circuit Card (eUICC) Sales Forecast by Application (2026-2035)

Figure 112. Global Embedded Universal Integrated Circuit Card (eUICC) Market Share Forecast by Application (2026-2035)

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