

North America ATM Industry Outlook to 2015

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Abstracts

Executive summary

The report titled “North America ATM Market Outlook to 2015” provides a comprehensive analysis on the total number of ATM terminals installed, total number of ATM cards issued, total number of ATM cash withdrawal transactions, total ATM cash withdrawals, top banks in respective countries in terms of total ATM holdings in that country. The report also discusses major trends and developments in the ATM market, company profile of top hardware and software players, government regulations in respective countries and several alternative payment methods (credit cards, debit cards and POS terminals) across various countries.

The future projections included in the report provide an insight on the prospects in the North America and country-wise ATM market. The report covers a detailed coverage on North America region encompassing The US and Canada.

North America

Global ATM market is dominated by the Asia-Pacific region which contributed around ~ thousand ATMs in 2011 to command ~% of the market. Their market share has grown considerably from ~% in 2006. North America is the second largest region contributing ~% to the total global ATM market. This region is led majorly by the US which alone contributed over ~% to the total North America ATM market. North America was the leading region with regard to the ATM market until 2009 after which it was toppled by Asia-Pacific. The decreasing market share of North America can be attributed to the maturity of this market.

The US and Canada constitute the North American region. The US holds the major market share in terms of the total number of ATM machines installed in North America

accounting for ~% of the total ATMs installed in that region. This region is a relatively matured market for the ATM industry.

North America is the second largest region contributing ~% to the total global ATM market in 2011. This region is led majorly by the US which alone contributed over ~% to the total North America ATM market. North America was the leading region with regard to the ATM market until 2009 after which it was topped by Asia–Pacific. The decreasing market share of North America can be attributed to the maturity of this market.

The US

The US is one of the most mature markets for the ATM industry. This country holds around ~% market share in North America.

The US is one of the last countries to embrace the EMV (Europay, MasterCard and VISA) technology. MasterCard and Visa have already declared their plans to shift towards EMV based payment system in the country. Visa is aiming to fuel chip adoption and espousal of mobile transactions and payments through various retailer incentives, processing infrastructure acceptance requirements and counterfeit card liability shift.

Canada

The total ATM terminals installed in Canada has grown at a 5 year CAGR of ~% to record total installation of ~ thousand ATMs in 2011. The total number of ATM cash withdrawal transactions conducted in the US portrayed a decline of ~% to record ~ million transactions in 2010. The ATM cash withdrawal transactions decreased till 2009 and showed a growth of ~% in 2010 and ~% in 2011.

Key Topics Covered in the Report:

North America region and country-wise market size by total ATM terminals installed, total ATM cash withdrawal transactions and total ATM cash withdrawn

Market segmentation on the basis of ATM terminals in countries such as the US and Canada

Total POS terminals in North America

Total credit cards and debit cards issued in respective countries

Top banks in respective countries on the basis of total ATM holdings in that country.

Trends and Development of the ATM Industry.

ATM frauds

Threats to the ATM market from some alternative payment methods

Company profile of the top ATM hardware and software manufacturers

Future outlook and projections of total ATM terminals installed and total ATM cards issued.

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