

Europe Field Communication (NFC) Market (2016-2022)

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Abstracts

The major countries in the region are U.K, Germany, Italy, France, Spain and Russia. The complexity of the ecosystem and the number of stakeholders involved leads to a discrete initial progress in the rollout of NFC technology. The pace of services for SIM-based NFC smartphones is growing rapidly, which is further supported by the growing smartphone penetration. It is driven mainly by trial and experiments carried out by mobile operators and banks. Europe and North America are the two major contributors to the NFC chips industry. These two regions collectively account for more than 50% of the global NFC market owing to higher adoption rate of NFC applications. Germany and U.K. are estimated to be the most lucrative NFC markets in the near future. Every country has a predefined contactless payment limit. Earlier, mobile/contactless payments limit was 20 Euro for U.K., owing to increased use of contactless transactions, which has increased up to 30 Euro since September 2015. Pekao (largest and oldest bank in Poland), a Poland bank owned by UniCredit Group, is gearing up for making NFC service available for more handsets, witnessing a huge potential for mobile payments. In Russia, the Yandex.Money has started using host card emulation for its new NFC based payments.

Based on the product type, the Europe 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 Europe 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 forecasted to be one of the most prominent application areas for NFC during the forecast period.

Based on country, NFC market is segmented into UK, Germany, France, Russia, Spain Italy and Rest of Europe. UK remained the dominant region in the Europe 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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