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3D Secure Pay Authentication Market Size, Share, and Analysis, By Type (Merchant Plug-in, Access Control Server), By Application (Merchants & Payment Gateway and Banks), and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034

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Abstracts

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PRODUCT OVERVIEW

3D Secure Pay Authentication Market is anticipated t%li%exhibit a Compound Annual Growth Rate (CAGR) of 12.9% during the forecast span from 2024 t%li%2034. In 2023, the market size was assessed at USD 1.2 billion and is projected t%li%reach USD 4.7 billion by the completion of 2034.

3D Secure Pay Authentication is an online payment security approach that provides an additional layer of protection t%li%credit and debit card transactions. Its main objective is t%li%reduce the risk of unauthorized card usage by verifying the owner's identity during online purchases. The method offers a distinct verification process for every purchase by asking the user t%li%provide a password or a one-time code given t%li%their mobile device when a transaction takes place. This verification phase aims t%li%validate the cardholder's identity, significantly limiting the possibility of fraudulent transactions. Furthermore, 3D Secure Pay Authentication, used by major card networks

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such as Visa and Mastercard, is designed t%li%enhance security measures without significantly disrupting the user experience. Hence, this approach benefits customers by improving transaction security, while simultaneously aiding merchants and financial institutions in limiting fraudulent transactions.

MARKET HIGHLIGHTS

3D Secure Pay Authentication Market is projected t%li%achieve USD 4.7 billion during the forecast period due t%li%escalating concerns regarding online transaction security. This growth is driven by the increasing digitization of payment systems and the increasing frequency of online fraud, which encourage businesses t%li%seek powerful and reliable solutions for securing online transactions. The need for stable transaction methods is a result of increasing use of e-commerce and regulatory requirements that stress upon the importance of secure payment procedures. Additionally, technological improvements in biometric authentication and machine learning for fraud detection are increasing the growth potential of the market. Moreover, partnerships among financial institutions, card networks, and technology providers are promoting innovation in this sector. Therefore, these collaborations are responsible for the developments in 3D Secure authentication, which have expanded its application beyond conventional card-based transactions t%li%include digital wallets and innovative payment methods.

3D Secure Pay Authentication Market Segments:

By Type

Merchant Plug-in

Access Control Server

By Application

Merchants & Payment Gateway

Banks

MARKET DYNAMICS

Growth Drivers

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Increased E-commerce Transactions Will Create New Growth Opportunities

Strict Regulatory Compliance Will Open Up New Growth Prospects

Restraint

Managing User Experience and Security Could Restrict Market Growth

Key Players

- Visa Inc.
- Mastercard Incorporated
- American Express Company
- PayPal Holdings, Inc.
- Stripe Inc.
- Apple Inc. (Apple Pay)
- Square, Inc.
- Google LLC (Google Pay)
- Fiserv, Inc.
- Amazon.com, Inc. (Amazon Pay)
- Microsoft Corporation (Microsoft Payment Solutions)
- Adyen N.V.
- CyberSource Corporation
- RSA Security LLC

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VeriFone Systems, Inc.

Other Prominent Players (Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis)

Global Laboratory Temperature Control Units Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAG.R – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

Reasons t%li%Purchase this Report

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected t%li%witness the fastest growth as well as t%li%dominate the market

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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 with respect t%li%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 of various perspectives through Porter’s five forces analysis

Provides insight int%li%the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years t%li%come

3-month post-sales analyst support.

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Contents

1.EXECUTIVE SUMMARY

1.1. Regional Market Share
1.2.Business Trends
1.3. 3D Secure Pay Authentication Market: COVID-19 Outbreak
1.4. Regional Trends
1.5. Segmentation Snapshot

2. RESEARCH METHODOLOGY

2.1.Research Objective
2.2. Research Approach
2.3. Data Sourcing and Methodology
2.4.Primary Research
2.5.Secondary Research
  2.5.1.Paid Sources
  2.5.2. Public Sources
2.6. Market Size Estimation and Data Triangulation

3. MARKET CHARACTERISTICS

3.1.Market Definition
  3.2.3D Secure Pay Authentication Market: COVID-19 Impact
3.3. Key Segmentations
3.4.Key Developments
3.5.Allied Industry Data
4.3D Secure Pay Authentication Market – Industry Insights
4.1. Industry Segmentation
4.2.COVID-19 overview on world economy
4.3.Industry ecosystem Channel analysis
4.4.Innovation & Sustainability

5. MACROECONOMIC INDICATORS

6. RECENT DEVELOPMENTS

7. MARKET DYNAMICS

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7.1.Introduction
7.2. Growth Drivers
7.3. Market Opportunities
7.4.Market Restraints
7.5. Market Trends

8.RISK ANALYSIS

9. MARKET ANALYSIS

9.1.Porters Five Forces
9.2. PEST Analysis
  9.2.1.Political
  9.2.2. Economic
  9.2.3. Social
  9.2.4. Technological
10.3D Secure Pay Authentication Market
10.1.Overview
10.2. Historical Analysis (2019-2022)
  10.2.1. Market Size, Y-o-Y Growth (%) and Market Forecast

11. 3D SECURE PAY AUTHENTICATION MARKET SIZE & FORECAST 2024A-2034F

11.1. Overview
11.2.Key Findings
11.3.Market Segmentation
  11.3.1.By Type
    11.3.1.1. Merchant Plug-In
      11.3.1.1.1.By Value (USD Million) 2024-2034F
      11.3.1.1.2. Market Share (%) 2024-2034F
      11.3.1.1.3. Y-o-Y Growth (%) 2024-2034F
    11.3.1.2.Access Control Server
      11.3.1.2.1. By Value (USD Million) 2024-2034F
      11.3.1.2.2.Market Share (%) 2024-2034F
      11.3.1.2.3.Y-o-Y Growth (%) 2024-2034F
  11.3.2. By Application
    11.3.2.1.Merchant & Payment Gateway

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11.3.2.1.1. By Value (USD Million) 2024-2034F
11.3.2.1.2.Market Share (%) 2024-2034F
11.3.2.1.3.Y-o-Y Growth (%) 2024-2034F
11.3.2.2. Banks
11.3.2.2.1.By Value (USD Million) 2024-2034F
11.3.2.2.2. Market Share (%) 2024-2034F
11.3.2.2.3. Y-o-Y Growth (%) 2024-2034F

12.NORTH AMERICA 3D SECURE PAY AUTHENTICATION MARKET SIZE & FORECAST 2024A-2034F

12.1.Overview
12.2. Key Findings
12.3. Market Segmentation
12.3.1.By Type
12.3.2. By Application
12.4. Country
12.4.1. United States
12.4.2. Canada

13.EUROPE 3D SECURE PAY AUTHENTICATION MARKET SIZE & FORECAST 2024A-2034F

13.1.Overview
13.2. Key Findings
13.3. Market Segmentation
13.3.1.By Type
13.3.2. By Application
13.4.Country
13.4.1.Germany
13.4.2. United Kingdom
13.4.3. France
13.4.4. Italy
13.4.5. Spain
13.4.6. Russia
13.4.7. Rest of Europe (BENELUX, NORDIC, Hungary, Turkey & Poland)

14.ASIA-PACIFIC 3D SECURE PAY AUTHENTICATION MARKET SIZE & FORECAST 2024A-2034F

+44 20 8123 2220
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14.1. Overview
14.2. Key Findings
14.3.Market Segmentation
14.3.1.By Type
14.3.2. By Application
14.4. Country
14.4.1.India
14.4.2. China
14.4.3. South Korea
14.4.4.Japan
14.4.5.Rest of APAC

15.MIDDLE EAST AND AFRICA 3D SECURE PAY AUTHENTICATION MARKET SIZE & FORECAST 2024A-2034F

15.1.Overview
15.2. Key Findings
15.3. Market Segmentation
15.3.1.By Type
15.3.2. By Application
15.4.Country
15.4.1. Israel
15.4.2. GCC
15.4.3. North Africa
15.4.4.South Africa
15.4.5. Rest of Middle East and Africa

16. LATIN AMERICA 3D SECURE PAY AUTHENTICATION MARKET SIZE & FORECAST 2024A-2034F

16.1.Overview
16.2. Key Findings
16.3. Market Segmentation
16.3.1.By Type
16.3.2. By Application
16.4.Country
16.4.1. Mexico
16.4.2. Brazil

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16.4.3. Rest of Latin America

17. COMPETITIVE LANDSCAPE

17.1.Company market share, 2023
17.2. Key player overview
17.3. Key stakeholders

18. COMPANY PROFILES

18.1. Visa Inc.
18.1.1.Company Overview
18.1.2.Financial Overview
18.1.3.Key Product; Analysis
18.1.4.Company Assessment
18.1.4.1.Product Portfolio
18.1.4.2.Key Clients
18.1.4.3. Market Share
18.1.4.4. Recent News & Development (Last 3 Yrs.)
18.1.4.5. Executive Team
18.2.Mastercard Incorporated
18.3.American Express Company
18.4.PayPal Holdings, Inc.
18.5.Apple Inc. (Apple Pay)
18.6.Google LLC (Google Pay)
18.7.Amazon.com, Inc. (Amazon Pay)
18.8.Microsoft Corporation (Microsoft Payment Solutions)
18.9.Stripe Inc.
18.10.Square, Inc.
18.11. Fiserv, Inc.
18.12.Adyen N.V.
18.13.CyberSource Corporation
18.14.RSA Security LLC
18.15.VeriFone Systems, Inc.
18.16.Other Prominent Players

19. APPENDIX

20.CONSULTANT RECOMMENDATION

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