

Worldwide EMV Chip Card Deployment and Adoption*

Region	2016		2017		2018	
	EMV Cards	Adoption Rate	EMV Cards	Adoption Rate	EMV Cards	Adoption Rate
Africa & the Middle East	184M	68.7%	219M	74.8%	272M	87.8%
Asia Pacific	3,331M	38.8%	4,147M	45.7%	5,001M	51.0%
Canada, Latin America, and the Carribean	717M	75.7%	820M	85.7%	848M	86.9%
Europe Zone 1	921M	84.9%	939M	84.4%	966M	85.5%
Europe Zone 2	243M	63.7%	276M	71.4%	301M	80.4%
United States	675M	52.2%	785M	58.5%	842M	60.7%

*Figures reported in Q4 of 2016, 2017, and 2018, respectively, and represent the latest statistics from American Express, Discover, JCB, MasterCard, UnionPay, and Visa, as reported by their member institutions globally.

Worldwide EMV Deployment: Regional Definitions

Canada, Latin America and The Carribean	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