

Digital Business Card Market Size, Share, and Outlook, 2025 Report- By Type (Individual, Business, Enterprise), By Application (Business Owners, Sales Entrepreneurs, Marketing Agencies, Consultants, Events and Travels, Education & Training, Health and Beauty), By Platforms (Android Devices, IOS Devices, Windows), By Price Range (Pro (Premium), Enterprise), By Technology (NFC, Augmented Reality), By Feature (Media Content, Video Integration, Location Map, Analytics, Integration with CRM, QR Code Mixed, Multiple Languages), 2018-2032

<https://marketpublishers.com/r/D31F75CE7F39EN.html>

Date: April 2025

Pages: 168

Price: US\$ 3,680.00 (Single User License)

ID: D31F75CE7F39EN

Abstracts

Digital Business Card Market Outlook

The Digital Business Card Market size is expected to register a growth rate of 11.3% during the forecast period from \$196.27 Million in 2025 to \$415.3 Million in 2032. The Digital Business Card market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Digital Business Card segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Individual, Business, Enterprise), By Application (Business Owners, Sales Entrepreneurs, Marketing Agencies, Consultants, Events and Travels, Education & Training, Health and Beauty), By Platforms (Android Devices, IOS Devices, Windows), By Price Range (Pro (Premium), Enterprise), By

Technology (NFC, Augmented Reality), By Feature (Media Content, Video Integration, Location Map, Analytics, Integration with CRM, QR Code Mixed, Multiple Languages). Over 70 tables and charts showcase findings from our latest survey report on Digital Business Card markets.

Digital Business Card Market Insights, 2025

The digital business card market is growing as businesses and professionals shift away from traditional paper-based cards toward eco-friendly, interactive, and technology-driven alternatives. Digital business cards enable users to share contact information seamlessly via QR codes, NFC (Near Field Communication), or email links, improving connectivity and engagement in a digital-first business environment. Platforms like HiHello, Blinq, and Mobilo are integrating features such as CRM synchronization, real-time analytics, and multimedia-rich profiles to enhance networking efficiency. The increasing adoption of remote and hybrid work models has further driven demand for digital business cards, as they provide a contactless, convenient, and customizable solution for networking across industries. Additionally, advancements in AI-driven personalization and blockchain-based identity verification are enhancing the security and authenticity of digital business cards, making them a preferred choice for enterprises prioritizing sustainability, efficiency, and data privacy.

Five Trends that will define global Digital Business Card market in 2025 and Beyond

A closer look at the multi-million market for Digital Business Card identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Digital Business Card companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Digital Business Card vendors.

What are the biggest opportunities for growth in the Digital Business Card industry?

The Digital Business Card sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed

commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Digital Business Card Market Segment Insights

The Digital Business Card industry presents strong offers across categories. The analytical report offers forecasts of Digital Business Card industry performance across segments and countries. Key segments in the industry include%li%By Type (Individual, Business, Enterprise), By Application (Business Owners, Sales Entrepreneurs, Marketing Agencies, Consultants, Events and Travels, Education & Training, Health and Beauty), By Platforms (Android Devices, IOS Devices, Windows), By Price Range (Pro (Premium), Enterprise), By Technology (NFC, Augmented Reality), By Feature (Media Content, Video Integration, Location Map, Analytics, Integration with CRM, QR Code Mixed, Multiple Languages). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Digital Business Card market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Digital Business Card industry ecosystem. It assists decision-makers in evaluating global Digital Business Card market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Digital Business Card industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Digital Business Card Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5

billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Digital Business Card Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Digital Business Card with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Digital Business Card market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Digital Business Card market Insights%li%Vendors are exploring new opportunities within the US Digital Business Card industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Digital Business Card companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Digital Business Card market.

Latin American Digital Business Card market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and

the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Digital Business Card Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Digital Business Card markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Digital Business Card markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Digital Business Card companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include About.me, Adobe, CamCard, Haystack, Inigo, Knowee, L-Card, Linkcard, SnapDat, Switchit, Techno Infonet.

Digital Business Card Market Segmentation

By Type

Individual

Business

Enterprise

By Application

Business Owners

Sales Entrepreneurs

Marketing Agencies

Consultants

Events and Travels

Education & Training

Health and Beauty

By Platforms

Android Devices

IOS Devices

Windows

By Price Range

Pro (Premium)

Enterprise

By Technology

NFC

Augmented Reality

By Feature

Media Content

Video Integration

Location Map

Analytics

Integration with CRM

QR Code Mixed

Multiple Languages

Leading Companies

About.me

Adobe

CamCard

Haystack

Inigo

Knowee

L-Card

Linkcard

SnapDat

Switchit

Techno Infonet

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

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Business

Enterprise

By Application

Business Owners

Sales Entrepreneurs

Marketing Agencies

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Events and Travels

Education & Training

Health and Beauty

By Platforms

Android Devices

IOS Devices

Windows

By Price Range

Pro (Premium)

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About.me

Adobe

CamCard

Haystack

Inigo

Knowee

L-Card

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Switchit

Techno Infonet

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