

# Healthcare Smart Card Reader Market Size, Share & Trends Analysis Report By Interface Type (Contact-based, Contactless-based, Dual Interface-based, Others), By Application, By End-use, By Region, And Segment Forecasts, 2023 - 2030

<https://marketpublishers.com/r/H01B724C8EAAEN.html>

Date: January 2023

Pages: 150

Price: US\$ 5,950.00 (Single User License)

ID: H01B724C8EAAEN

## Abstracts

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### Healthcare Smart Card Reader Market Growth & Trends

The global healthcare smart card reader market size is expected to reach USD 2.65 billion by 2030, to expand at a CAGR of 14.7% from 2023 to 2030, according to a new report by Grand View Research, Inc. The market is growing due to the increasing use of healthcare smart cards to store and access medical records. Furthermore, smart card readers are used to read data from the smart cards, which contain patient information and also can be used to process medical payments. As healthcare organizations adopt patient-centric technologies, the use of smart card readers is expected to increase. Moreover, the growing demand for secure and efficient healthcare data management is driving the growth of the smart card reader market in healthcare.

The implementation of government regulations to increase healthcare data security is also contributing to the growth of the smart card reader market in healthcare. Various government initiatives are encouraging the use of healthcare smart cards to secure patient data, which is ultimately boosting the adoption. For example, the European Commission enforced the replacement of the paper E-111 form with a card-based analog for accessing cross-border healthcare, thereby boosting the use of smart card technology in healthcare and eventually causing an increase in product demand. Furthermore, the increased demand for cost-effective solutions for healthcare data

management is also driving industry growth.

The market is highly competitive, with companies competing for clients based on product quality, features, and pricing. Additionally, companies are focusing on introducing new products by broadening their line of products. For instance, in July 2022, Advanced Card Systems Ltd. launched the ACR39U-W1 SmartDuo Smart Card Reader, which enables users to manage two smart cards simultaneously. Furthermore, companies are investing in partnerships and collaborations to strengthen their market position. For instance, in November 2021, WISeKey, a provider of reliable hardware-based cyber security, expanded its Smart Card Reader Chips Business for Healthcare Applications and reinforced its Agreement with HID Global. Owing to this current deal, WISeKey has the opportunity to expand into new markets within the healthcare sector.

### Healthcare Smart Card Reader Market Report Highlights

By interface type, contactless smart cards hold the largest revenue market share of over 25% in 2022. This is attributed to the increasing use of contactless smart cards for patient data storage, access control, and medical identity authentication, which is also anticipated to assist the segment's growth over the forecast period

By application type, identity and other sensitive information management smart card market is expected to hold the largest market share over the forecast period. This is primarily driven by the rise in security breaches and data losses, thus leading to the rise in demand for safe authentication and the growing understanding of the value of protecting personal data, and the rise in demand for secure transactions

Asia Pacific is expected to experience the fastest growth over the forecast period. This is attributed due to the implementation of various measures by governmental and non-governmental bodies to ensure the availability of better healthcare services is expected to drive the requirement of the product in the region. For instance, the Indian government launched the Rashtriya Swasthya Bima Yojana (RSBY) to provide its citizens with access to healthcare. The RSBY smart card, which serves as a centralized digital resource, has enabled more than 120 million Indians to be enrolled in the program as of April 2020. This indicates the rising need for healthcare smart card terminals and readers as the use of smart cards in healthcare expands

The competitive landscape for healthcare smart card readers is highly competitive, with many companies offering different types of products and services. Key players are continuously innovating and introducing new products and services to maintain their market share

The competition in the market is expected to continue to intensify in the coming years, as new players enter the market and existing companies continue to innovate and improve their product offerings

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- Ingenico (Worldline)

- HID Global Corporation, part of ASSA ABLOY
- Thales
- gt german telematics gesellschaft f?r telematikdienste mbH
- CHERRY
- FEITIAN Technologies Co., Ltd.
- IDENTOS Inc
- SecuGen Corporation.
- Zebra Technologies
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