

# Global Tokenization Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Tokenization market size was valued at USD 1173.7 million in 2023 and is forecast to a readjusted size of USD 2667.1 million by 2030 with a CAGR of 12.4% during review period.

Tokenization is the process of turning a sensitive data, such as an account number, into a random string of characters called a “token” that has no sensitive data if breached. Tokens are then sent to an organization’s internal systems for use, serve as reference to the original data, and cannot be used to guess those values.

Global tokenization includes Thales, American Express, Visa (CyberSource), etc. Global top 5 companies hold a share about 40%. North America is the largest market, with a share about 58%, followed by Europe and Asia-Pacific with the share about 23% and 12%.

The Global Info Research report includes an overview of the development of the Tokenization industry chain, the market status of BFSI (Service Tokenization, Software Tokenization), IT, Telecom and Media (Service Tokenization, Software Tokenization), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Tokenization.

Regionally, the report analyzes the Tokenization markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Tokenization market, with robust domestic demand, supportive policies, and a strong manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Tokenization market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Tokenization industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Service Tokenization, Software Tokenization).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Tokenization market.

**Regional Analysis:** The report involves examining the Tokenization market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Tokenization market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Tokenization:

**Company Analysis:** Report covers individual Tokenization players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Tokenization This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI, IT, Telecom and Media).

**Technology Analysis:** Report covers specific technologies relevant to Tokenization. It

assesses the current state, advancements, and potential future developments in Tokenization areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Tokenization market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Tokenization market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

#### Market segment by Type

Service Tokenization

Software Tokenization

#### Market segment by Application

BFSI

IT, Telecom and Media

Healthcare and Pharma

Government and Defense

Others

Market segment by players, this report covers

Thales

American Express

Hewlett-Packard Enterprises

Lookout (CipherCloud)

Futurex

Protegrity

TokenEx

Fiserv

Global Payments

Visa (CyberSource)

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Tokenization product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Tokenization, with revenue, gross margin and global market share of Tokenization from 2019 to 2024.

Chapter 3, the Tokenization competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Tokenization market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Tokenization.

Chapter 13, to describe Tokenization research findings and conclusion.

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