



# TRUSTECH

Payments | Identification

## 02-04 DEC 2025

PARIS EXPO  
PORTE DE  
VERSAILLES  
PAVILION 5.2



## Payment and identification markets in 2025: what's next?

To keep a close eye on market dynamics and continue providing our exhibitors with high value-added insights, we invited our visitors to take part in a short survey and share their views on today's landscape and tomorrow's opportunities. Discover the key takeaways...

### 73%

of our visitors are optimistic about the business outlook for the next two years

### 87%

of visiting companies have adopted or will adopt AI shortly with top 3 priorities :

- Process automation
- Fraud detection
- Customer experience personalisation

### 58%

of investment plans are short-term (less than 6 months)

### Ranking of geographic regions targeted for investment projects :

- ① EUROPE (excl. France)
- ② ASIA
- ③ FRANCE
- ④ MIDDLE EAST
- ⑤ NORTH AMERICA
- ⑥ SOUTH AMERICA
- ⑦ OCEANIA

### TOP 5 strategic priorities for the next 3 years :

- Digital transformation
- Innovation
- Cost optimisation
- User experience improvement
- Cybersecurity

### TOP 5 tech trends for the next 5 years:

- AI & machine learning
- Digital identity
- Instant payments
- Tokenisation
- Quantum cryptography

### 85%

of our visitors have an investment project in the payment or identification sector

### 89%

of visiting companies take sustainability and environmental impact into account in their investment decisions

### +1 M€

investment budget for 23% of our top buyers

\*Results based on TRUSTECH 2024 visitor's survey. For more information about the survey, please contact us : [contact@trustech-event.com](mailto:contact@trustech-event.com).

## WHAT OUR VISITORS ARE LOOKING FOR ?

### Digital identity

### Instant payments

### Europe of payments

### Web 3.0 for payments

## Identity and Access Management

### Augmented Intelligence

### European Digital Identity Wallet

### Government ID

### 100% Tokenisation for payments



TRUSTECH is the global event for professionals dedicated to innovative payments and identification solutions.

The next edition will be held from 02 to 04 December 2025 in Paris Expo Porte de Versailles, with over 8,000 visitors and 200 exhibitors expected.

Find out more about our participation offers :

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