

Worldwide EMV Chip Card Deployment and Adoption*

Region	2015		2016		2017	
	EMV Cards	Adoption Rate	EMV Cards	Adoption Rate	EMV Cards	Adoption Rate
Africa & the Middle East	160M	61.2%	184M	68.7%	219M	74.8%
Asia Pacific	2,459M	32.7%	3,331M	38.8%	4,147M	45.7%
Canada, Latin America, and the Carribean	680M	71.7%	717M	75.7%	820M	85.7%
Europe Zone 1	881M	84.3%	921M	84.9%	939M	84.4%
Europe Zone 2	200M	52.3%	243M	63.7%	276M	71.4%
United States	394M	26.4%	675M	52.2%	785M	58.5%

*Figures reported in Q4 of 2015, 2016, and 2017, respectively, and represent the latest statistics from American Express, Discover, JCB, Mastercard, Union Pay, and Visa, as reported by their member institutions globally.

Worldwide EMV Deployment: Regional Definitions

Canada, Latin America and The Caribbean	Asia Pacific	Africa and the Middle-East	Europe Zone 1	Europe Zone 2
Canada Mexico All Central American Countries All South American Countries All Carribean Countries	Australia New Zealand Greater China Japan North & South Korea Mongolia India Sri Lanka Bangladesh Bhutan Nepal South & South-East Asia	All African Countries The Middle East Levant	Andorra Austria Belgium Bulgaria Cyprus Czech Republic Denmark Estonia Finland France Germany Gibraltar Greece Greenland Hungary Iceland Ireland Israel Italy Liechtenstein Latvia Lithuania Luxembourg Malta Netherlands New Caledonia Norway Poland Portugal Romania Slovak Republic Slovenia Spain Sweden Switzerland Turkey UK	Albania Armenia Azerbaijan Belarus Bosnia & Herzegovina Croatia Georgia Kazakhstan Kyrgyzstan Macedonia Moldova Serbia & Montenegro Tajikistan Turkmenistan Russia Ukraine Uzbekistan