World Near Field Communication Market - Opportunities and Forecasts, 2014 - 2020

A new report published titled, “World Near Field Communication Market - Opportunities and Forecasts, 2014 -2020”, forecasts that the World Near Field Communication Market, would garner a revenue of $24.0 billion by 2020, registering a CAGR of 40.4% during the forecast period from 2015–2020. North America dominates the world NFC market, owing to the huge demand exhibited by the U.S. for near field communication technology. However, Asia-Pacific region is expected to exhibit a faster growth over the forecast period 2015 -2020.

In 2014, 1.2 billion smartphones were sold worldwide, which further increased by 7% in the first quarter of 2015. Increased penetration of smartphones and tablets in developed and developing regions, is the key driving factor for the growing adoption of NFC technology.

Based on the product type, global NFC technology market is bifurcated into NFC chip, NFC tag, NFC reader, NFC enabled SIM and others. NFC readers garnered the maximum share in 2014 (accounting for 45%) of the total market revenue. In terms of growth, the other product segment is estimated to register the fastest CAGR of 43.9%, during the forecast period 2015-2020. Among the device type segment which comprises smartphones, PC & laptops and other devices (infotainment and stereo headphone), smartphones dominated the market in 2014, accounting for 60% share in terms of revenue.

The key applications of NFC technology include contactless payment, information sharing, user authentication and access control, monitoring healthcare systems and others. Mobile or contactless payment dominated the global near field communication market by application, accounting for 33% market share in 2014. It offers faster transactions as compared to conventional cash, credit or debit card transaction. However, monitoring healthcare systems segment would witness the highest CAGR of 42.8% during the forecast period. In this application, NFC sends data in encrypted form to reduce the possibility of information security breach.

Further, the world NFC market is analyzed based on geography into North America, Europe, Asia-Pacific and LAMEA. North America dominated the world NFC market, accounting for 34.7% market share in 2014. The region would maintain its dominance during the forecast period. However, Asia-Pacific is expected to witness the fastest growth at a CAGR of 43.1% during the same period.

Key Findings:

- Mobile/contactless payment application dominated the world NFC market, owing to its outstanding benefits of secure payment
- NFC readers contributed the largest market share in 2014. However, NFC chip and other NFC product segments are expected to exhibit a faster growth
- North America would be the dominant geography in the NFC market throughout the forecast period (2015-2020) owing to the widespread adoption of NFC technology in different applications
- NFC technology is mainly used in different devices such as smartphone, pc/laptop and others, including NFC card and infotainment systems. Among all the devices, smartphone is the prime revenue contributor in global market

The report also outlines the competitive scenario of the world near field communication market, providing a comprehensive study of the key strategies adopted by companies operating in the NFC market. Key companies profiled in the report include, Infineon Technologies, Apple Inc., NXP Semiconductors, Samsung Electronics Co. Ltd., Broadcom Corporation, Toshiba Corporation and Inside Secure (now acquired by Intel), amongst others.

Contents: Chapter 1 INTRODUCTION
1.1 Report description
1.2 Research methodology
1.2.1 Secondary research
1.2.2 Primary research
1.2.3 Analyst tools and models

Chapter 2 EXECUTIVE SUMMARY
2.1 CXO perspectives

Chapter 3 MARKET OVERVIEW
3.1 Market definition and scope
3.2 Key Findings
3.2.1 Top impacting factors
3.2.1.1 Convenient transfer and security of data
3.2.1.2 Increasing penetration of smartphones
3.2.1.3 Contactless payments
3.2.1.4 Improved customer experience
3.2.1.5 High costs
3.2.1.6 Security concerns
3.2.2 Top investment pockets by product type
3.3 Top winning strategies
3.4 Market share analysis, 2014
3.5 Porters five force analysis
3.5.1 Bargaining power of supplier
3.5.2 Bargaining power of buyers
3.5.3 Threat of new entrants
3.5.4 Threat of substitutes
3.5.5 Industry rivalry
3.6 Value chain analysis
3.7 Market dynamics
3.7.1 Drivers
3.7.1.1 Convenient transfer and security of data
3.7.1.2 Increasing smartphone penetration
3.7.1.3 Contactless payments
3.7.2 Restraints
3.7.2.1 High costs
3.7.2.2 Security concerns
3.7.3 Opportunity
3.7.3.1 Improved customer experience

Chapter 4 WORLD NEAR FIELD COMMUNICATION MARKET BY PRODUCT TYPE
4.1 Non-Auxiliary Products
4.1.1 Market size and forecast
4.1.2. NFC Chips
4.1.2.1 Key market trends
4.1.2.2 Competitive scenario
4.1.2.3 Key growth and opportunities
4.1.2.4 Market size and forecast by geography

4.1.3 NFC Tags
4.1.3.1 Key market trends
4.1.3.2 Competitive scenario
4.1.3.3 Key growth and opportunities
4.1.3.4 Market size and forecast by geography

4.1.4 NFC Readers
4.1.4.1 Key market trends
4.1.4.2 Competitive scenario
4.1.4.3 Key growth and opportunities
4.1.4.4 Market size and forecast by geography

4.2 Auxiliary Products
4.2.1 Market size and forecast
4.2.2 NFC-enabled Sim
4.2.2.1 Key market trends
4.2.2.2 Competitive scenario
4.2.2.3 Key growth and opportunities
4.2.2.4 Market size and forecast by geography

4.2.3 Others
4.2.3.1 Key market trends
4.2.3.2 Competitive scenario
4.2.3.3 Key growth and opportunities
4.2.3.4 Market size and forecast by geography

Chapter 5 WORLD NEAR FIELD COMMUNICATION MARKET BY DEVICES

5.1 Smartphone & tablet
5.1.1 Competitive scenario
5.1.2 Key growth and opportunities
5.1.3 Market size and forecast by geography

5.2 PC & laptop
5.2.1 Competitive scenario
5.2.2 Key growth and opportunities
5.2.3 Market size and forecast by geography

5.3 Others
5.3.1 Competitive scenario
5.3.2 Key growth and opportunities
5.3.3 Market size and forecast by geography

Chapter 6 WORLD NEAR FIELD COMMUNICATION MARKET BY APPLICATION

6.1 Mobile/Contactless payment
6.1.1 Competitive scenario
6.1.2 Key growth opportunities
6.1.3 Key market drivers and opportunities
6.1.4 Market size and forecast by geography

6.2 Information sharing
6.2 Competitive scenario
6.2.1 Competitive scenario
6.2.2 Key growth opportunities
6.2.3 Key market drivers and opportunities
6.2.4 Market size and forecast by geography

6.3 User authentication & access control
6.3.1 Competitive scenario
6.3.2 Key growth opportunities
6.3.3 Key market drivers and opportunities
6.3.4 Market size and forecast by geography

6.4 Monitoring healthcare system
6.4.1 Competitive scenario
6.4.2 Key growth opportunities
6.4.3 Key market drivers and opportunities
6.4.4 Market size and forecast by geography

6.5 Others
6.5.1 Competitive scenario
6.5.2 Key growth opportunities
6.5.3 Key market drivers and opportunities
6.5.4 Market size and forecast by geography

Chapter 7 WORLD IN-CAR INFOTAINMENT MARKET BY GEOGRAPHY

7.1 North America
7.1.1 Key market trends
7.1.2 Competitive scenario
7.1.3 Key market drivers and opportunities
7.1.4 Market size and forecast

7.2 Europe
7.2.1 Key market trends
7.2.2 Competitive scenario
7.2.3 Key market drivers and opportunities
7.2.4 Market size and forecast

7.3 Asia-Pacific
7.3.1 Key market trends
7.3.2 Competitive scenario
7.3.3 Key market drivers and opportunities
7.3.4 Market size and forecast

7.4 LAMEA
7.4.1 Key market trends
7.4.2 Competitive scenario
7.4.3 Key market drivers and opportunities
7.4.4 Market size and forecast

Chapter 8 COMPANY PROFILE

8.1 Infineon Technologies AG
8.1.1 Company overview
8.1.2 Company snapshot
8.1.3 Business performance
8.1.4 Strategic moves and developments
8.1.5 SWOT analysis and strategic conclusion

8.2 Apple Inc.
8.2.1 Company overview
8.2.2 Company snapshot
8.2.3 Business performance
8.2.4 Strategic moves and developments
8.2.5 SWOT analysis and strategic conclusion

8.3 SONY Corporation
8.3.1 Company overview
8.3.2 Company snapshot
8.3.3 Business performance
8.3.4 Strategic moves and developments
8.3.5 SWOT analysis and strategic conclusion

8.4 Toshiba Corporation
8.4.1 Company overview
8.4.2 Company snapshot
8.4.3 Business performance
8.4.4 Strategic moves and developments
8.4.5 SWOT analysis and strategic conclusion

8.5 NXP Semiconductors N.V.
8.5.1 Company overview
8.5.2 Company snapshot
8.5.3 Business performance
8.5.4 Strategic moves and developments
8.5.5 SWOT analysis and strategic conclusion

8.6 Samsung Electronics Co. Ltd.
8.6.1 Company overview
8.6.2 Company snapshot
8.6.3 Business performance
8.6.4 Strategic moves and developments
8.6.5 SWOT analysis and strategic conclusion

8.7 Broadcom Corporation
8.7.1 Company overview
8.7.2 Company snapshot
8.7.3 Business performance
8.7.4 Strategic moves and developments
8.7.5 SWOT analysis and strategic conclusion

8.8 Texas Instruments Incorporated
8.8.1 Company overview
8.8.2 Company snapshot
8.8.3 Business performance
8.8.4 Strategic moves and developments
8.8.5 SWOT analysis and strategic conclusion

8.9 STMicroelectronics N.V.
8.9.1 Company overview
8.9.2 Company snapshot
8.9.3 Business performance
8.9.4 Strategic moves and developments
8.9.5 SWOT analysis and strategic conclusion

8.10 INSIDE Secure

8.10.1 Company overview
8.10.2 Company snapshot
8.10.3 Business performance
8.10.4 Strategic moves and developments
8.10.5 SWOT analysis and strategic conclusion

List of Tables
Table 1 World Near Field Communication Market Revenue, 2014-2020 ($Million)
Table 2 World Near Field Communication Market Revenue By Product Type, 2014-2020 ($Million)
Table 3 World Near Field Communication Market Revenue By Non-Auxiliary Product Type, 2014-2020 ($Million)
Table 4 World Near Field Communication NFC Chips Market Revenue By Geography, 2014-2020 ($Million)
Table 5 World Near Field Communication NFC Tags Market Revenue By Geography, 2014-2020 ($Million)
Table 6 World Near Field Communication NFC Reader Market Revenue By Geography, 2014-2020 ($Million)
Table 7 World Near Field Communication Market Revenue By Auxiliary Product Type, 2014-2020 ($Million)
Table 8 World Near Field Communication NFC Enabled Sim Market Revenue By Geography, 2014-2020 ($Million)
Table 9 World In-Car Infotainment Others Market Revenue By Geography, 2014-2020 ($Million)
Table 10 World Near Field Communication Market Revenue By Devices, 2014-2020 ($Million)
Table 11 World Near Field Communication Smartphone & Tablets Market Revenue By Geography, 2014-2020 ($Million)
Table 12 World Near Field Communication PCs & Laptops Market Revenue By Geography, 2014-2020 ($Million)
Table 13 World Near Field Communication PCs & Laptop market Revenue By Geography, 2014-2020 ($Million)
Table 14 World Near Field Communication Market Revenue By Application, 2014-2020 ($Million)
Table 15 World Near Field Communication Mobile/Contactless Payment Market Revenue By Geography, 2014-2020 ($Million)
Table 16 World Near Field Communication Information Sharing Market Revenue By Geography, 2014-2020 ($Million)
Table 17 World Near Field Communication User Authentication & Access Control Market Revenue By Geography, 2014-2020 ($Million)
Table 18 World Near Field Communication Monitoring Healthcare Systems Market Revenue By Geography, 2014-2020 ($Million)
Table 19 World Near Field Communication Others Market Revenue By Geography, 2014-2020 ($Million)
Table 20 North America Near Field Communication Market Revenue By Product Type, 2014-2020 ($Million)
Table 21 Europe Near Field Communication Market Revenue By Product Type, 2014-2020 ($Million)
Table 22 Asia Pacific Near Field Communication Market Revenue By Product Type, 2014-2020 ($Million)
Table 23 LAMEA Near Field Communication Market Revenue By Product Type, 2014-2020 ($Million)
Table 24 Business Snapshot Of Infineon Technologies
Table 25 Business Snapshot Of Apple Inc.
Table 26 Business Snapshot Of Sony Corporation
Table 27 Business Snapshot Of Toshiba Corporation
Table 28 Business Snapshot Of NXP Semiconductors N.V.
Table 29 Snapshot Of Samsung Electronics Co. Ltd.
Table 30 Snapshot Of Broadcom Corporation
Table 31 Snapshot Of Texas Instruments Incorporated
Table 32 Snapshot Of STMicroelectronics N.V.
Table 33 Snapshot Of Inside Secure

List of Figures
Fig. 1 Top Impacting Factors
Fig. 2 Top Investment Pockets Product Type
Fig. 3 Top Winning Strategies, 2013-2015
Fig. 4 Top Winning Strategies In Near Field Communication Market By Leading Players
Fig. 5 Market Share Analysis, 2014
Fig. 6 Porters Five Forces Model
Fig. 7 In-Car Infotainment Markets Value Chain
Fig. 8 Revenue Generated By Infineon, 2012-2014 ($Million)
Fig. 9 Revenues Of Infineon Financial By Operating Segments (%), 2014
Fig. 10 SWOT Analysis Of Infineon Technologies
Fig. 11 Revenue Generated By Apple Inc., 2012-2014 ($Million)
Fig. 12 Revenue Of Apple Inc. Revenue by Products And Services (%), 2014
Fig. 13 Revenue Of Apple Inc. Revenue, By Geography (%), 2014
Fig. 14 SWOT Analysis Of Apple Inc.
Fig. 15 Revenue Generated By Sony Corporation, 2012-2014 ($Million)
Fig. 16 Revenue Of Sony Corporation, By Products And Services (%), 2014
Fig. 17 SWOT Analysis Of Sony Corporation
Fig. 18 Revenue Generated By Toshiba Corporation, 2012-2014 ($Million)
Fig. 19 Revenue Of Toshiba Corporation, By Operating Segments (%), 2014
Fig. 20 Revenue Of Toshiba Corporation, By Geography (%), 2014
Fig. 21 SWOT Analysis Of Toshiba Corporation
Fig. 22 Revenue Of NXP Semiconductors, 2012-2014 ($Million)
Fig. 23 SWOT Analysis Of NXP Semiconductors N.V.
Fig. 24 Revenue Of Samsung Electronics Co. Ltd., 2012-2014, ($Million)
Fig. 25 SWOT Analysis Of Samsung Electronics Co. Ltd.
Fig. 26 Revenue Of Broadcom Corporation 2012-2014, ($Million)
Fig. 27 SWOT Analysis Of Broadcom Corporation
Fig. 28 Revenue Of Texas Instruments Incorporated 2012-2014, ($Million)
Fig. 29 SWOT Analysis Of Texas Instruments Incorporated
Fig. 30 Revenue Of Stmicroelectronics N.V. 2012-2014, ($Million)
Fig. 31 Revenue Of Stmicroelectronics N.V., By Market Channel (%), 2014
Fig. 32 SWOT Analysis Of Stmicroelectronics N.V.
Fig. 33 Revenue Of Inside Secure 2012-2014, ($Million)
Fig. 34 SWOT Analysis Of Inside Secure

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