

Global 3D Secure Payment Authentication Market Set to Reach US\$ 4.06 Billion by 2033, Projected Growth at CAGR of 12.2%

North America leads global 3D secure payment with 28.90% revenue share, driven by US e-commerce. Rise in CNP fraud fuels adoption for secure authentication.



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/EINPresswire.com/ -- The global [3D secure payment authentication market](#)

is anticipated to reach US\$ 1.28 billion in 2023 and is likely to record a CAGR of 12.2% between 2023 and 2033. The 3D secure payment authentication market is expected to reach US\$ 4.06 billion by 2033. The rise in online fraud, including identity theft and illegal card use, is the ground for the sector's expansion.

Due to the growth in smartphone sales and internet usage, e-commerce and mobile commerce sales are rising globally. Online fraud has significantly increased as a result of the rise in popularity of online shopping portals and the accessibility of online payment options. This aspect is fueling the adoption of 3D authentication technology.

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Emerging Hotel Industry Adoption of Payment Secure Platforms is Sparking Market Growth:

Fast adopters of new technologies, such as computerized table service and app-based ordering, include hotels and restaurants. Customers can now order and pay using a variety of mobile platforms that offer a wide range of payment options.

Diverse hotels, resorts, and tourist attractions allow purchases and transactions online for services like booking rooms and other items. Online fraud can happen during a reservation transaction. Therefore, this boosts the adoption of 3D secure payment authentication along with 3D secure payment authentication market trends.

North America Outlook:

The 3D secure payment authentication market in North America is extremely competitive due to

significant technological advancements. The government's overall investment in research and development has increased drastically, including in the United States. The demand for increased security in online transactions has recently increased in the United States.

As retailers all over the United States started implementing EMV technology at Point-Of-Sale (POS) terminals, card fraud in person became more and more challenging. This caused criminal activity to start moving online.

Key Takeaways 3D Secure Payment Authentication Market:

With a 3D secure payment authentication market share of 38.85% of the total sales, the component category's merchant plug-in segment led the market.

The component category's access control server segment in the 3D secure payment authentication market is predicted to increase strongly.

The bank's segment gained a huge revenue share of more than 59.70% in application category revenue in 2023.

The application category's merchants & payment gateway section are predicted to increase at the maximum rate throughout the projection period.

In 2023, North America dominated the market and contributed to more than 28.90% of total sales.

Over the forecast period, the Asia Pacific 3D secure payment authentication market is anticipated to experience swift growth.

"Our forecasts indicate an unprecedented surge in the 3D secure payment authentication market, this growth trajectory signifies the industry's commitment to enhancing online transaction security and combating the growing threats of cyber fraud and identity theft." says Sudip Saha, Managing Director and Co-Founder at Future Market Insights.

Competitive Landscape:

In order to increase their visibility and solidify their market share, 3D secure authentication solutions providers are using development strategies in practice. To increase their 3D secure payment authentication market share, providers of 3D secure authentication have implemented significant expansion initiatives, such as product acquisitions, collaborations, and launches, as well as creating regional and international distribution networks.

Key Players 3D Secure Payment Authentication Market:

GPayments Pty Ltd.
Broadcom
Mastercard
RSA Security LLC
Modirum
Visa Inc
Bluefin Payment Systems LLC
Decta
American Express Company
JCB Co., Ltd.

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Recent Developments:

Launch

Everlink Payment Services Inc. declared in January 2022 that it had finished the 3D secure certification process. The VISA Consumer Authentication Service (VCAS) introduced a 3D Secure Payment Authentication Service for both Mastercard and Visa card products as a consequence of certification. Using the 3D Secure Payment Authentication Service, the company hopes to lower CNP transaction fraud.

Uber Technologies, Inc. stated in May 2019 that it had chosen the payments platform Adyen to use its 3D secure payment authentication solution. Uber Technologies, Inc. chose this option to give its consumers a simple and satisfying payment experience.

Key Segments 3D Secure Payment Authentication Market:

By Component:

Access Control Server
Merchant Plug-in
Others

By Application:

Banks
Merchants & Payment Gateway

By Region:

North America

Europe
Asia Pacific
Latin America
The Middle East and Africa

Author By:

Sudip Saha is the managing director and co-founder at Future Market Insights, an award-winning market research and consulting firm. Sudip is committed to shaping the market research industry with credible solutions and constantly makes a buzz in the media with his thought leadership. His vast experience in market research and project management across verticals in APAC, EMEA, and the Americas reflects his growth-oriented approach to clients.

Have a Look at the Related Reports of the Technology Domain:

[Passwordless Authentication Market Share](#): The overall demand for is projected to grow at a CAGR of 15.3% between 2022 and 2032, totaling around US\$ 55,679.4 Million by 2032.

[Online Payment Gateway Market Trends](#): The online payment gateway market size is expected to rise to US\$ 293.9 billion by 2033. The sales of online payment gateway are expected to grow at a significant CAGR of 9.6% during the forecast period.

About Future Market Insights (FMI):

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