

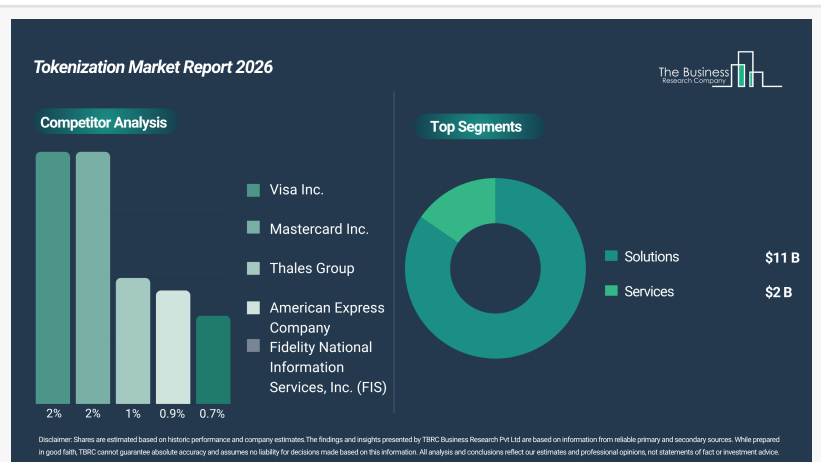
Tokenization Market Analysis Report Exploring Demand Patterns and Competitive Landscape

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

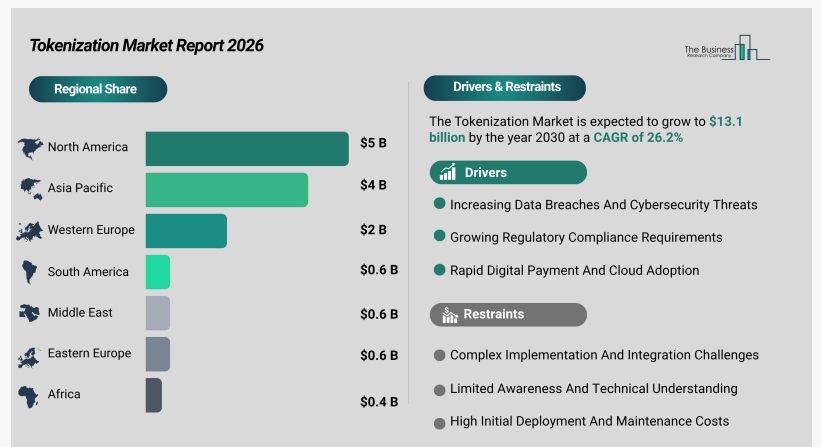
LONDON, GREATER LONDON, UNITED KINGDOM, October 13, 2026 /EINPresswire.com/ -- The [tokenization market](#) is an intricate ecosystem shaped by various players, including global payment technology providers, financial infrastructure firms, blockchain developers, and cybersecurity companies. These organizations emphasize secure digital asset representation, protection of payment credentials, robust blockchain transaction frameworks, enhanced identity verification, and tokenized solutions that span financial and enterprise use cases. Competing primarily on data privacy, fraud prevention, seamless transaction processing, cross-platform compatibility, and regulatory adherence, understanding this market landscape offers valuable insights into technological advancements, growth opportunities, and potential collaborations within the rapidly evolving digital payments and blockchain space.

[Tokenization Market Size](#) and Industry Share Projections

The tokenization market is forecasted to reach a valuation exceeding \$13 billion by 2030. Its broader parent sector, Digital Technology, is expected to hit around \$4,811 billion the same year, with tokenization representing approximately 0.3% of this total. Looking at the even larger Information Technology sector, projected at \$13,788 billion by 2030, tokenization will account for



Tokenization Market Share

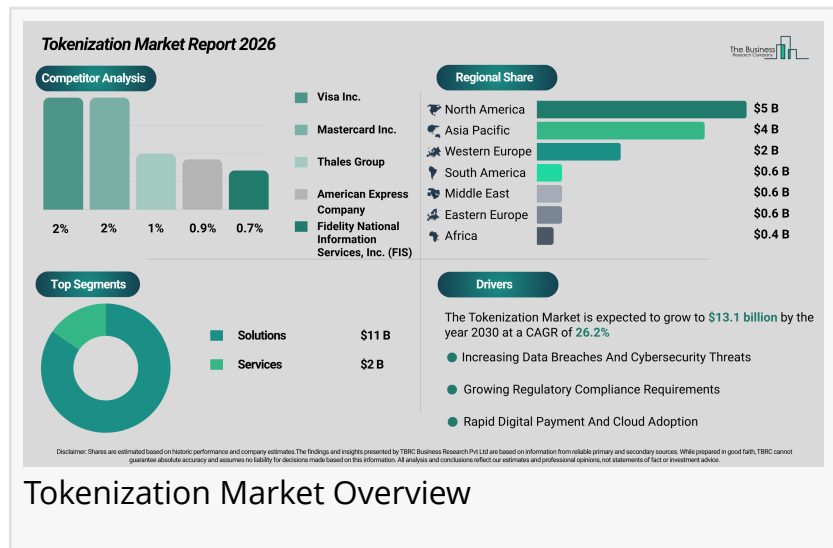


Tokenization Market Analysis

nearly 0.1% of the overall market. The sector is anticipated to grow at a compound annual growth rate (CAGR) of 26% through to 2030, indicating rapid expansion.

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Tokenization Market Report

https://thebusinessresearchcompany.com/sample_request?id=5739&type=sm_p&name=Tokenization%20Market%20Report%202026&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Oct_PR



Dominant Segments Within the Tokenization Market

Breaking down the market by component, solutions and services form the primary categories. Solutions will dominate in 2030, comprising 85% or about \$11 billion of the total market value. This segment's growth is driven by enterprise token vault platforms that secure sensitive data, the integration of tokenization into payment and customer data processing systems, increasing demand for scalable security across hybrid IT environments, and innovations such as automated token lifecycle management that streamline security operations. On the services side, offerings are divided into professional and managed services.

Additional Market Segments and Their Applications

The tokenization market can also be segmented by application into payment security, user authentication, and compliance management. Vertically, it spans banking, financial services, and insurance; healthcare; IT and ITeS; government; retail and eCommerce; energy and utilities; as well as other industries. Finally, organization size divides the market between large enterprises and small to medium-sized enterprises (SMEs), reflecting the broad adoption of tokenization solutions.

Access The Detailed Tokenization Market Report Here

https://thebusinessresearchcompany.com/report/tokenization-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Oct_PR

Regional Forecasts for the Tokenization Market

North America is set to remain the largest regional market for tokenization, projected to reach \$5 billion by 2030, up from \$2 billion in 2025, at a compound annual growth rate of 25%. This remarkable growth is fueled by the widespread adoption of privacy-enhancing technologies, increasing requirements for secure data exchange in cloud environments, investments in zero-trust cybersecurity frameworks, and stronger data protection policies safeguarding sensitive enterprise information.

Country-Level Insights Highlighting the USA's Market Role

Within North America, the USA is expected to be the dominant country for tokenization, with market value growing from \$1 billion in 2025 to \$4 billion in 2030 at a CAGR of 26%. This acceleration is supported by the strategic incorporation of tokenization into enterprise data security plans, widespread use within API-driven digital payment ecosystems, modernization of cybersecurity practices in regulated sectors, and the deployment of cloud-native security tools that enhance the safety of data processing and storage.

Top Companies Leading the Tokenization Market

Visa Inc. holds the leading position in global tokenization sales as of 2025, capturing a 2% market share according to [The Business Research Company](#). Its Visa Token Service segment plays a key role by replacing sensitive card details with secure tokens, thereby elevating transaction security, reducing fraud, and improving authentication processes across card payments, digital wallets, and connected commerce platforms.

Market Concentration and Competitive Landscape

The tokenization market remains fragmented, with the top 10 companies accounting for just 9% of total revenue in 2025. Moderate barriers such as complex payment security demands, evolving digital transaction ecosystems, stringent data protection regulations, and the necessity for scalable cryptographic infrastructure contribute to this fragmentation. Market leaders maintain strong positions through advanced tokenization platforms, extensive financial institution partnerships, deep enterprise integrations, and continuous innovation in payment security, digital identity, and data protection. As demand increases for secure digital payment solutions, cloud transaction processing, privacy-enhancing technologies, and fraud prevention, efforts to upgrade platforms, form partnerships, and expand globally are expected to boost their market shares.

Key Players and Their Market Shares in 2025

The leading tokenization market participants and their respective shares in 2025 include:

- Visa Inc. (2%)
- Mastercard Inc. (2%)
- Thales Group (1%)
- American Express Company (1%)
- Fidelity National Information Services, Inc. (FIS) (1%)
- Fiserv Inc. (1%)
- Entrust Corporation (1%)
- Worldline SA (0.4%)
- Marqeta Inc. (0.3%)
- Futurex (0.2%)

Factors Propelling Tokenization Market Growth

Three primary drivers are expected to accelerate the global tokenization market through 2030.

First, rising cybersecurity threats and frequent data breaches across sectors such as financial services, healthcare, retail, telecom, and government are prompting organizations to replace sensitive customer and business data with secure tokens. This limits exposure to stolen information, reduces financial losses, protects brand reputation, and strengthens overall security, contributing approximately 2.4% annual growth.

Secondly, stringent regulatory compliance requirements for data privacy and payment security compel firms to tokenize data, thereby minimizing the volume of sensitive information stored internally. This approach simplifies regulatory audits, lowers compliance risks, improves governance practices, and keeps organizations aligned with evolving legal and industry standards. This driver adds an estimated 2.2% growth annually.

Thirdly, the rapid expansion of digital payments and cloud-based business models—including digital wallets, e-commerce platforms, mobile banking, SaaS applications, and cloud-native environments—increases the need to safeguard payment credentials and confidential data without compromising transaction speed. Tokenization has become a critical element in ensuring secure digital transactions, cloud integrations, and seamless omnichannel operations, contributing roughly 2.1% annual growth.

Emerging Trends Influencing the Tokenization Market

The infrastructure for digital asset tokenization is transforming the market by broadening institutional access to assets, enhancing blockchain-based settlement processes, and bridging traditional financial systems with digital asset ecosystems. For example, in May 2026, The Depository Trust & Clearing Corporation (DTCC) advanced its DTC Tokenization Service, enabling tokenization of real-world securities with backing from over 50 financial industry firms involved in custody, asset management, brokerage, and trading. This blockchain-based asset representation, coupled with regulated ownership frameworks and interoperable settlement systems, improves transparency, boosts liquidity potential, and encourages widespread adoption of tokenized securities across global financial markets.

Competitive Tactics Shaping the Tokenization Sector

Key strategies in the tokenization market include expanding the adoption of blockchain-based asset digitization solutions, integrating tokenization more broadly across financial services platforms, increasing institutional investments in digital asset infrastructure, forming strategic alliances to develop the tokenized asset ecosystem, and advancing technology to enhance the security and scalability of tokenization networks.

Future Opportunities in Tokenization Through 2030

The combined segments of solutions and services offer the largest growth potential, expected to add over \$9 billion in value by 2030—\$8 billion coming from solutions and \$1 billion from services between 2025 and 2030. This expansion will be driven by innovations such as vaultless tokenization architectures, API-driven data protection platforms, integration with zero-trust security models, and cloud-native security improvements that boost data protection and

scalability.

Key Players Defining the Tokenization Industry

Major corporations in the tokenization market include Visa Inc., Mastercard Inc., Thales Group, American Express Company, Fidelity National Information Services, Inc. (FIS), Fiserv Inc., Entrust Corporation, Worldline SA, Marqeta Inc., Futurex, OpenText Corporation, TokenEx Inc., WEX Inc., Shift4 Payments, Inc., AsiaPay Limited, CipherCloud Inc., Securitize Inc., Inveniam Capital Partners Inc., DigiShares ApS, Smart Token Labs, and Blockchain App Factory.

Tokenization Market Supply Chain and Client Profile

Raw material and technology suppliers supporting the tokenization market include IBM, Microsoft, Amazon Web Services, Google Cloud, Oracle, Thales, Entrust, Gemalto, Broadcom, Cisco Systems, Dell Technologies, Hewlett Packard Enterprise, Palo Alto Networks, Fortinet, Check Point Software Technologies, CrowdStrike, Okta, and Cloudflare. Wholesalers and distributors encompass companies such as Ingram Micro, TD SYNEX, Arrow Electronics, CDW Corporation, SHI International, Insight Enterprises, Computacenter, Softcat, Bechtel, Presidio, World Wide Technology, ScanSource, Avnet, Exclusive Networks, Westcon-Comstor, Pax8, GTT Communications, NTT Data, and Rackspace Technology. End users are represented by leading financial institutions and corporations including JPMorgan Chase, Bank of America, Citigroup, HSBC, Barclays, Visa, Mastercard, PayPal, Stripe, Adyen, Walmart, Amazon, Apple, Google, Samsung, Salesforce, SAP, Siemens, UnitedHealth Group, and CVS Health.

Our 2026 market reports now feature expanded strategic intelligence through market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based dashboards, market hotspots infographics, key technology and future trend analysis, along with updated graphics and tables.

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