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World Smart Card- Advanced Technologies, Application and Global Forecast

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Abstracts

Smart card market: Report description

According to the report, 'Smart Card Market 2008 – 2015', the global shipments of smart cards are expected to reach about 8.8 billion units by 2015 from 5.2 billion units in 2009, growing at a CAGR of 9.6% during 2010 – 2015. Rising awareness about the benefits of the smart cards in access and identity security and growing adoption in sectors such as telecommunications, healthcare, and banking have been responsible for the continuous growth of the smart card market. The growing penetration of mobile phones has made telecommunications sector the largest consumer of smart cards globally in the form of SIM (Subscriber Identification Module).

The smart card technology is a major driving force for the payment transaction market, as it allows customers to make secure payments. Thus, it is expected that microprocessor based smart cards will continue to dominate the smart card shipments, as compared to the memory chip based smart cards. The microprocessor segment has accounted for shipments of 4.5 billion smart cards in 2009, which was 86.5% of the overall shipments (5.2 billion) of smart cards. The report provides extensive analysis of the smart card industry, current market trends, industry drivers and challenges for better understanding of the smart card market structure.

Markets Covered

This research report categorizes the global smart cards market for forecasting the revenues and analyzing trends in each of the following submarkets:

• On the basis of smart card interface:

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Contact smart card
Contactless smart card
Hybrid and Dual interface smart card
• On the basis of components
Microprocessor
Memory smart cards
• On the basis of smart card application in various sectors:
Telecommunications sector
Government IDs and healthcare sector
Financial services, retail and loyalty sector
Pay TV sector
Transportation sector
Others
• On the basis of Geography
North America
South America
Asia-Pacific
EMEA (Europe, Middle East & Africa)

Each of the major and micro smart card markets include detailed analysis of the factors influencing the market, trends and forecasts, and competitive landscape to clearly understand major market opportunities and growth strategies required to successfully drive the global markets for smart cards.

Stakeholders

The target audience for this report includes:

Smart card manufacturers

Smart card operating system developers

Semiconductor manufactures

Smart card integrators & application developers

Certification bodies & test laboratories

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Smart card users such as banking and financial institutions, mobile operators, healthcare and governmental organizations

Research Methodology

Size of the smart card market is calculated using top-down approach. Market trends and prices were used to arrive at market size, which was then verified by key industry players.

Market sizes were also verified by cost volume approach.

Prices and pricing trends in different geographies were identified and analyzed through secondary research, and then average selling price per unit was calculated.

Geographical market split was arrived at by determining population, cost of applications, and the adoption rate in different regions.

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