

# China IC Card/Smart Card Industry Report, 2011-2012



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<http://marketpublishers.com>

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In 2011, the sales of IC card grew 11.1% over 2010 to around RMB9 billion, and its sales volume rose 13.6% over 2010 to 2.43 billion, hitting a record high. The IC card industry is expected to increase by 14% in the coming three years in China.

Presently, the demand for IC card is mainly from such areas as telecom card, social security card and second-generation ID card.

As of the end of 2011, Chinese telecom area had purchased a total of about 6 billion IC cards, serving as the largest consumer market for IC card. In 2011, the mobile subscribers numbered 990 million, with a penetration rate of 72.0%, and the issuance volume of SIM cards amounted to 890 million in China. Along with the rising penetration rate of mobile users, the growth rate of SIM card will slow down and stabilize in the 3-5 years to come.

By the end of 2011, the renewal of second-generation ID cards had surpassed 1 billion. In the next two years, the second-generation ID card issuance will usher into a stable period. However, as the first second-generation ID cards (valid for a decade) expire, the ID card market will further boost the demand for IC card.

As of the end of 2011, China's social security card issuance volume had reached 190 million, with a penetration rate of less than 14%. According to the planning of Ministry of Human Resources and Social Security of the P.R.C., the social security card issuance volume is expected to register 610 million during the 12th Five-Year Plan period (2011-2015). It is estimated that the issuance volume of social security cards will attain significant growth before 2015.

Moreover, the market segments of IC card such as financial IC card, health card, mobile payment card and city card will boom fueled by policy support and market demand.

The report resolves around the followings:

- Status quo, market size, business model, competitive landscape and otherwise of Chinese IC card industry;
- Development status and forecasts of IC card market segments including telecom card, financial IC card and social security card, etc.
- Status quo, competitive advantage and latest trends of 5 global and 11 Chinese IC card manufacturers.

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