

Asia Pacific Near Field Communication (NFC) Market (2016-2022)

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Abstracts

The major countries in Asia-Pacific region include China, Japan, India, Australia, Singapore, Taiwan and others. Asia-Pacific is the most opportunistic market for near field communication technology. It is expected to be the fastest growing region owing to strong growth in China, Japan, and South Korea. This growth is mainly attributed to the advertising techniques of manufacturers, network operators, and governments regarding benefits of NFC technology. These benefits include high information security while sharing any information, instant connection, contactless payment, and others. Currently, limited credit/debit card adoption in the Asia-Pacific region drives mobile payments shift to using bank account linked mobile wallets. Mobile/contactless payment is expected to remain the most popular NFC application among the Asian countries. Additionally, mobile/contactless payments would work as a GDP booster, which is supported by the fastest smartphone penetration in this region. Samsung has partnered with Alibaba affiliated Ant financial services for integrating Samsung Pay with their product. As per NXP Semiconductors, transit fare collection using NFC chips is among the main opportunistic areas for NFC in China.

Based on the product type, the Asia-Pacific NFC market is segmented into auxiliary and non-auxiliary NFC type. Auxiliary NFC products are subdivided into NFC based sim card and others (NFC card, NFC Cover). Non-auxiliary type is sub-segmented into NFC Chips, NFC Tags and NFC Reader. NFC reader garnered maximum revenue in 2014. The Asia-Pacific NFC market, based on device type, is segmented across smartphone & tablets, pc & laptops and other devices (Infotainment, headsets). Further, the market covers different NFC applications that include mobile/contactless payment, information sharing, user authentication & access control, healthcare, and others (service initiation, ticketing, advertising/marketing, and inventory management). Among all these applications, mobile/contactless payment is the most popular application segment that

has contributed maximum revenue in 2014 of the total market. Healthcare sector is expected to be the most promising areas where NFC finds its major application during the forecast period.

Based on country, NFC market is segmented into China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific. China remained the dominant region in the Asia-Pacific NFC market in 2014.

The report covers the analysis of key stake holders of the NFC market. Key companies profiled in the report include Infineon Technologies AG, Apple Inc., SONY Corporation, Toshiba Corporation, NXP Semiconductors N.V., Samsung Electronics Co. Ltd., Broadcom Corporation, Texas Instruments Incorporated, STMicroelectronics N.V. and INSIDE Secure.

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