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Global Retail EMV Cards Market Growth 2026-2032

https://marketpublishers.com/r/G99DA0FDCA1EEN.html
Date: October 2026
Pages: 125
Price: US$ 3,660.00 (Single User License)
ID: G99DA0FDCA1EEN

Abstracts

The global Retail EMV Cards market size is predicted to grow from US$ 5198 million in 2025 to US$ 7458 million in 2032; it is expected to grow at a CAGR of 5.4% from 2026 to 2032.

Retail EMV Cards are payment cards equipped with an EMV (Europay, Mastercard, and Visa) microprocessor chip designed specifically for use in retail transactions. Unlike traditional magnetic stripe cards, EMV cards use dynamic authentication to securely store and process payment data, significantly reducing risks of counterfeiting, skimming, and fraud.

In 2024, global Retail EMV Cards production reached approximately 281 M units, with an average global market price of around US$ 15 per unit.

The Retail EMV Cards market is expanding rapidly as global retail sectors continue shifting from magnetic stripe to chip-based payment systems to enhance transaction security and reduce fraud. EMV cards, equipped with microprocessor chips, provide encrypted authentication, making them more secure against counterfeiting and skimming compared to traditional cards. Retailers are adopting EMV technology to comply with payment security standards, improve consumer trust, and minimize liability from fraudulent transactions.

Growth in this market is driven by rising digital payment adoption, contactless transaction demand, and regulatory mandates across regions. North America and Europe remain mature markets with near-complete EMV penetration, while Asia-Pacific, the Middle East, and Africa are witnessing strong expansion due to the increasing shift toward cashless economies, rapid e-commerce growth, and government-led financial inclusion initiatives.

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Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Retail EMV Cards Industry Forecast” looks at past sales and reviews total world Retail EMV Cards sales in 2025, providing a comprehensive analysis by region and market sector of projected Retail EMV Cards sales for 2026 through 2032. With Retail EMV Cards sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Retail EMV Cards industry.

This Insight Report provides a comprehensive analysis of the global Retail EMV Cards landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Retail EMV Cards portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Retail EMV Cards market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Retail EMV Cards and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Retail EMV Cards.

This report presents a comprehensive overview, market shares, and growth opportunities of Retail EMV Cards market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

Contact Chip Card

Contactless Chip Card

Segmentation by Application:

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Supermarkets

Department Stores

Warehouse Clubs

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

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France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Gemalto

NXP

Infineon

Giesecke & Devrient

Oberthur Technologies

ABnote

Safran

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Watchdata

American Express

Bell ID

CardLogix

HID Global

MasterCard

Visa

Key Questions Addressed in this Report

What is the 10-year outlook for the global Retail EMV Cards market?

What factors are driving Retail EMV Cards market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Retail EMV Cards market opportunities vary by end market size?

How does Retail EMV Cards break out by Type, by Application?

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