

Global EMV Payment Card Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global EMV Payment Card market size will reach 7,605,572 Million USD in 2025 and is projected to reach 9,591,654 Million USD by 2032, with a CAGR of 3.37% (2025-2032). Notably, the China EMV Payment Card market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

An EMV (Europay, MasterCard, and Visa) payment card, commonly referred to as a chip card, is a type of credit or debit card equipped with an embedded microchip that enhances security and fraud protection during transactions. Unlike traditional magnetic stripe cards, EMV cards generate a unique, dynamic transaction code for each purchase, making it extremely difficult for fraudsters to clone or counterfeit the card data. To make a transaction, the chip card is inserted into a card reader or tapped on a contactless terminal, and the chip creates a one-time code that cannot be used again, significantly reducing the risk of card-present fraud. EMV payment cards have become the global standard for card-based transactions, offering enhanced security and protection for consumers and merchants alike.

The major global manufacturers of EMV Payment Card include Gemalto, IDEMIA, Giesecke & Devrient, Perfect Plastic Printing, ABCorp, CPI Card, Tianyu, Goldpac, Hengbao, Watchdata Technologies, Valid, Kona I, Eastcompeace, etc. The global players competition landscape in this report is divided into three tiers. The first tier

comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of EMV Payment Card. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global EMV Payment Card market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the EMV Payment Card market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of EMV Payment Card industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of EMV Payment Card Include:

Gemalto

IDEMIA

Giesecke & Devrient

Perfect Plastic Printing

ABCorp

CPI Card

Tianyu

Goldpac

Hengbao

Watchdata Technologies

Valid

Kona I

Eastcompeace

EMV Payment Card Product Segment Include:

Contact-based EMV Cards

Contactless EMV Cards

EMV Payment Card Product Application Include:

Banking, Financial Services, and Insurance

Government and Healthcare

Transportation

Retail

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global EMV Payment Card Industry PESTEL Analysis

Chapter 3: Global EMV Payment Card Industry Porter's Five Forces Analysis

Chapter 4: Global EMV Payment Card Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global EMV Payment Card Market Size and Forecast by Type and Application Analysis

Chapter 6: North America EMV Payment Card Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe EMV Payment Card Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China EMV Payment Card Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) EMV Payment Card Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America EMV Payment Card Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa EMV Payment Card Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global EMV Payment Card Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 EMV PAYMENT CARD MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 EMV Payment Card Product by Type
 - 1.2.1 Contact-based EMV Cards
 - 1.2.2 Contactless EMV Cards
- 1.3 EMV Payment Card Product by Application
 - 1.3.1 Banking, Financial Services, and Insurance
 - 1.3.2 Government and Healthcare
 - 1.3.3 Transportation
 - 1.3.4 Retail
- 1.4 Global EMV Payment Card Market Revenue and Sales Analysis
 - 1.4.1 Global EMV Payment Card Market Size Analysis (2020-2032)
 - 1.4.2 Global EMV Payment Card Market Sales Analysis (2020-2032)
 - 1.4.3 Global EMV Payment Card Market Sales Price Trend Analysis (2020-2032)
- 1.5 EMV Payment Card Industry Trends and Innovation
 - 1.5.1 EMV Payment Card Industry Trends and Innovation
 - 1.5.2 EMV Payment Card Market Drivers and Challenges

2 EMV PAYMENT CARD MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 EMV PAYMENT CARD MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL EMV PAYMENT CARD MARKET ANALYSIS BY REGIONS

- 4.1 Global EMV Payment Card Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global EMV Payment Card Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global EMV Payment Card Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global EMV Payment Card Revenue Forecast by Region (2026-2032)
- 4.3 Global EMV Payment Card Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global EMV Payment Card Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global EMV Payment Card Sales Forecast by Region (2026-2032)
- 4.4 Global EMV Payment Card Sales Price Trend Analysis (2020-2032)

5 GLOBAL EMV PAYMENT CARD MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global EMV Payment Card Market Size by Type
 - 5.1.1 Global EMV Payment Card Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global EMV Payment Card Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global EMV Payment Card Market Size by Application
 - 5.2.1 Global EMV Payment Card Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global EMV Payment Card Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America EMV Payment Card Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America EMV Payment Card Market Size by Type
 - 6.3.1 North America EMV Payment Card Sales by Type (2020-2032)
 - 6.3.2 North America EMV Payment Card Revenue by Type (2020-2032)
- 6.4 North America EMV Payment Card Market Size by Application
 - 6.4.1 North America EMV Payment Card Sales by Application (2020-2032)
 - 6.4.2 North America EMV Payment Card Revenue by Application (2020-2032)
- 6.5 North America EMV Payment Card Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe EMV Payment Card Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe EMV Payment Card Market Size by Type
 - 7.3.1 Europe EMV Payment Card Sales by Type (2020-2032)
 - 7.3.2 Europe EMV Payment Card Revenue by Type (2020-2032)
- 7.4 Europe EMV Payment Card Market Size by Application
 - 7.4.1 Europe EMV Payment Card Sales by Application (2020-2032)
 - 7.4.2 Europe EMV Payment Card Revenue by Application (2020-2032)
- 7.5 Europe EMV Payment Card Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China EMV Payment Card Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China EMV Payment Card Market Size by Type
 - 8.3.1 China EMV Payment Card Sales by Type (2020-2032)
 - 8.3.2 China EMV Payment Card Revenue by Type (2020-2032)
- 8.4 China EMV Payment Card Market Size by Application
 - 8.4.1 China EMV Payment Card Sales by Application (2020-2032)
 - 8.4.2 China EMV Payment Card Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) EMV Payment Card Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) EMV Payment Card Market Size by Type
 - 9.3.1 APAC (excl. China) EMV Payment Card Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) EMV Payment Card Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) EMV Payment Card Market Size by Application
 - 9.4.1 APAC (excl. China) EMV Payment Card Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) EMV Payment Card Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) EMV Payment Card Market Size by Country

- 9.5.1 Japan
- 9.5.2 South Korea
- 9.5.3 India
- 9.5.4 Australia
- 9.5.5 Southeast Asia

10 LATIN AMERICA

- 10.1 Latin America EMV Payment Card Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America EMV Payment Card Market Size by Type
 - 10.3.1 Latin America EMV Payment Card Sales by Type (2020-2032)
 - 10.3.2 Latin America EMV Payment Card Revenue by Type (2020-2032)
- 10.4 Latin America EMV Payment Card Market Size by Application
 - 10.4.1 Latin America EMV Payment Card Sales by Application (2020-2032)
 - 10.4.2 Latin America EMV Payment Card Revenue by Application (2020-2032)
- 10.5 Latin America EMV Payment Card Market Size by Country
- 10.6 Latin America EMV Payment Card Market Size by Country
 - 10.6.1 Mexico
 - 10.6.2 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa EMV Payment Card Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Manufacturers Analysis
- 11.3 Middle East & Africa EMV Payment Card Market Size by Type
 - 11.3.1 Middle East & Africa EMV Payment Card Sales by Type (2020-2032)
 - 11.3.2 Middle East & Africa EMV Payment Card Revenue by Type (2020-2032)
- 11.4 Middle East & Africa EMV Payment Card Market Size by Application
 - 11.4.1 Middle East & Africa EMV Payment Card Sales by Application (2020-2032)
 - 11.4.2 Middle East & Africa EMV Payment Card Revenue by Application (2020-2032)
- 11.5 Middle East EMV Payment Card Market Size by Country
 - 11.5.1 Saudi Arabia
 - 11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global EMV Payment Card Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global EMV Payment Card Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global EMV Payment Card Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global EMV Payment Card Average Sales Price by Manufacturers (2021-2025)

12.2 EMV Payment Card Competitive Landscape Analysis and Market Dynamic

12.2.1 EMV Payment Card Competitive Landscape Analysis

12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Gemalto

13.1.1 Gemalto Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Gemalto EMV Payment Card Product Portfolio

13.1.3 Gemalto EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 IDEMIA

13.2.1 IDEMIA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 IDEMIA EMV Payment Card Product Portfolio

13.2.3 IDEMIA EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Giesecke & Devrient

13.3.1 Giesecke & Devrient Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Giesecke & Devrient EMV Payment Card Product Portfolio

13.3.3 Giesecke & Devrient EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Perfect Plastic Printing

13.4.1 Perfect Plastic Printing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Perfect Plastic Printing EMV Payment Card Product Portfolio

13.4.3 Perfect Plastic Printing EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 ABCorp

13.5.1 ABCorp Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.5.2 ABCorp EMV Payment Card Product Portfolio
- 13.5.3 ABCorp EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.6 CPI Card
 - 13.6.1 CPI Card Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.6.2 CPI Card EMV Payment Card Product Portfolio
 - 13.6.3 CPI Card EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.7 Tianyu
 - 13.7.1 Tianyu Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.7.2 Tianyu EMV Payment Card Product Portfolio
 - 13.7.3 Tianyu EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.8 Goldpac
 - 13.8.1 Goldpac Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.8.2 Goldpac EMV Payment Card Product Portfolio
 - 13.8.3 Goldpac EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.9 Hengbao
 - 13.9.1 Hengbao Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.9.2 Hengbao EMV Payment Card Product Portfolio
 - 13.9.3 Hengbao EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.10 Watchdata Technologies
 - 13.10.1 Watchdata Technologies Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.10.2 Watchdata Technologies EMV Payment Card Product Portfolio
 - 13.10.3 Watchdata Technologies EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.11 Valid
 - 13.11.1 Valid Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.11.2 Valid EMV Payment Card Product Portfolio
 - 13.11.3 Valid EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Kona I

13.12.1 Kona I Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Kona I EMV Payment Card Product Portfolio

13.12.3 Kona I EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 Eastcompeace

13.13.1 Eastcompeace Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Eastcompeace EMV Payment Card Product Portfolio

13.13.3 Eastcompeace EMV Payment Card Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 EMV Payment Card Industry Chain Analysis

14.2 EMV Payment Card Industry Raw Material and Suppliers Analysis

14.2.1 EMV Payment Card Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 EMV Payment Card Typical Downstream Customers

14.4 EMV Payment Card Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global EMV Payment Card Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global EMV Payment Card Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: EMV Payment Card Industry Development Status

Table 4: EMV Payment Card Industry Development Trends

Table 5: Global EMV Payment Card Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global EMV Payment Card Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global EMV Payment Card Revenue Market Share by Region (2020-2025)

Table 8: Global EMV Payment Card Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global EMV Payment Card Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global EMV Payment Card Sales by Region (2020-2025) & (M Unit)

Table 11: Global EMV Payment Card Sales Market Share by Region (2020-2025)

Table 12: Global EMV Payment Card Sales Forecast by Region (2026-2032) & (M Unit)

Table 13: Global EMV Payment Card Sales Market Share Forecast by Region (2026-2032)

Table 14: Global EMV Payment Card Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global EMV Payment Card Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global EMV Payment Card Sales Analysis by Type (2020-2025) & (M Unit)

Table 17: Global EMV Payment Card Sales Analysis Forecast by Type (2026-2032) & (M Unit)

Table 18: Global EMV Payment Card Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global EMV Payment Card Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global EMV Payment Card Sales Analysis by Application (2020-2025) & (M Unit)

Table 21: Global EMV Payment Card Sales Analysis Forecast by Application (2026-2032) & (M Unit)

Table 22: Key EMV Payment Card Players in North America

Table 23: North America EMV Payment Card Sales by Type (2020-2025) & (M Unit)

Table 24: North America EMV Payment Card Sales by Type (2026-2032) & (M Unit)

Table 25: North America EMV Payment Card Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America EMV Payment Card Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America EMV Payment Card Sales by Application (2020-2025) & (M Unit)

Table 28: North America EMV Payment Card Sales by Application (2026-2032) & (M Unit)

Table 29: North America EMV Payment Card Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America EMV Payment Card Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America EMV Payment Card Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America EMV Payment Card Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America EMV Payment Card Sales Market Size by Country (2020-2025) & (M Unit)

Table 34: North America EMV Payment Card Sales Market Size by Country (2026-2032) & (M Unit)

Table 35: Key EMV Payment Card Players in Europe

Table 36: Europe EMV Payment Card Sales by Type (2020-2025) & (M Unit)

Table 37: Europe EMV Payment Card Sales by Type (2026-2032) & (M Unit)

Table 38: Europe EMV Payment Card Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe EMV Payment Card Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe EMV Payment Card Sales by Application (2020-2025) & (M Unit)

Table 41: Europe EMV Payment Card Sales by Application (2026-2032) & (M Unit)

Table 42: Europe EMV Payment Card Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe EMV Payment Card Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe EMV Payment Card Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe EMV Payment Card Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe EMV Payment Card Sales Market Size by Country (2020-2025) & (M Unit)

Table 47: Europe EMV Payment Card Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 48: Key EMV Payment Card Players in China

Table 49: China EMV Payment Card Sales by Type (2020-2025) & (M Unit)

Table 50: China EMV Payment Card Sales by Type (2026-2032) & (M Unit)

Table 51: China EMV Payment Card Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China EMV Payment Card Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China EMV Payment Card Sales by Application (2020-2025) & (M Unit)

Table 54: China EMV Payment Card Sales by Application (2026-2032) & (M Unit)

Table 55: China EMV Payment Card Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China EMV Payment Card Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key EMV Payment Card Players in APAC (excl. China)

Table 58: APAC (excl. China) EMV Payment Card Sales by Type (2020-2025) & (M Unit)

Table 59: APAC (excl. China) EMV Payment Card Sales by Type (2026-2032) & (M Unit)

Table 60: APAC (excl. China) EMV Payment Card Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) EMV Payment Card Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) EMV Payment Card Sales by Application (2020-2025) & (M Unit)

Table 63: APAC (excl. China) EMV Payment Card Sales by Application (2026-2032) & (M Unit)

Table 64: APAC (excl. China) EMV Payment Card Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) EMV Payment Card Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) EMV Payment Card Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) EMV Payment Card Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) EMV Payment Card Sales Market Size by Country (2020-2025) & (M Unit)

Table 69: APAC (excl. China) EMV Payment Card Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 70: Key EMV Payment Card Players in Latin America

Table 71: Latin America EMV Payment Card Sales by Type (2020-2025) & (M Unit)

Table 72: Latin America EMV Payment Card Sales by Type (2026-2032) & (M Unit)

Table 73: Latin America EMV Payment Card Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America EMV Payment Card Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America EMV Payment Card Sales by Application (2020-2025) & (M Unit)

Table 76: Latin America EMV Payment Card Sales by Application (2026-2032) & (M Unit)

Table 77: Latin America EMV Payment Card Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America EMV Payment Card Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America EMV Payment Card Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America EMV Payment Card Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America EMV Payment Card Sales Market Size by Country (2020-2025) & (M Unit)

Table 82: Latin America EMV Payment Card Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 83: Key EMV Payment Card Players in Middle East & Africa

Table 84: Middle East & Africa EMV Payment Card Sales by Type (2020-2025) & (M Unit)

Table 85: Middle East & Africa EMV Payment Card Sales by Type (2026-2032) & (M Unit)

Table 86: Middle East & Africa EMV Payment Card Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa EMV Payment Card Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa EMV Payment Card Sales by Application (2020-2025) & (M Unit)

Table 89: Middle East & Africa EMV Payment Card Sales by Application (2026-2032) & (M Unit)

Table 90: Middle East & Africa EMV Payment Card Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa EMV Payment Card Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa EMV Payment Card Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa EMV Payment Card Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa EMV Payment Card Sales Market Size by Country (2020-2025) & (M Unit)

Table 95: Middle East & Africa EMV Payment Card Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 96: Global EMV Payment Card Market Sales by Key Manufacturers (2021-2025) & (M Unit)

Table 97: Global EMV Payment Card Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global EMV Payment Card Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global EMV Payment Card Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/K Units)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Gemalto Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Gemalto EMV Payment Card Product Portfolio

Table 105: Gemalto EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 106: IDEMIA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: IDEMIA EMV Payment Card Product Portfolio

Table 108: IDEMIA EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 109: Giesecke & Devrient Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Giesecke & Devrient EMV Payment Card Product Portfolio

Table 111: Giesecke & Devrient EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 112: Perfect Plastic Printing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Perfect Plastic Printing EMV Payment Card Product Portfolio

Table 114: Perfect Plastic Printing EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 115: ABCorp Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: ABCorp EMV Payment Card Product Portfolio

Table 117: ABCorp EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 118: CPI Card Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: CPI Card EMV Payment Card Product Portfolio

Table 120: CPI Card EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 121: Tianyu Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Tianyu EMV Payment Card Product Portfolio

Table 123: Tianyu EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 124: Goldpac Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Goldpac EMV Payment Card Product Portfolio

Table 126: Goldpac EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 127: Hengbao Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Hengbao EMV Payment Card Product Portfolio

Table 129: Hengbao EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 130: Watchdata Technologies Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Watchdata Technologies EMV Payment Card Product Portfolio

Table 132: Watchdata Technologies EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 133: Valid Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Valid EMV Payment Card Product Portfolio

Table 135: Valid EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 136: Kona I Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Kona I EMV Payment Card Product Portfolio

Table 138: Kona I EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price

(USD/K Units), Gross Margin and Market Share (2021-2025)

Table 139: Eastcompeace Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Eastcompeace EMV Payment Card Product Portfolio

Table 141: Eastcompeace EMV Payment Card Revenue (US\$ Million), Sales (M Unit), Price (USD/K Units), Gross Margin and Market Share (2021-2025)

Table 142: Upstream Key Raw Material Price List

Table 143: EMV Payment Card Raw Material Suppliers and Contact Information

Table 144: EMV Payment Card Typical Customer List

Table 145: EMV Payment Card Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: EMV Payment Card Product Pictures

Figure 2: Contact-based EMV Cards Picture Scope

Figure 3: Contactless EMV Cards Picture Scope

Figure 4: Banking, Financial Services, and Insurance Picture Scope

Figure 5: Government and Healthcare Picture Scope

Figure 6: Transportation Picture Scope

Figure 7: Retail Picture Scope

Figure 8: Global EMV Payment Card Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 9: Global EMV Payment Card Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 10: Global EMV Payment Card Market Sales and Growth Rate Analysis (2020-2032) & (M Unit)

Figure 11: Global EMV Payment Card Market Price Trend Analysis (2020-2032) & (USD/K Units)

Figure 12: Global EMV Payment Card Market Size by Region (2020-2032) & (US\$ Million)

Figure 13: Global EMV Payment Card Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 14: Global EMV Payment Card Sales Price by Region (2020-2032) & (M Unit)

Figure 15: North America EMV Payment Card Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 16: North America EMV Payment Card Revenue Market Share by Players in 2024

Figure 17: North America EMV Payment Card Sales Market Share by Type (2020-2032)

Figure 18: North America EMV Payment Card Revenue Market Share by Type (2020-2032)

Figure 19: North America EMV Payment Card Sales Market Share by Application (2020-2032)

Figure 20: North America EMV Payment Card Revenue Market Share by Application (2020-2032)

Figure 21: US EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 22: Canada EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 23: Europe EMV Payment Card Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 24:Europe EMV Payment Card Revenue Market Share by Players in 2024

Figure 25:Europe EMV Payment Card Sales Market Share by Type (2020-2032)

Figure 26:Europe EMV Payment Card Revenue Market Share by Type (2020-2032)

Figure 27:Europe EMV Payment Card Sales Market Share by Application (2020-2032)

Figure 28:Europe EMV Payment Card Revenue Market Share by Application (2020-2032)

Figure 29:Germany EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 30:France EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 31:United Kingdom EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 32:Italy EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 33:Spain EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 34:Benelux EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 35:China EMV Payment Card Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 36:China EMV Payment Card Revenue Market Share by Players in 2024

Figure 37:China EMV Payment Card Sales Market Share by Type (2020-2032)

Figure 38:China EMV Payment Card Revenue Market Share by Type (2020-2032)

Figure 39:China EMV Payment Card Sales Market Share by Application (2020-2032)

Figure 40:China EMV Payment Card Revenue Market Share by Application (2020-2032)

Figure 41:APAC (excl. China) EMV Payment Card Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 42:APAC (excl. China) EMV Payment Card Revenue Market Share by Players in 2024

Figure 43:APAC (excl. China) EMV Payment Card Sales Market Share by Type (2020-2032)

Figure 44:APAC (excl. China) EMV Payment Card Revenue Market Share by Type (2020-2032)

Figure 45:APAC (excl. China) EMV Payment Card Sales Market Share by Application (2020-2032)

Figure 46:APAC (excl. China) EMV Payment Card Revenue Market Share by Application (2020-2032)

Figure 47:Japan EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 48:South Korea EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 49:India EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 50:Australia EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 51:Southeast Asia EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 52:Latin America EMV Payment Card Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 53:Latin America EMV Payment Card Revenue Market Share by Players in 2024

Figure 54:Latin America EMV Payment Card Sales Market Share by Type (2020-2032)

Figure 55:Latin America EMV Payment Card Revenue Market Share by Type
(2020-2032)

Figure 56:Latin America EMV Payment Card Sales Market Share by Application
(2020-2032)

Figure 57:Latin America EMV Payment Card Revenue Market Share by Application
(2020-2032)

Figure 58:Mexico EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 59:Brazil EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 60:Middle East & Africa EMV Payment Card Market Size and Growth Rate
(2020-2032) & (US\$ Million)

Figure 61:Middle East & Africa EMV Payment Card Revenue Market Share by Players
in 2024

Figure 62:Middle East & Africa EMV Payment Card Sales Market Share by Type
(2020-2032)

Figure 63:Middle East & Africa EMV Payment Card Revenue Market Share by Type
(2020-2032)

Figure 64:Middle East & Africa EMV Payment Card Sales Market Share by Application
(2020-2032)

Figure 65:Middle East & Africa EMV Payment Card Revenue Market Share by
Application (2020-2032)

Figure 66:Saudi Arabia EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 67:South Africa EMV Payment Card Revenue (2020-2032) & (US\$ Million)

Figure 68:Global EMV Payment Card Sales Market Share by Key Manufacturers in
2024

Figure 69:Global EMV Payment Card Revenue Market Share by Key Manufacturers in
2024

Figure 70:Global EMV Payment Card Industry Competition Landscape

Figure 71:EMV Payment Card Industry Chain Analysis

Figure 72:Bottom-Up and Top-Down Research Methods

Figure 73:Key Interview Objectives

Figure 74:Data Cross Validation

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