

# LAMEA Near Field Communication (NFC) Market (2016-2022)

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## Abstracts

LAMEA region includes countries from Latin America, Middle East and Africa. In the LAMEA region, near field communication technology standards have been meeting all the security requirements and certifications levels. Here, this technology is mainly focused on payments, security, and transport. In LAMEA, South Africa is among the top country for using NFC tags, chips for many applications such as credit card, mobile banking and also in cricket. First National Bank (FNB) of South Africa has facilitated its customers to redeem mobile coupons and vouchers using the mobile banking app directly at the point of sale. One of the hot spot in the Middle Eastern region is Dubai, where RTA announced that they had launched NFC ticketing services in 2013. In LAMEA, different banks are partnering with the near field communication technology providers to introduce their products and services. Although NFC has not reached a critical mass in the Middle Eastern region, it has an active customer base that continues to grow. Over the last few years, a regular shift towards the adoption of contactless technologies and increasing contactless tap and play approach is rapidly developing in the UAE that directly affects the LAMEA market.

Based on the product type, the LAMEA 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. LAMEA 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. The advancement in healthcare sector has initiated the utility of NFC for many applications, and hence, forecasted to be one of the most lucrative areas for NFC during the forecast period.

Based on country, NFC market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA. South Africa remained the dominant region in the LAMEA 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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