

# Digital Identity Solutions Market by Offering (Solutions, Services), Software, Solution Type (Identity Verification, Authentication), Authentication Type, Identity Type, Organization Size, Vertical and Region - Global Forecast to 2028

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## Abstracts

The global DIS market size is projected to grow from USD 34.5 billion in 2023 to USD 83.2 billion by 2028 at a Compound Annual Growth Rate (CAGR) of 19.3% during the forecast period. The DIS market is propelled by key factors shaping its growth trajectory. These include increased government initiatives supporting digital ID transportation and a rise in identity and authentication fraud. Furthermore, the high cost of deploying digital identity solutions may hinder market growth.

By vertical, the BFSI segment holds the largest market size.

The value and advancements of technologies are increasingly getting acknowledged by financial institutions to improve the customer experience and protect themselves and their customers against the consequences of a breach in security. These institutions also deeply understand how digital identity solutions could be used to combat the threats posed by fraud and identity theft. Anytime, anywhere banking is in demand by customers due to which BFSI organizations are deploying various services, such as internet banking, mobile banking, and stock trading through web and mobile applications. Furthermore, increasing instances of identity theft and fraud drive the demand for robust digital identity solutions in the BFSI (Banking, Financial Services, and Insurance) sector.

Regulatory compliance requirements, such as Know Your Customer (KYC) and Anti-Money Laundering (AML) regulations, push financial institutions to adopt advanced

digital identity solutions for secure customer onboarding and transaction verification.

By offering, services registered the highest CAGR during the forecast period.

Digital identity service is the assistance offered by type vendors to help customers efficiently use and maintain digital identity solutions. Hence, various vendors focus on providing managed services in the digital identity solutions market, whereas other vendors outsource these services. Services in the digital identity solutions market become critical as they support the proper functioning of software-based solutions. Digital identity services comprise technical support services that require effective integration of digital identity solutions. Moreover, technical expertise is needed to maintain and update digital identity software. The demand for these services is directly related to the adoption level of digital identity solutions. The adoption of digital identity solutions is increasing due to an increasing need to secure business-sensitive applications from unauthorized access. Managed services are used to decrease the operational overhead and risk and help manage the complex network infrastructure of organizations.

By organization size, SMEs registered the highest CAGR during the forecast period.

The need for efficient customer data protection, sales generation, new hires, cost-cutting, enhancing customer experience, and business development are the factors expected to drive the digital identity solutions market in the future. Digital identity solutions are becoming necessary for SMEs, as they are often at high-security risk and do not follow formal identity management policies. The increasing demand for security, authentication, and verification from SMEs for improving their productivity and pooling of knowledge base has triggered vendors to provide a solution at a low cost. The cloud deployment mode offers a feasible solution for the adoption of technology. The cloud-based solution is developed keeping in mind the limited budget of SMEs. In the coming years, the low cost of digital identity solutions is expected to help SMEs worldwide deploy the solution. SMEs' adoption and acceptance of digital identity solutions will help expand the customer base and enhance business efficiency. Governments are also taking initiatives to protect SMEs in their respective countries.

By region, North America holds the largest market size.

Mandatory identity management policies, investments from various industries, including BFSI and retail, and developing technologies, including smart infrastructure, smart

cities, ePassport, and evisa, are anticipated to fuel the growth of the North American market for digital identity solutions. As an illustration, Gemalto has created an ID verification solution for banks that helps simplify the onboarding process. ePassports for onboarding that employ digital IDs based on facial and fingerprint identification are also being developed in North America. These activities are anticipated to propel the North American market for digital identification solutions as a whole.

The development of government initiatives, such as smart infrastructure, smart cities, digital identity-based driver's licenses, and the use of digital identity by the US police, to track criminals suspected of major and minor crimes, as well as to find out missing persons, are also driving the need of digital identity across North America.

By region, Asia Pacific registered the highest CAGR during the forecast period.

Technology for digital identification solutions has evolved beyond the BFSI and healthcare sectors to the government, defense, airport, and border control. Banks in the Asia-Pacific region are implementing methods for furthering the development of digital identification solutions, such as new product innovations and collaborations. Asia Pacific banks and businesses are creating digital identification solutions using cutting-edge technology like blockchain, AI, and cloud. The market for digital identification solutions in the Asia Pacific is driven by these activities by governments and businesses in various nations.

The region is expected to invest more in deploying digital identity technology due to the increasing threat of identity and access breaches, resulting in financial and reputational losses. These initiatives are boosting the market growth.

### Breakdown of primaries

The study contains various industry experts' insights, from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 25%, Tier 2 – 40%, and Tier 3 – 35%

By Designation: C-level – 30%, Directors- 35%, and other– 35%

By Region: North America – 15%, Europe – 25%, Asia Pacific – 30%, Middle East & Africa- 20, Latin America – 10%

Major vendors in the global DIS market include NEC (Japan), Samsung SDS (South Korea), Thales (France), Telus (Canada), IDEMIA (France), GBG (UK), Tessi (France), Daon (US), ForgeRock (US), ImageWare (US), Jumio (US), iProov (UK), ID R&D (US), Refinitiv (UK), OneSpan (US), Smartmatic (UK), Freja EID Group (Sweden), Vintegris (Spain), AU10TIX (Israel), Signicat (Norway), Duo Security (US), Syntizen (India), Hashcash Consultant (US), Good Digital Identity (Czech Republic).

The study includes an in-depth competitive analysis of the key players in the DIS market, their company profiles, recent developments, and key market strategies.

### Research Coverage

The report segments the DIS market and forecasts its size by Offering (Solution and Services), by Solution Type (Identity Verification, Authentication, Identity Lifecycle Management, and Other solutions), by Identity type ( Biometric and Non-biometric), by organization size (Large enterprises and SME), by Vertical (BFSI, Retail and eCommerce, Government and Defense, Hospitality, IT & ITeS, Telecommunication, energy, and utilities and other verticals), and region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America).

The study also includes an in-depth competitive analysis of the market's key players, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

### Key Benefits of Buying the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall DIS market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Government initiatives and regulations supporting digital ID transformation, Rise in ID wallet solutions, Boost in the usage of online services offered by commercial businesses in recent years, Rise in identity and authentication fraud), restraints (Lack of information security of consumer data),

opportunities (Increased integration of AI, ML, and blockchain technologies to enhance digital identities, Adopting biometric devices in digital identity solutions, Adopting advanced authentication techniques across verticals) and challenges (Threat of privacy and data breach, High cost associated with deployment of digital identity solutions)

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the DIS market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the DIS market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the DIS market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and service offerings of leading players like NEC (Japan), Samsung SDS (South Korea), Thales (France), Telus (Canada), IDEMIA (France), GBG (UK), Tessi (France), Daon (US), ForgeRock (US) and among others in the DIS market strategies.

## Contents

### 1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS & EXCLUSIONS
- 1.3 MARKET SCOPE
  - 1.3.1 MARKET SEGMENTATION
  - 1.3.2 REGIONS COVERED
  - 1.3.3 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- TABLE 1 USD EXCHANGE RATES, 2019–2022
- 1.5 STAKEHOLDERS
- 1.6 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - FIGURE 1 DIGITAL IDENTITY SOLUTIONS MARKET: RESEARCH DESIGN
    - 2.1.1 SECONDARY DATA
    - 2.1.2 PRIMARY DATA
      - 2.1.2.1 Breakup of primary profiles
  - FIGURE 2 BREAKUP OF PRIMARY SOURCES, BY COMPANY, DESIGNATION, AND REGION
    - 2.1.2.2 Key industry insights
  - FIGURE 3 INSIGHTS BY INDUSTRY EXPERTS
- 2.2 DATA TRIANGULATION
  - FIGURE 4 DATA TRIANGULATION PROCESS
- 2.3 MARKET SIZE ESTIMATION
  - 2.3.1 REVENUE ESTIMATES
    - FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1
  - 2.3.2 TOP-DOWN APPROACH
  - 2.3.3 DEMAND-SIDE ANALYSIS
    - FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 2 – BOTTOM-UP
- 2.4 MARKET FORECAST
  - TABLE 2 FACTOR ANALYSIS
- 2.5 ASSUMPTIONS

## 2.6 LIMITATIONS

## 3 EXECUTIVE SUMMARY

TABLE 3 DIGITAL IDENTITY SOLUTIONS MARKET SIZE AND GROWTH RATE, 2017–2022 (USD MILLION, Y-O-Y %)

TABLE 4 DIGITAL IDENTITY SOLUTIONS MARKET SIZE AND GROWTH RATE, 2023–2028 (USD MILLION, Y-O-Y %)

FIGURE 7 DIGITAL IDENTITY SOLUTIONS MARKET SIZE AND Y-O-Y GROWTH RATE (2023–2028)

FIGURE 8 NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE IN 2023

## 4 PREMIUM INSIGHTS

### 4.1 OVERVIEW OF DIGITAL IDENTITY SOLUTIONS MARKET

FIGURE 9 GOVERNMENT INITIATIVES AND REGULATIONS SUPPORTING DIGITAL ID TRANSFORMATION TO DRIVE GROWTH OF DIS MARKET

### 4.2 DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING

FIGURE 10 SOLUTION SEGMENT TO ACCOUNT FOR LARGEST SHARE IN 2023

### 4.3 DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION

FIGURE 11 HARDWARE SEGMENT TO ACCOUNT FOR LARGEST SHARE IN 2023

### 4.4 DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE

FIGURE 12 AUTHENTICATION SEGMENT TO ACCOUNT FOR LARGEST SHARE IN 2023

### 4.5 DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE

FIGURE 13 SINGLE-FACTOR AUTHENTICATION SEGMENT TO ACCOUNT FOR LARGEST SHARE IN 2023

### 4.6 DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE

FIGURE 14 BIOMETRIC SEGMENT TO ACCOUNT FOR LARGEST SHARE IN 2023

### 4.7 DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE

FIGURE 15 LARGE ENTERPRISES TO ACCOUNT FOR LARGEST SHARE IN 2023

4.8 DIGITAL IDENTITY SOLUTIONS MARKET SHARE OF TOP THREE VERTICALS AND REGIONS, 2023

FIGURE 16 BFSI VERTICAL AND NORTH AMERICA TO ACCOUNT FOR LARGEST SHARES IN 2023

### 4.9 MARKET INVESTMENT SCENARIO

FIGURE 17 ASIA PACIFIC TO EMERGE AS BEST MARKET FOR INVESTMENTS IN NEXT FIVE YEARS



## 5 MARKET OVERVIEW AND INDUSTRY TRENDS

### 5.1 INTRODUCTION

### 5.2 MARKET DYNAMICS

#### FIGURE 18 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: DIGITAL IDENTITY SOLUTIONS MARKET

##### 5.2.1 DRIVERS

5.2.1.1 Government initiatives and regulations supporting digital ID transformation

5.2.1.2 Rise in ID wallet solutions

5.2.1.3 Boost in usage of online services offered by commercial businesses in recent years

5.2.1.4 Rise in identity and authentication fraud

##### 5.2.2 RESTRAINTS

5.2.2.1 Lack of information security of consumer data

##### 5.2.3 OPPORTUNITIES

5.2.3.1 Increased integration of AI, ML, and blockchain technologies to enhance digital identities

5.2.3.2 Adopting biometric devices in digital identity solutions

5.2.3.3 Adopting advanced authentication techniques across verticals

##### 5.2.4 CHALLENGES

5.2.4.1 Threat of privacy and data breach

5.2.4.2 High cost associated with deployment of digital identity solutions

### 5.3 USE CASES

5.3.1 USE CASE 1

5.3.2 USE CASE 2

5.3.3 USE CASE 3

5.3.4 USE CASE 4

5.3.5 USE CASE 5

5.3.6 USE CASE 6

5.3.7 USE CASE 7

### 5.4 VALUE CHAIN ANALYSIS

#### FIGURE 19 DIGITAL IDENTITY SOLUTIONS MARKET: VALUE CHAIN

### 5.5 MARKET ECOSYSTEM

#### FIGURE 20 ECOSYSTEM: DIGITAL IDENTITY SOLUTIONS MARKET

### 5.6 PORTER'S FIVE FORCES MODEL ANALYSIS

#### FIGURE 21 PORTER'S FIVE FORCES ANALYSIS: DIGITAL IDENTITY SOLUTIONS MARKET

#### TABLE 5 PORTER'S FIVE FORCES IMPACT ANALYSIS



- 5.6.1 THREAT OF NEW ENTRANTS
- 5.6.2 BARGAINING POWER OF SUPPLIERS
- 5.6.3 BARGAINING POWER OF BUYERS
- 5.6.4 THREAT OF SUBSTITUTES
- 5.6.5 INTENSITY OF COMPETITIVE RIVALRY
- 5.7 INDICATIVE PRICING ANALYSIS
  - 5.7.1 INDICATIVE PRICING/PRICING MODELS OF KEY PLAYERS
    - 5.7.1.1 Microsoft
    - TABLE 6 MICROSOFT SOFTWARE PRICE
    - 5.7.1.2 IBM Security Verify Software
    - TABLE 7 IBM SECURITY VERIFY SOFTWARE PRICE
    - 5.7.1.3 OneSpan
    - TABLE 8 ONESPAN DIGITAL IDENTITY SOLUTION PRICE
    - 5.7.1.4 Duo Security
    - TABLE 9 DUO SECURITY PRICE
- 5.8 TECHNOLOGY ANALYSIS
  - 5.8.1 BLOCKCHAIN
    - 5.8.1.1 Biometrics and blockchain
  - 5.8.2 AUTHENTICATION
    - 5.8.2.1 Out-of-band authentication
    - 5.8.2.2 Baked-in authentication
    - 5.8.2.3 Facial liveness
  - 5.8.3 AI/ML
- 5.9 PATENT ANALYSIS
  - FIGURE 22 LIST OF MAJOR PATENTS FOR DIGITAL IDENTITY SOLUTIONS MARKET
  - TABLE 10 LIST OF PATENTS IN DIGITAL IDENTITY SOLUTIONS MARKET, 2022
- 5.10 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER'S BUSINESS
  - FIGURE 23 DIGITAL IDENTITY SOLUTIONS MARKET: TRENDS AND DISRUPTIONS IMPACTING CUSTOMER'S BUSINESS
- 5.11 TECHNOLOGY ROADMAP
  - TABLE 11 DIGITAL IDENTITY SOLUTIONS: TECHNOLOGY ROADMAP
- 5.12 BUSINESS MODEL
  - TABLE 12 DIGITAL IDENTITY SOLUTIONS: BUSINESS MODEL
- 5.13 EVOLUTION OF DIGITAL IDENTITY SOLUTIONS
- 5.14 REGULATORY LANDSCAPE
  - 5.14.1 GENERAL DATA PROTECTION REGULATION
  - 5.14.2 ELECTRONIC IDENTIFICATION, AUTHENTICATION, AND TRUST SERVICES

- 5.14.3 FEDERAL INFORMATION PROCESSING STANDARDS
- 5.14.4 ESSB 6280
- 5.14.5 PERSONAL INFORMATION PROTECTION AND ELECTRONIC DOCUMENTS ACT
- 5.14.6 CRIMINAL JUSTICE INFORMATION SYSTEM SECURITY POLICY
- 5.14.7 FFIEC AUTHENTICATION IN INTERNET BANKING ENVIRONMENT GUIDANCE
- 5.14.8 KNOW YOUR CUSTOMER
- 5.14.9 ANTI-MONEY LAUNDERING
- 5.14.10 FAIR AND ACCURATE CREDIT TRANSACTION ACT
- 5.14.11 IDENTITY THEFT RED FLAGS
- 5.14.12 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
- TABLE 13 LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
- 5.15 KEY STAKEHOLDERS AND BUYING CRITERIA
  - 5.15.1 KEY STAKEHOLDERS IN BUYING PROCESS
- FIGURE 24 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS
- TABLE 14 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS
- 5.15.2 BUYING CRITERIA
- FIGURE 25 KEY BUYING CRITERIA FOR TOP THREE VERTICALS
- 5.16 KEY CONFERENCES AND EVENTS IN 2023
- TABLE 15 DIGITAL IDENTITY SOLUTIONS MARKET: LIST OF CONFERENCES AND EVENTS, 2023

## **6 DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING**

### 6.1 INTRODUCTION

FIGURE 26 SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 16 DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 17 DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

### 6.2 SOLUTIONS

6.2.1 CUSTOMIZED SOLUTIONS TO CATER TO TAILOR-MADE SPECIFICATIONS

6.2.2 SOLUTIONS: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 18 SOLUTIONS: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 19 SOLUTIONS: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 20 DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 21 DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

FIGURE 27 SOFTWARE SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

### 6.2.3 HARDWARE

TABLE 22 HARDWARE: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 23 HARDWARE: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

### 6.2.4 SOFTWARE

TABLE 24 SOFTWARE: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 25 SOFTWARE: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

## 6.3 SERVICES

6.3.1 SERVICES TO ENABLE SMOOTH FUNCTIONING OF ASSOCIATED SOLUTIONS

### 6.3.2 SERVICES: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 26 SERVICES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 27 SERVICES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

## 7 DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE

### 7.1 INTRODUCTION

FIGURE 28 AUTHENTICATION SEGMENT TO DOMINATE MARKET DURING FORECAST PERIOD

TABLE 28 DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 29 DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

### 7.2 IDENTITY VERIFICATION

#### 7.2.1 IDENTITY VERIFICATION TO SIMPLIFY CROSS-VERIFICATION PROCESS

#### 7.2.2 IDENTITY VERIFICATION: DIGITAL IDENTITY SOLUTIONS MARKET

## DRIVERS

TABLE 30 IDENTITY VERIFICATION: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 31 IDENTITY VERIFICATION: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

### 7.3 AUTHENTICATION

7.3.1 AUTHENTICATION TO ENHANCE VALIDATION PROCESS

7.3.2 AUTHENTICATION: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 32 AUTHENTICATION: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 33 AUTHENTICATION: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

FIGURE 29 MULTI-FACTOR AUTHENTICATION SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 34 DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 35 DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

7.3.3 SINGLE-FACTOR AUTHENTICATION

TABLE 36 SINGLE-FACTOR AUTHENTICATION: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 37 SINGLE-FACTOR AUTHENTICATION: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.4 MULTI-FACTOR AUTHENTICATION

TABLE 38 MULTI-FACTOR AUTHENTICATION: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 39 MULTI-FACTOR AUTHENTICATION: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

### 7.4 IDENTITY LIFECYCLE MANAGEMENT

7.4.1 IDENTITY LIFECYCLE MANAGEMENT TO COMPLEMENT CHANGING BUSINESS REQUIREMENTS

7.4.2 IDENTITY LIFECYCLE MANAGEMENT: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 40 IDENTITY LIFECYCLE MANAGEMENT: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 41 IDENTITY LIFECYCLE MANAGEMENT: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

### 7.5 OTHER SOLUTION TYPES

TABLE 42 OTHER SOLUTION TYPES: DIGITAL IDENTITY SOLUTIONS MARKET, BY

REGION, 2017–2022 (USD MILLION)

TABLE 43 OTHER SOLUTION TYPES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

## **8 DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE**

### **8.1 INTRODUCTION**

FIGURE 30 BIOMETRIC TO ACCOUNT FOR LARGER SHARE DURING FORECAST PERIOD

TABLE 44 DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 45 DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

### **8.2 BIOMETRIC**

8.2.1 BIOMETRIC AUTHENTICATION TO ENCAPSULATE SECURITY ASPECT

8.2.2 BIOMETRIC: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 46 BIOMETRIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 47 BIOMETRIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

### **8.3 NON-BIOMETRIC**

8.3.1 NON-BIOMETRIC TO EASE ENTITLEMENT PROVISIONS

8.3.2 NON-BIOMETRIC: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 48 NON-BIOMETRIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 49 NON-BIOMETRIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

## **9 DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE**

### **9.1 INTRODUCTION**

FIGURE 31 SMES TO RECORD HIGHER CAGR DURING FORECAST PERIOD

TABLE 50 DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 51 DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

### **9.2 SMES**

9.2.1 BUDGET CONSTRAINTS TO RESTRAIN ADOPTION OF DIGITAL IDENTITY SOLUTIONS AMONG SMES

### 9.2.2 SMES: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 52 SMES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 53 SMES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

### 9.3 LARGE ENTERPRISES

9.3.1 IMPORTANCE OF DETECTING RISK OUTLIERS TO DRIVE DEMAND FOR DIS AMONG LARGE ENTERPRISES

#### 9.3.2 LARGE ENTERPRISES: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 54 LARGE ENTERPRISES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 55 LARGE ENTERPRISES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

## 10 DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL

### 10.1 INTRODUCTION

FIGURE 32 RETAIL AND ECOMMERCE AND HEALTHCARE TO RECORD HIGHEST GROWTH RATES DURING FORECAST PERIOD

TABLE 56 DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 57 DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

### 10.2 BFSI

10.2.1 DIS TO ENABLE SECURITY OF FINANCIAL SERVICES AND TRANSACTIONS

#### 10.2.2 BFSI: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 58 BFSI: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 59 BFSI: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

### 10.3 RETAIL AND ECOMMERCE

10.3.1 DIS TO ENHANCE BUSINESS STABILITY AND ADDRESS RISING COMPETITION

10.3.2 RETAIL AND ECOMMERCE: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 60 RETAIL AND ECOMMERCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 61 RETAIL AND ECOMMERCE: DIGITAL IDENTITY SOLUTIONS MARKET,

BY REGION, 2023–2028 (USD MILLION)

10.4 GOVERNMENT AND DEFENSE

10.4.1 DIS TO EMPOWER GOVERNMENT AND DEFENSE SECURITY

10.4.2 GOVERNMENT AND DEFENSE: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 62 GOVERNMENT AND DEFENSE: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 63 GOVERNMENT AND DEFENSE: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

10.5 HEALTHCARE

10.5.1 DIS TO ENHANCE SECURITY AND EFFICIENCY IN DATA EXCHANGE IN HEALTHCARE VERTICAL

10.5.2 HEALTHCARE: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 64 HEALTHCARE: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 65 HEALTHCARE: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

10.6 IT AND ITES

10.6.1 IT AND ITES TO BE EARLY ADOPTERS OF DIGITAL IDENTITY SOLUTIONS

10.6.2 IT AND ITES: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 66 IT AND ITES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 67 IT AND ITES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

10.7 TELECOMMUNICATIONS

10.7.1 TELECOMMUNICATIONS TO UNVEIL THE NEED FOR DIGITAL IDENTITY

10.7.2 TELECOMMUNICATIONS: DIGITAL IDENTITY SOLUTIONS MARKET

DRIVERS

TABLE 68 TELECOMMUNICATIONS: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 69 TELECOMMUNICATIONS: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

10.8 ENERGY AND UTILITIES

10.8.1 DIGITAL IDENTITY SOLUTIONS TO PLAY IMPORTANT ROLE IN BUILDING AUTOMATED ENERGY SYSTEMS

10.8.2 ENERGY AND UTILITIES: DIGITAL IDENTITY SOLUTIONS MARKET DRIVERS

TABLE 70 ENERGY AND UTILITIES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)



TABLE 71 ENERGY AND UTILITIES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

10.9 OTHER VERTICALS

TABLE 72 OTHER VERTICALS: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 73 OTHER VERTICALS: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

## **11 DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION**

### 11.1 INTRODUCTION

FIGURE 33 ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 74 DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 75 DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

### 11.2 NORTH AMERICA

11.2.1 NORTH AMERICA: MARKET DRIVERS

11.2.2 NORTH AMERICA: RECESSION IMPACT

11.2.3 NORTH AMERICA: REGULATORY LANDSCAPE

FIGURE 34 NORTH AMERICA: MARKET SNAPSHOT

TABLE 76 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 77 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 78 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 79 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 80 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 81 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 82 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 83 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 84 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY

IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 85 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 86 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 87 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 88 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 89 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 90 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 91 NORTH AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

#### 11.2.4 US

11.2.4.1 Fragmented identity management process in US to drive market growth

TABLE 92 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 93 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 94 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 95 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 96 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 97 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 98 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 99 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 100 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 101 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 102 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 103 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 104 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 105 US: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

### 11.2.5 CANADA

11.2.5.1 Digital identity initiatives taken by government and private organizations to advance ecosystem

TABLE 106 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 107 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 108 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 109 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 110 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 111 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 112 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 113 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 114 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 115 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 116 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 117 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 118 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 119 CANADA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

### 11.3 EUROPE

#### 11.3.1 EUROPE: MARKET DRIVERS

### 11.3.2 EUROPE: RECESSION IMPACT

#### 11.3.3 EUROPE: REGULATORY LANDSCAPE

TABLE 120 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 121 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 122 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 123 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 124 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 125 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 126 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 127 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 128 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 129 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 130 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 131 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 132 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 133 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 134 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 135 EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

#### 11.3.4 UK

##### 11.3.4.1 Government initiatives to drive digital identity solutions market

TABLE 136 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 137 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING,

2023–2028 (USD MILLION)

TABLE 138 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION,  
2017–2022 (USD MILLION)

TABLE 139 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION,  
2023–2028 (USD MILLION)

TABLE 140 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE,  
2017–2022 (USD MILLION)

TABLE 141 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE,  
2023–2028 (USD MILLION)

TABLE 142 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION  
TYPE, 2017–2022 (USD MILLION)

TABLE 143 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION  
TYPE, 2023–2028 (USD MILLION)

TABLE 144 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE,  
2017–2022 (USD MILLION)

TABLE 145 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE,  
2023–2028 (USD MILLION)

TABLE 146 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION  
SIZE, 2017–2022 (USD MILLION)

TABLE 147 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION  
SIZE, 2023–2028 (USD MILLION)

TABLE 148 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL,  
2017–2022 (USD MILLION)

TABLE 149 UK: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL,  
2023–2028 (USD MILLION)

### 11.3.5 GERMANY

11.3.5.1 Adoption of digital IDs by Germany's automobile sector to drive market  
growth

TABLE 150 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING,  
2017–2022 (USD MILLION)

TABLE 151 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING,  
2023–2028 (USD MILLION)

TABLE 152 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION,  
2017–2022 (USD MILLION)

TABLE 153 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION,  
2023–2028 (USD MILLION)

TABLE 154 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION  
TYPE, 2017–2022 (USD MILLION)

TABLE 155 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION

TYPE, 2023–2028 (USD MILLION)

TABLE 156 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 157 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 158 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 159 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 160 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 161 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 162 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 163 GERMANY: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.3.6 FRANCE

11.3.6.1 Smartphone-based extension of user's national identity card launched in France

TABLE 164 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 165 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 166 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 167 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 168 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 169 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 170 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 171 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 172 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 173 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY



TYPE, 2023–2028 (USD MILLION)

TABLE 174 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 175 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 176 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 177 FRANCE: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.3.7 REST OF EUROPE

TABLE 178 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 179 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 180 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 181 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 182 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 183 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 184 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 185 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 186 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 187 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 188 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 189 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 190 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 191 REST OF EUROPE: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.4 ASIA PACIFIC



#### 11.4.1 ASIA PACIFIC: MARKET DRIVERS

#### 11.4.2 ASIA PACIFIC: RECESSION IMPACT

#### 11.4.3 ASIA PACIFIC: REGULATORY LANDSCAPE

### FIGURE 35 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 192 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 193 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 194 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 195 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 196 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 197 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 198 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 199 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 200 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 201 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 202 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 203 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 204 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 205 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 206 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 207 ASIA PACIFIC: DIGITAL IDENTITY SOLUTIONS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

#### 11.4.4 CHINA

11.4.4.1 Implementing technologies, such as blockchain, cryptography, and AI, to drive market growth

TABLE 208 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 209 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 210 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 211 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 212 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 213 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 214 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 215 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 216 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 217 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 218 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 219 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 220 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 221 CHINA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.4.5 JAPAN

11.4.5.1 Initial adoption of high-end technology to help digital developments

TABLE 222 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 223 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 224 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 225 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 226 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE,

2017–2022 (USD MILLION)

TABLE 227 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 228 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 229 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 230 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 231 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 232 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 233 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 234 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 235 JAPAN: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.4.6 INDIA

##### 11.4.6.1 India to experience digitalization at rapid rate

TABLE 236 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 237 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 238 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 239 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 240 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 241 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 242 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 243 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 244 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 245 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 246 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 247 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 248 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 249 INDIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.4.7 AUSTRALIA

11.4.7.1 Government's digital identity initiative - myGovID – to receive significant funding from federal budget

TABLE 250 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 251 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 252 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 253 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 254 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 255 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 256 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 257 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 258 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 259 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 260 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 261 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 262 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 263 AUSTRALIA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.4.8 REST OF APAC

TABLE 264 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 265 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 266 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 267 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 268 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 269 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 270 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 271 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 272 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 273 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 274 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 275 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 276 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 277 REST OF APAC: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.5 MIDDLE EAST & AFRICA

##### 11.5.1 MIDDLE EAST & AFRICA: MARKET DRIVERS

##### 11.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

##### 11.5.3 MIDDLE EAST & AFRICA: REGULATORY LANDSCAPE

TABLE 278 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 279 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 280 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 281 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 282 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 283 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 284 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 285 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 286 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 287 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 288 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 289 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 290 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 291 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 292 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 293 MEA: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

#### 11.5.4 MIDDLE EAST

##### 11.5.4.1 Travel industry to utilize digital identity capabilities

TABLE 294 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 295 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 296 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 297 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 298 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY



SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 299 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 300 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 301 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 302 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 303 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 304 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 305 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 306 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 307 MIDDLE EAST: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.5.5 AFRICA

11.5.5.1 African countries to provide digital identity to citizens as part of fraud prevention solutions

TABLE 308 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 309 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 310 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 311 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 312 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 313 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 314 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 315 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 316 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE,



2017–2022 (USD MILLION)

TABLE 317 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 318 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 319 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 320 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 321 AFRICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.5.5.2 South Africa

11.5.5.2.1 COVID-19 created necessity for digital identity system in country

#### 11.5.5.3 Rest of Africa

11.5.5.3.1 Governments partnering with digital identity solution vendors to launch

DIS

### 11.6 LATIN AMERICA

#### 11.6.1 LATIN AMERICA: MARKET DRIVERS

#### 11.6.2 LATIN AMERICA: RECESSION IMPACT

#### 11.6.3 LATIN AMERICA: REGULATORY LANDSCAPE

TABLE 322 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 323 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 324 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 325 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 326 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 327 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 328 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 329 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 330 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 331 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY

IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 332 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 333 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 334 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 335 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 336 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 337 LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

#### 11.6.4 MEXICO

11.6.4.1 Higher level of digital penetration to drive market growth in Mexico

TABLE 338 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 339 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 340 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 341 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 342 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 343 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 344 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 345 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 346 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 347 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 348 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 349 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 350 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 351 MEXICO: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.6.5 BRAZIL

11.6.5.1 Use of mobile wallets to witness significant increase in Brazil, in turn driving the DIS market

TABLE 352 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 353 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 354 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 355 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 356 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 357 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 358 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 359 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 360 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 361 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 362 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 363 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 364 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 365 BRAZIL: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 11.6.6 REST OF LATIN AMERICA

TABLE 366 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 367 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET,

BY OFFERING, 2023–2028 (USD MILLION)

TABLE 368 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2017–2022 (USD MILLION)

TABLE 369 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 370 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2017–2022 (USD MILLION)

TABLE 371 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY SOLUTION TYPE, 2023–2028 (USD MILLION)

TABLE 372 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2017–2022 (USD MILLION)

TABLE 373 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY AUTHENTICATION TYPE, 2023–2028 (USD MILLION)

TABLE 374 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2017–2022 (USD MILLION)

TABLE 375 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY IDENTITY TYPE, 2023–2028 (USD MILLION)

TABLE 376 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2017–2022 (USD MILLION)

TABLE 377 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

TABLE 378 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 379 REST OF LATIN AMERICA: DIGITAL IDENTITY SOLUTIONS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

## **12 COMPETITIVE LANDSCAPE**

### 12.1 OVERVIEW

#### 12.2 REVENUE ANALYSIS FOR KEY PLAYERS

FIGURE 36 REVENUE ANALYSIS FOR KEY PLAYERS, 2020–2022 (USD MILLION)

#### 12.3 MARKET RANKING OF KEY PLAYERS

FIGURE 37 RANKING OF KEY PLAYERS

#### 12.4 MARKET SHARE ANALYSIS

FIGURE 38 MARKET SHARE ANALYSIS, 2022

TABLE 380 INTENSITY OF COMPETITIVE RIVALRY

#### 12.5 EVALUATION QUADRANT FOR KEY PLAYERS, 2023

##### 12.5.1 STARS

##### 12.5.2 EMERGING LEADERS

### 12.5.3 PERVASIVE PLAYERS

### 12.5.4 PARTICIPANTS

## 12.6 COMPETITIVE BENCHMARKING FOR PLAYERS

### 12.6.1 COMPANY FOOTPRINT

TABLE 381 GLOBAL COMPANY FOOTPRINT

TABLE 382 COMPANY FOOTPRINT, BY VERTICAL

TABLE 383 COMPANY FOOTPRINT, BY REGION

FIGURE 39 EVALUATION QUADRANT FOR KEY PLAYERS, 2023

## 12.7 COMPETITIVE BENCHMARKING FOR STARTUPS/SMES

TABLE 384 LIST OF STARTUPS/SMES

## 12.8 EVALUATION QUADRANT FOR STARTUPS/SMES, 2023

### 12.8.1 PROGRESSIVE COMPANIES

### 12.8.2 RESPONSIVE COMPANIES

### 12.8.3 DYNAMIC COMPANIES

### 12.8.4 STARTING BLOCKS

FIGURE 40 EVALUATION QUADRANT FOR STARTUPS/SMES, 2023

## 12.9 REGIONAL SNAPSHOTS OF KEY MARKET PLAYERS AND THEIR HEADQUARTERS

FIGURE 41 REGIONAL SNAPSHOT

## 12.10 VALUATION AND FINANCIAL METRICS OF VENDORS

FIGURE 42 VALUATION AND FINANCIAL METRICS OF DIGITAL IDENTITY SOLUTION VENDORS

## 12.11 COMPETITIVE SCENARIO

TABLE 385 DIGITAL IDENTITY SOLUTIONS MARKET: PRODUCT LAUNCHES, 2020–2023

TABLE 386 DIGITAL IDENTITY SOLUTIONS MARKET: DEALS, 2020–2023

## 13 COMPANY PROFILES

### 13.1 KEY PLAYERS

(Business overview, Products/Solutions/Services offered, Recent Developments, MNM view)\*

#### 13.1.1 NEC

TABLE 387 NEC: BUSINESS OVERVIEW

FIGURE 43 NEC: COMPANY SNAPSHOT

TABLE 388 NEC: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 389 NEC: PRODUCT LAUNCHES

TABLE 390 NEC: DEALS

#### 13.1.2 SAMSUNG SDS

TABLE 391 SAMSUNG SDS: BUSINESS OVERVIEW  
FIGURE 44 SAMSUNG SDS: COMPANY SNAPSHOT  
TABLE 392 SAMSUNG SDS: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 393 SAMSUNG SDS: PRODUCT LAUNCHES  
TABLE 394 SAMSUNG SDS: DEALS

#### 13.1.3 THALES

TABLE 395 THALES: BUSINESS OVERVIEW  
FIGURE 45 THALES: COMPANY SNAPSHOT  
TABLE 396 THALES: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 397 THALES: SERVICES OFFERED  
TABLE 398 THALES: PRODUCT LAUNCHES  
TABLE 399 THALES: DEALS

#### 13.1.4 TELUS

TABLE 400 TELUS: BUSINESS OVERVIEW  
FIGURE 46 TELUS: COMPANY SNAPSHOT  
TABLE 401 TELUS: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 402 TELUS: DEALS

#### 13.1.5 IDEMIA

TABLE 403 IDEMIA: BUSINESS OVERVIEW  
TABLE 404 IDEMIA: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 405 IDEMIA: PRODUCT LAUNCHES  
TABLE 406 IDEMIA: DEALS

#### 13.1.6 GBG

TABLE 407 GBG: BUSINESS OVERVIEW  
FIGURE 47 GBG: COMPANY SNAPSHOT  
TABLE 408 GBG: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 409 GBG: PRODUCT LAUNCHES  
TABLE 410 GBG: DEALS

#### 13.1.7 TESSI

TABLE 411 TESSI: BUSINESS OVERVIEW  
TABLE 412 TESSI: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 413 TESSI: DEALS

#### 13.1.8 DAON

TABLE 414 DAON: BUSINESS OVERVIEW  
TABLE 415 DAON: PRODUCTS/SOLUTIONS/SERVICES OFFERED  
TABLE 416 DAON: PRODUCT LAUNCHES  
TABLE 417 DAON: DEALS

#### 13.1.9 FORGEROCK

TABLE 418 FORGEROCK: BUSINESS OVERVIEW



**FIGURE 48 FORGEROCK: COMPANY SNAPSHOT****TABLE 419 FORGEROCK: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 420 FORGEROCK: PRODUCT LAUNCHES****TABLE 421 FORGEROCK: DEALS****13.1.10 IMAGEWARE****TABLE 422 IMAGEWARE: BUSINESS OVERVIEW****TABLE 423 IMAGEWARE: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 424 IMAGEWARE: PRODUCT LAUNCHES****TABLE 425 IMAGEWARE: DEALS****13.1.11 JUMIO****TABLE 426 JUMIO: BUSINESS OVERVIEW****TABLE 427 JUMIO: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 428 JUMIO: PRODUCT LAUNCHES****TABLE 429 JUMIO: DEALS****13.1.12 IPROOV****TABLE 430 IPROOV: BUSINESS OVERVIEW****TABLE 431 IPROOV: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 432 IPROOV: PRODUCT LAUNCHES****TABLE 433 IPROOV: DEALS****13.1.13 ID R&D****TABLE 434 ID R&D: BUSINESS OVERVIEW****TABLE 435 ID R&D: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 436 ID R&D: PRODUCT LAUNCHES****TABLE 437 ID R&D: DEALS****13.1.14 REFINITIV****TABLE 438 REFINITIV: BUSINESS OVERVIEW****TABLE 439 REFINITIV: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 440 REFINITIV: PRODUCT LAUNCHES****TABLE 441 REFINITIV: DEALS**

\*Details on Business overview, Products/Solutions/Services offered, Recent Developments, MNM view might not be captured in case of unlisted companies.

**13.2 OTHER PLAYERS****13.2.1 ONESPAN****13.2.2 SMARTMATIC****13.2.3 FREJA EID GROUP****13.2.4 VINTEGRIS****13.2.5 AU10TIX****13.2.6 SIGNICAT****13.2.7 DUO SECURITY**



13.2.8 SYNTIZEN

13.2.9 HASHCASH CONSULTANT

13.2.10 GOOD DIGITAL IDENTITY

## **14 ADJACENT MARKETS**

14.1 INTRODUCTION TO ADJACENT MARKETS

TABLE 442 ADJACENT MARKETS AND FORECASTS

14.2 LIMITATIONS

14.3 ADJACENT MARKETS

14.3.1 MULTI-FACTOR AUTHENTICATION MARKET

TABLE 443 MULTI-FACTOR AUTHENTICATION MARKET, BY MODEL TYPE, 2016–2021 (USD MILLION)

TABLE 444 MULTI-FACTOR AUTHENTICATION MARKET, BY MODEL TYPE, 2022–2027 (USD MILLION)

TABLE 445 TWO-FACTOR AUTHENTICATION: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 446 TWO-FACTOR AUTHENTICATION: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION, 2022–2027 (USD MILLION)

TABLE 447 THREE-FACTOR AUTHENTICATION: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 448 THREE-FACTOR AUTHENTICATION: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION, 2022–2027 (USD MILLION)

TABLE 449 FOUR-FACTOR AUTHENTICATION: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 450 FOUR-FACTOR AUTHENTICATION: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION, 2022–2027 (USD MILLION)

TABLE 451 FIVE-FACTOR AUTHENTICATION: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 452 FIVE-FACTOR AUTHENTICATION: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION, 2022–2027 (USD MILLION)

14.3.2 IDENTITY VERIFICATION MARKET

TABLE 453 IDENTITY VERIFICATION MARKET, BY TYPE, 2016–2021 (USD MILLION)

TABLE 454 IDENTITY VERIFICATION MARKET, BY TYPE, 2022–2027 (USD MILLION)

TABLE 455 BIOMETRICS: IDENTITY VERIFICATION MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 456 BIOMETRICS: IDENTITY VERIFICATION MARKET, BY REGION,

2022–2027 (USD MILLION)

TABLE 457 NON-BIOMETRICS: IDENTITY VERIFICATION MARKET, BY REGION,  
2016–2021 (USD MILLION)

TABLE 458 NON-BIOMETRICS: IDENTITY VERIFICATION MARKET, BY REGION,  
2022–2027 (USD MILLION)

## **15 APPENDIX**

15.1 DISCUSSION GUIDE

15.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

15.3 CUSTOMIZATION OPTIONS

15.4 RELATED REPORTS

15.5 AUTHOR DETAILS

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