

# Global Tokenization Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Tokenization market size will reach 1,721.79 Million USD in 2025 and is projected to reach 3,926.88 Million USD by 2032, with a CAGR of 12.50% (2025-2032). Notably, the China Tokenization 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

Tokenization is a process in information security and data management that involves replacing sensitive data, such as credit card numbers or personal identifiers, with unique tokens. These tokens are random strings of characters that hold no intrinsic value and are used as placeholders for the actual data. The purpose of tokenization is to enhance the security of sensitive information by reducing the exposure of real data, especially in systems that require storage, processing, or transmission of such data. Tokenization is widely employed in payment systems, cloud computing, and various online transactions, where protecting sensitive information is paramount. It adds an extra layer of security, as even if a token is intercepted, it does not reveal the original data without access to the tokenization system and the associated mapping between tokens and real data.

The major global suppliers of Tokenization include Thales, American Express, Hewlett-Packard Enterprises, Lookout (CipherCloud), Futurex, Protegrity, TokenEx, Fiserv, Visa (CyberSource), Global Payments, 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 Tokenization. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Tokenization 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 Tokenization 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 Tokenization 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 Suppliers of Tokenization Include:

Thales

American Express

Hewlett-Packard Enterprises

Lookout (CipherCloud)

Futurex

Protegrity

TokenEx

Fiserv

Visa (CyberSource)

Global Payments

Tokenization Product Segment Include:

Service Tokenization

Software Tokenization

Tokenization Product Application Include:

BFSI

IT, Telecom and Media

Healthcare and Pharma

Government and Defense

Others

## **Chapter Scope**

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

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