

Global Card Personalization Equipment Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Card Personalization Equipment market size is expected to reach \$ 740 million by 2032, rising at a market growth of 4.8% CAGR during the forecast period (2026-2032).

A Card Personalization Equipment can produce a individually specific card instead of a generic card. During the personalization process, the plastic cards or smart cards are personalized according to the individual project or customer requirements. The personalization process includes different sub-systems and technologies such as laser engraving and high-end printing systems (thermal printing, dye-sublimation), lamination or embossing.

The core players of Card Personalization Equipment include Entrust, Emperor Technology and Muehlbauer, with the top three players accounting for about 63% of the global market share. Regionally, Europe has the highest market share, at around 40%, followed by China and North America, with 24% and 21%, respectively. In terms of product type, Mid-Volume Card Personalization Equipment has the largest market share, at about 66%. From an application perspective, Financial accounts for the largest share at about 48%, followed by Government at more than 16%.

This report studies the global Card Personalization Equipment production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Card Personalization Equipment and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Card Personalization

Equipment that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Card Personalization Equipment total production and demand, 2021-2032, (Units)

Global Card Personalization Equipment total production value, 2021-2032, (USD Million)

Global Card Personalization Equipment production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Card Personalization Equipment consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Card Personalization Equipment domestic production, consumption, key domestic manufacturers and share

Global Card Personalization Equipment production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Card Personalization Equipment production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Card Personalization Equipment production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Card Personalization Equipment market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Entrust, Muehlbauer, Atlantic Zeiser, Emperor Technology, NBS, Matica, Ulian Equipment, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Card Personalization Equipment market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (K US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Card Personalization Equipment Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Card Personalization Equipment Market, Segmentation by Type:

Small-Volume Card Personalization Equipment

Mid-Volume Card Personalization Equipment

High-Volume Card Personalization Equipment

Global Card Personalization Equipment Market, Segmentation by Application:

Financial

Government

Healthcare

Commercial

Other

Companies Profiled:

Entrust

Muehlbauer

Atlantic Zeiser

Emperor Technology

NBS

Matica

Ulian Equipment

Key Questions Answered:

1. How big is the global Card Personalization Equipment market?
2. What is the demand of the global Card Personalization Equipment market?
3. What is the year over year growth of the global Card Personalization Equipment market?
4. What is the production and production value of the global Card Personalization Equipment market?
5. Who are the key producers in the global Card Personalization Equipment market?
6. What are the growth factors driving the market demand?

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