

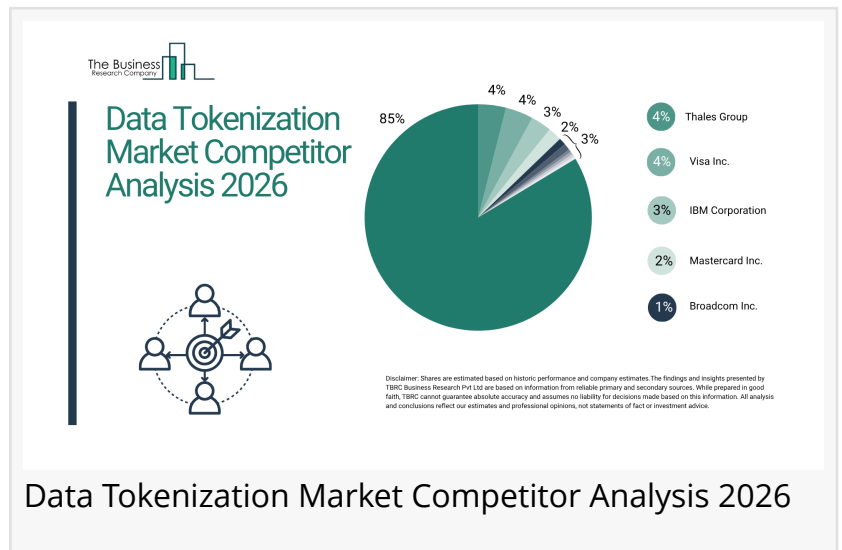
Who Are the Top Competitors in the Data Tokenization Market Today

The Business Research Company's Data Tokenization Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035

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/EINPresswire.com/ -- "The [data tokenization market](#) is dominated by a

mix of global payment technology providers, cybersecurity firms, and specialized data protection solution vendors. Companies are focusing on advanced encryption technologies, token vault architectures, cloud-based security platforms, API-driven integration capabilities, and AI-powered threat detection systems to strengthen market presence and address evolving data privacy and compliance requirements across industries. Emphasis on data security, regulatory compliance, scalability, real-time processing, and seamless integration with enterprise systems remains central to competitive positioning. Understanding the competitive landscape is essential for stakeholders seeking growth opportunities, technology innovation, and strategic partnerships within the rapidly evolving data security and digital transaction ecosystem.



Which Market Player Is Leading The Data Tokenization Market?

•According to our research, Thales Group led global sales in 2024 with a 4% market share. The company's data security and identity management division, which is directly involved in the data tokenization market, provides a broad portfolio of encryption, tokenization, and key management solutions that support data protection, regulatory compliance, secure digital transactions, and privacy management across financial services, healthcare, and enterprise IT environments.

Who Are The Major Players In The Data Tokenization Market?

Major companies operating in the data tokenization market are Thales Group, Visa Inc., IBM Corporation, Mastercard Inc., Broadcom Inc., Fiserv Inc., TokenEx LLC, Protegrity Inc., Hewlett Packard Enterprise Company, Google LLC, Informatica, Adyen N.V., Futurex Co., Marqeta Inc.,

Comforte AG, Sequent Software Inc., Amazon Web Services Inc., Prime Factors Inc., Euronet Worldwide Inc., CipherCloud Ltd., K2view Ltd., Very Good Security Inc., Open Text Corporation (Micro Focus), Fortanix Inc.

How Concentrated Is The Data Tokenization Market?

•The market is fairly fragmented, with the top 10 players accounting for 15% of total market revenue in 2024. This market structure reflects moderate technological and regulatory entry barriers, driven by stringent data protection regulations, evolving cybersecurity threats, increasing digital payment adoption, and the requirement for secure data processing, storage, and tokenization infrastructures. Leading players such as Thales Group, Visa Inc., IBM Corporation, Mastercard Inc., Broadcom Inc., Fiserv Inc., TokenEx LLC, Protegrity Inc., Hewlett Packard Enterprise Company, and Google LLC hold notable market shares through diversified data security portfolios, strong partnerships with financial institutions and enterprises, global operational presence, and continuous innovation in encryption, tokenization, and cloud-based protection solutions. As demand for enhanced data privacy, secure digital transactions, regulatory compliance, and protection against advanced cyber threats increases, product innovation, strategic collaborations, and expansion of cloud-native security platforms are expected to strengthen the competitive positioning of these leading companies in the market.

•Leading companies include:

- oThales Group (4%)
- oVisa Inc. (4%)
- oIBM Corporation (3%)
- oMastercard Inc. (2%)
- oBroadcom Inc. (1%)
- oFiserv Inc. (1%)
- oTokenEx LLC (0.4%)
- oProtegrity Inc. (0.4%)
- oHewlett Packard Enterprise Company (0.4%)
- oGoogle LLC (0.4%)

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Who Are The Key Raw Material Suppliers In The Data Tokenization Market?

•Major raw material suppliers in the data tokenization market include Amazon Web Services Inc., Microsoft Azure, Google Cloud Platform, Oracle Corporation, NVIDIA Corporation, Intel Corporation, Snowflake Inc., Databricks Inc., Cloudflare Inc., Okta Inc., Palo Alto Networks Inc., and Fortinet Inc.

Who Are The Major Wholesalers Or Distributors In The Data Tokenization Market?

•Major wholesalers or distributors in the data tokenization market include Accenture plc,

Capgemini SE, Cognizant Technology Solutions Corporation, Tata Consultancy Services Limited, Infosys Limited, Wipro Limited, HCL Technologies Limited, Tech Mahindra Limited, DXC Technology Company, NTT DATA Corporation, Fujitsu Limited, and Atos SE.

Who Are The Major End Users Of The Data Tokenization Market?

- Major end users in the data tokenization market include JPMorgan Chase & Co., Bank of America Corporation, Citigroup Inc., Wells Fargo & Company, PayPal Holdings Inc., Stripe Inc., Block Inc., Walmart Inc., Amazon.com Inc., UnitedHealth Group Incorporated, CVS Health Corporation, and Elevance Health Inc.

What Are The Major Competitive Trends In The Market?

- AI-driven data tokenization platforms are transforming the data tokenization market by enabling secure monetization of enterprise data, enhancing transparency, and supporting decentralized data ecosystems
- Example: In October 2025, Datavault AI Inc. launched a smart contract-enabled platform for tokenizing enterprise datasets with AI-based valuation and automated revenue distribution
- Its integration of AI-driven scoring, blockchain-based transactions, and secure data vault architectures enhances data value realization, enables scalable monetization, and supports transparent data exchange frameworks

Which Strategies Are Companies Adopting To Stay Ahead?

- Secure Tokenization Architectures Maintaining Data Integrity For AI Model Processing
- On-Chain Data Tokenization Platforms Transforming Legacy Financial And Enterprise Data Systems
- Token-First Infrastructure Architectures Advancing Global Digital Payment And Data Ecosystems
- Confidential Computing Technologies Enabling Secure AI Model Training And Data Utilization

Access The Detailed Data Tokenization Market Report Here

https://www.thebusinessresearchcompany.com/report/data-tokenization-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Apr PR

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