

# Global EMV Payment Card Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

EMV — the acronym for Europay, Mastercard and Visa — is the global standard for cards equipped with computer chips and technologies for verifying chip card transactions.

An EMV card is simply a smart card (also known as a chip card or IC card) that is used to store and verify data on an integrated circuit. Unlike a magnetic stripe card, each time an EMV card is used for payment, the card chip creates a unique transaction code that cannot be used again. It includes credit cards, debit cards, prepaid cards, contactless cards, etc.

Based on the EMV Payment Card market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global EMV Payment Card market covered in Chapter 5:

JCB Co., Ltd.

## Perfect Plastic Printing

Cardzgroup

Versatile Card Technology

ABnote

American Express

Discover

Oberthur Technologies

Giesecke?Devrient

Versatile Card Technology

CPI Card

Gemalto

Morpho (Safran)

MasterCard

In Chapter 6, on the basis of types, the EMV Payment Card market from 2015 to 2025 is primarily split into:

In contact form

Contactless form

In Chapter 7, on the basis of applications, the EMV Payment Card market from 2015 to 2025 covers:

Fuel Cards

Retail Store Cards

Quasi-Retail Store Cards

Local Payment Schemes Cards

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia  
Others  
Asia-Pacific (Covered in Chapter 11)  
China  
Japan  
South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

## Contents

### **1 MARKET OVERVIEW**

- 1.1 Product Definition and Market Characteristics
- 1.2 Global EMV Payment Card Market Size
- 1.3 Market Segmentation
- 1.4 Global Macroeconomic Analysis
- 1.5 SWOT Analysis

### **2. MARKET DYNAMICS**

- 2.1 Market Drivers
- 2.2 Market Constraints and Challenges
- 2.3 Emerging Market Trends
- 2.4 Impact of COVID-19
  - 2.4.1 Short-term Impact
  - 2.4.2 Long-term Impact

### **3 ASSOCIATED INDUSTRY ASSESSMENT**

- 3.1 Supply Chain Analysis
- 3.2 Industry Active Participants
  - 3.2.1 Suppliers of Raw Materials
  - 3.2.2 Key Distributors/Retailers
- 3.3 Alternative Analysis
- 3.4 The Impact of Covid-19 From the Perspective of Industry Chain

### **4 MARKET COMPETITIVE LANDSCAPE**

- 4.1 Industry Leading Players
- 4.2 Industry News
  - 4.2.1 Key Product Launch News
  - 4.2.2 M&A and Expansion Plans

### **5 ANALYSIS OF LEADING COMPANIES**

- 5.1 JCB Co., Ltd.
  - 5.1.1 JCB Co., Ltd. Company Profile

- 5.1.2 JCB Co., Ltd. Business Overview
- 5.1.3 JCB Co., Ltd. EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.1.4 JCB Co., Ltd. EMV Payment Card Products Introduction
- 5.2 Perfect Plastic Printing
  - 5.2.1 Perfect Plastic Printing Company Profile
  - 5.2.2 Perfect Plastic Printing Business Overview
  - 5.2.3 Perfect Plastic Printing EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.2.4 Perfect Plastic Printing EMV Payment Card Products Introduction
- 5.3 Cardzgroup
  - 5.3.1 Cardzgroup Company Profile
  - 5.3.2 Cardzgroup Business Overview
  - 5.3.3 Cardzgroup EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.3.4 Cardzgroup EMV Payment Card Products Introduction
- 5.4 Versatile Card Technology
  - 5.4.1 Versatile Card Technology Company Profile
  - 5.4.2 Versatile Card Technology Business Overview
  - 5.4.3 Versatile Card Technology EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.4.4 Versatile Card Technology EMV Payment Card Products Introduction
- 5.5 ABnote
  - 5.5.1 ABnote Company Profile
  - 5.5.2 ABnote Business Overview
  - 5.5.3 ABnote EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.5.4 ABnote EMV Payment Card Products Introduction
- 5.6 American Express
  - 5.6.1 American Express Company Profile
  - 5.6.2 American Express Business Overview
  - 5.6.3 American Express EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.6.4 American Express EMV Payment Card Products Introduction
- 5.7 Discover
  - 5.7.1 Discover Company Profile
  - 5.7.2 Discover Business Overview
  - 5.7.3 Discover EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

- 5.7.4 Discover EMV Payment Card Products Introduction
- 5.8 Oberthur Technologies
  - 5.8.1 Oberthur Technologies Company Profile
  - 5.8.2 Oberthur Technologies Business Overview
  - 5.8.3 Oberthur Technologies EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.8.4 Oberthur Technologies EMV Payment Card Products Introduction
- 5.9 Giesecke?Devrient
  - 5.9.1 Giesecke?Devrient Company Profile
  - 5.9.2 Giesecke?Devrient Business Overview
  - 5.9.3 Giesecke?Devrient EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.9.4 Giesecke?Devrient EMV Payment Card Products Introduction
- 5.10 Versatile Card Technology
  - 5.10.1 Versatile Card Technology Company Profile
  - 5.10.2 Versatile Card Technology Business Overview
  - 5.10.3 Versatile Card Technology EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.10.4 Versatile Card Technology EMV Payment Card Products Introduction
- 5.11 CPI Card
  - 5.11.1 CPI Card Company Profile
  - 5.11.2 CPI Card Business Overview
  - 5.11.3 CPI Card EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.11.4 CPI Card EMV Payment Card Products Introduction
- 5.12 Gemalto
  - 5.12.1 Gemalto Company Profile
  - 5.12.2 Gemalto Business Overview
  - 5.12.3 Gemalto EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.12.4 Gemalto EMV Payment Card Products Introduction
- 5.13 Morpho (Safran)
  - 5.13.1 Morpho (Safran) Company Profile
  - 5.13.2 Morpho (Safran) Business Overview
  - 5.13.3 Morpho (Safran) EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.13.4 Morpho (Safran) EMV Payment Card Products Introduction
- 5.14 MasterCard
  - 5.14.1 MasterCard Company Profile

- 5.14.2 MasterCard Business Overview
- 5.14.3 MasterCard EMV Payment Card Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.14.4 MasterCard EMV Payment Card Products Introduction

## **6 MARKET ANALYSIS AND FORECAST, BY PRODUCT TYPES**

- 6.1 Global EMV Payment Card Sales, Revenue and Market Share by Types (2015-2020)
  - 6.1.1 Global EMV Payment Card Sales and Market Share by Types (2015-2020)
  - 6.1.2 Global EMV Payment Card Revenue and Market Share by Types (2015-2020)
  - 6.1.3 Global EMV Payment Card Price by Types (2015-2020)
- 6.2 Global EMV Payment Card Market Forecast by Types (2020-2025)
  - 6.2.1 Global EMV Payment Card Market Forecast Sales and Market Share by Types (2020-2025)
  - 6.2.2 Global EMV Payment Card Market Forecast Revenue and Market Share by Types (2020-2025)
- 6.3 Global EMV Payment Card Sales, Price and Growth Rate by Types (2015-2020)
  - 6.3.1 Global EMV Payment Card Sales, Price and Growth Rate of In contact form
  - 6.3.2 Global EMV Payment Card Sales, Price and Growth Rate of Contactless form
- 6.4 Global EMV Payment Card Market Revenue and Sales Forecast, by Types (2020-2025)
  - 6.4.1 In contact form Market Revenue and Sales Forecast (2020-2025)
  - 6.4.2 Contactless form Market Revenue and Sales Forecast (2020-2025)

## **7 MARKET ANALYSIS AND FORECAST, BY APPLICATIONS**

- 7.1 Global EMV Payment Card Sales, Revenue and Market Share by Applications (2015-2020)
  - 7.1.1 Global EMV Payment Card Sales and Market Share by Applications (2015-2020)
  - 7.1.2 Global EMV Payment Card Revenue and Market Share by Applications (2015-2020)
- 7.2 Global EMV Payment Card Market Forecast by Applications (2020-2025)
  - 7.2.1 Global EMV Payment Card Market Forecast Sales and Market Share by Applications (2020-2025)
  - 7.2.2 Global EMV Payment Card Market Forecast Revenue and Market Share by Applications (2020-2025)
- 7.3 Global Revenue, Sales and Growth Rate by Applications (2015-2020)
  - 7.3.1 Global EMV Payment Card Revenue, Sales and Growth Rate of Fuel Cards



(2015-2020)

7.3.2 Global EMV Payment Card Revenue, Sales and Growth Rate of Retail Store Cards (2015-2020)

7.3.3 Global EMV Payment Card Revenue, Sales and Growth Rate of Quasi-Retail Store Cards (2015-2020)

7.3.4 Global EMV Payment Card Revenue, Sales and Growth Rate of Local Payment Schemes Cards (2015-2020)

7.4 Global EMV Payment Card Market Revenue and Sales Forecast, by Applications (2020-2025)

7.4.1 Fuel Cards Market Revenue and Sales Forecast (2020-2025)

7.4.2 Retail Store Cards Market Revenue and Sales Forecast (2020-2025)

7.4.3 Quasi-Retail Store Cards Market Revenue and Sales Forecast (2020-2025)

7.4.4 Local Payment Schemes Cards Market Revenue and Sales Forecast (2020-2025)

## **8 MARKET ANALYSIS AND FORECAST, BY REGIONS**

8.1 Global EMV Payment Card Sales by Regions (2015-2020)

8.2 Global EMV Payment Card Market Revenue by Regions (2015-2020)

8.3 Global EMV Payment Card Market Forecast by Regions (2020-2025)

## **9 NORTH AMERICA EMV PAYMENT CARD MARKET ANALYSIS**

9.1 Market Overview and Prospect Analysis

9.2 North America EMV Payment Card Market Sales and Growth Rate (2015-2020)

9.3 North America EMV Payment Card Market Revenue and Growth Rate (2015-2020)

9.4 North America EMV Payment Card Market Forecast

9.5 The Influence of COVID-19 on North America Market

9.6 North America EMV Payment Card Market Analysis by Country

9.6.1 U.S. EMV Payment Card Sales and Growth Rate

9.6.2 Canada EMV Payment Card Sales and Growth Rate

9.6.3 Mexico EMV Payment Card Sales and Growth Rate

## **10 EUROPE EMV PAYMENT CARD MARKET ANALYSIS**

10.1 Market Overview and Prospect Analysis

10.2 Europe EMV Payment Card Market Sales and Growth Rate (2015-2020)

10.3 Europe EMV Payment Card Market Revenue and Growth Rate (2015-2020)

10.4 Europe EMV Payment Card Market Forecast



- 10.5 The Influence of COVID-19 on Europe Market
- 10.6 Europe EMV Payment Card Market Analysis by Country
  - 10.6.1 Germany EMV Payment Card Sales and Growth Rate
  - 10.6.2 United Kingdom EMV Payment Card Sales and Growth Rate
  - 10.6.3 France EMV Payment Card Sales and Growth Rate
  - 10.6.4 Italy EMV Payment Card Sales and Growth Rate
  - 10.6.5 Spain EMV Payment Card Sales and Growth Rate
  - 10.6.6 Russia EMV Payment Card Sales and Growth Rate

## **11 ASIA-PACIFIC EMV PAYMENT CARD MARKET ANALYSIS**

- 11.1 Market Overview and Prospect Analysis
- 11.2 Asia-Pacific EMV Payment Card Market Sales and Growth Rate (2015-2020)
- 11.3 Asia-Pacific EMV Payment Card Market Revenue and Growth Rate (2015-2020)
- 11.4 Asia-Pacific EMV Payment Card Market Forecast
- 11.5 The Influence of COVID-19 on Asia Pacific Market
- 11.6 Asia-Pacific EMV Payment Card Market Analysis by Country
  - 11.6.1 China EMV Payment Card Sales and Growth Rate
  - 11.6.2 Japan EMV Payment Card Sales and Growth Rate
  - 11.6.3 South Korea EMV Payment Card Sales and Growth Rate
  - 11.6.4 Australia EMV Payment Card Sales and Growth Rate
  - 11.6.5 India EMV Payment Card Sales and Growth Rate

## **12 SOUTH AMERICA EMV PAYMENT CARD MARKET ANALYSIS**

- 12.1 Market Overview and Prospect Analysis
- 12.2 South America EMV Payment Card Market Sales and Growth Rate (2015-2020)
- 12.3 South America EMV Payment Card Market Revenue and Growth Rate (2015-2020)
- 12.4 South America EMV Payment Card Market Forecast
- 12.5 The Influence of COVID-19 on South America Market
- 12.6 South America EMV Payment Card Market Analysis by Country
  - 12.6.1 Brazil EMV Payment Card Sales and Growth Rate
  - 12.6.2 Argentina EMV Payment Card Sales and Growth Rate
  - 12.6.3 Columbia EMV Payment Card Sales and Growth Rate

## **13 MIDDLE EAST AND AFRICA EMV PAYMENT CARD MARKET ANALYSIS**

- 13.1 Market Overview and Prospect Analysis

13.2 Middle East and Africa EMV Payment Card Market Sales and Growth Rate (2015-2020)

13.3 Middle East and Africa EMV Payment Card Market Revenue and Growth Rate (2015-2020)

13.4 Middle East and Africa EMV Payment Card Market Forecast

13.5 The Influence of COVID-19 on Middle East and Africa Market

13.6 Middle East and Africa EMV Payment Card Market Analysis by Country

13.6.1 UAE EMV Payment Card Sales and Growth Rate

13.6.2 Egypt EMV Payment Card Sales and Growth Rate

13.6.3 South Africa EMV Payment Card Sales and Growth Rate

## **14 CONCLUSIONS AND RECOMMENDATIONS**

14.1 Key Market Findings and Prospects

14.2 Advice for Investors

## **15 APPENDIX**

15.1 Methodology

15.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Product Picture

Figure Global EMV Payment Card Market Size and Growth Rate 2015-2025

Table EMV Payment Card Key Market Segments

Figure Global EMV Payment Card Market Revenue (\$) Segment by Type from 2015-2020

Figure Global EMV Payment Card Market Revenue (\$) Segment by Applications from 2015-2020

Table SWOT Analysis

Figure Global COVID-19 Status

Figure Supply Chain

Table Major Players Headquarters, and Service Area of EMV Payment Card

Table Major Players Revenue in 2019

Figure Major Players Revenue Share in 2019

Table JCB Co., Ltd. Company Profile

Table JCB Co., Ltd. Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure JCB Co., Ltd. Production and Growth Rate

Figure JCB Co., Ltd. Market Revenue (\$) Market Share 2015-2020

Table Perfect Plastic Printing Company Profile

Table Perfect Plastic Printing Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Perfect Plastic Printing Production and Growth Rate

Figure Perfect Plastic Printing Market Revenue (\$) Market Share 2015-2020

Table Cardzgroup Company Profile

Table Cardzgroup Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Cardzgroup Production and Growth Rate

Figure Cardzgroup Market Revenue (\$) Market Share 2015-2020

Table Versatile Card Technology Company Profile

Table Versatile Card Technology Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Versatile Card Technology Production and Growth Rate

Figure Versatile Card Technology Market Revenue (\$) Market Share 2015-2020

Table ABnote Company Profile

Table ABnote Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin

(2015-2020)

Figure ABnote Production and Growth Rate

Figure ABnote Market Revenue (\$) Market Share 2015-2020

Table American Express Company Profile

Table American Express Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure American Express Production and Growth Rate

Figure American Express Market Revenue (\$) Market Share 2015-2020

Table Discover Company Profile

Table Discover Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Discover Production and Growth Rate

Figure Discover Market Revenue (\$) Market Share 2015-2020

Table Oberthur Technologies Company Profile

Table Oberthur Technologies Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Oberthur Technologies Production and Growth Rate

Figure Oberthur Technologies Market Revenue (\$) Market Share 2015-2020

Table Giesecke?Devrient Company Profile

Table Giesecke?Devrient Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Giesecke?Devrient Production and Growth Rate

Figure Giesecke?Devrient Market Revenue (\$) Market Share 2015-2020

Table Versatile Card Technology Company Profile

Table Versatile Card Technology Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Versatile Card Technology Production and Growth Rate

Figure Versatile Card Technology Market Revenue (\$) Market Share 2015-2020

Table CPI Card Company Profile

Table CPI Card Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure CPI Card Production and Growth Rate

Figure CPI Card Market Revenue (\$) Market Share 2015-2020

Table Gemalto Company Profile

Table Gemalto Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Gemalto Production and Growth Rate

Figure Gemalto Market Revenue (\$) Market Share 2015-2020

Table Morpho (Safran) Company Profile

Table Morpho (Safran) Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)  
Figure Morpho (Safran) Production and Growth Rate  
Figure Morpho (Safran) Market Revenue (\$) Market Share 2015-2020  
Table MasterCard Company Profile  
Table MasterCard Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)  
Figure MasterCard Production and Growth Rate  
Figure MasterCard Market Revenue (\$) Market Share 2015-2020  
Table Global EMV Payment Card Sales by Types (2015-2020)  
Table Global EMV Payment Card Sales Share by Types (2015-2020)  
Table Global EMV Payment Card Revenue (\$) by Types (2015-2020)  
Table Global EMV Payment Card Revenue Share by Types (2015-2020)  
Table Global EMV Payment Card Price (\$) by Types (2015-2020)  
Table Global EMV Payment Card Market Forecast Sales by Types (2020-2025)  
Table Global EMV Payment Card Market Forecast Sales Share by Types (2020-2025)  
Table Global EMV Payment Card Market Forecast Revenue (\$) by Types (2020-2025)  
Table Global EMV Payment Card Market Forecast Revenue Share by Types (2020-2025)  
Figure Global In contact form Sales and Growth Rate (2015-2020)  
Figure Global In contact form Price (2015-2020)  
Figure Global Contactless form Sales and Growth Rate (2015-2020)  
Figure Global Contactless form Price (2015-2020)  
Figure Global EMV Payment Card Market Revenue (\$) and Growth Rate Forecast of In contact form (2020-2025)  
Figure Global EMV Payment Card Sales and Growth Rate Forecast of In contact form (2020-2025)  
Figure Global EMV Payment Card Market Revenue (\$) and Growth Rate Forecast of Contactless form (2020-2025)  
Figure Global EMV Payment Card Sales and Growth Rate Forecast of Contactless form (2020-2025)  
Table Global EMV Payment Card Sales by Applications (2015-2020)  
Table Global EMV Payment Card Sales Share by Applications (2015-2020)  
Table Global EMV Payment Card Revenue (\$) by Applications (2015-2020)  
Table Global EMV Payment Card Revenue Share by Applications (2015-2020)  
Table Global EMV Payment Card Market Forecast Sales by Applications (2020-2025)  
Table Global EMV Payment Card Market Forecast Sales Share by Applications (2020-2025)  
Table Global EMV Payment Card Market Forecast Revenue (\$) by Applications

(2020-2025)

Table Global EMV Payment Card Market Forecast Revenue Share by Applications (2020-2025)

Figure Global Fuel Cards Sales and Growth Rate (2015-2020)

Figure Global Fuel Cards Price (2015-2020)

Figure Global Retail Store Cards Sales and Growth Rate (2015-2020)

Figure Global Retail Store Cards Price (2015-2020)

Figure Global Quasi-Retail Store Cards Sales and Growth Rate (2015-2020)

Figure Global Quasi-Retail Store Cards Price (2015-2020)

Figure Global Local Payment Schemes Cards Sales and Growth Rate (2015-2020)

Figure Global Local Payment Schemes Cards Price (2015-2020)

Figure Global EMV Payment Card Market Revenue (\$) and Growth Rate Forecast of Fuel Cards (2020-2025)

Figure Global EMV Payment Card Sales and Growth Rate Forecast of Fuel Cards (2020-2025)

Figure Global EMV Payment Card Market Revenue (\$) and Growth Rate Forecast of Retail Store Cards (2020-2025)

Figure Global EMV Payment Card Sales and Growth Rate Forecast of Retail Store Cards (2020-2025)

Figure Global EMV Payment Card Market Revenue (\$) and Growth Rate Forecast of Quasi-Retail Store Cards (2020-2025)

Figure Global EMV Payment Card Sales and Growth Rate Forecast of Quasi-Retail Store Cards (2020-2025)

Figure Global EMV Payment Card Market Revenue (\$) and Growth Rate Forecast of Local Payment Schemes Cards (2020-2025)

Figure Global EMV Payment Card Sales and Growth Rate Forecast of Local Payment Schemes Cards (2020-2025)

Figure Global EMV Payment Card Sales and Growth Rate (2015-2020)

Table Global EMV Payment Card Sales by Regions (2015-2020)

Table Global EMV Payment Card Sales Market Share by Regions (2015-2020)

Figure Global EMV Payment Card Sales Market Share by Regions in 2019

Figure Global EMV Payment Card Revenue and Growth Rate (2015-2020)

Table Global EMV Payment Card Revenue by Regions (2015-2020)

Table Global EMV Payment Card Revenue Market Share by Regions (2015-2020)

Figure Global EMV Payment Card Revenue Market Share by Regions in 2019

Table Global EMV Payment Card Market Forecast Sales by Regions (2020-2025)

Table Global EMV Payment Card Market Forecast Sales Share by Regions (2020-2025)

Table Global EMV Payment Card Market Forecast Revenue (\$) by Regions



(2020-2025)

Table Global EMV Payment Card Market Forecast Revenue Share by Regions

(2020-2025)

Figure North America EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure North America EMV Payment Card Market Revenue and Growth Rate

(2015-2020)

Figure North America EMV Payment Card Market Forecast Sales (2020-2025)

Figure North America EMV Payment Card Market Forecast Revenue (\$) (2020-2025)

Figure North America COVID-19 Status

Figure U.S. EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Canada EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Mexico EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Europe EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Europe EMV Payment Card Market Revenue and Growth Rate (2015-2020)

Figure Europe EMV Payment Card Market Forecast Sales (2020-2025)

Figure Europe EMV Payment Card Market Forecast Revenue (\$) (2020-2025)

Figure Europe COVID-19 Status

Figure Germany EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure United Kingdom EMV Payment Card Market Sales and Growth Rate

(2015-2020)

Figure France EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Italy EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Spain EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Russia EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Asia-Pacific EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Asia-Pacific EMV Payment Card Market Revenue and Growth Rate (2015-2020)

Figure Asia-Pacific EMV Payment Card Market Forecast Sales (2020-2025)

Figure Asia-Pacific EMV Payment Card Market Forecast Revenue (\$) (2020-2025)

Figure Asia Pacific COVID-19 Status

Figure China EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Japan EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure South Korea EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Australia EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure India EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure South America EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure South America EMV Payment Card Market Revenue and Growth Rate

(2015-2020)

Figure South America EMV Payment Card Market Forecast Sales (2020-2025)

Figure South America EMV Payment Card Market Forecast Revenue (\$) (2020-2025)



Figure Brazil EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Argentina EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Columbia EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Middle East and Africa EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Middle East and Africa EMV Payment Card Market Revenue and Growth Rate (2015-2020)

Figure Middle East and Africa EMV Payment Card Market Forecast Sales (2020-2025)

Figure Middle East and Africa EMV Payment Card Market Forecast Revenue (\$) (2020-2025)

Figure UAE EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure Egypt EMV Payment Card Market Sales and Growth Rate (2015-2020)

Figure South Africa EMV Payment Card Market Sales and Growth Rate (2015-2020)

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