

# Analyzing the Market for ATMs in China

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## Abstracts

The ATM industry in China is expanding at a rapid pace than ever before. As one of the most emerging ATM markets, China has become the second largest ATM market in the world. With the number of ATMs in the country increasing by nearly 25% from 2010 to 2011, China's sharp increase in ATM ownership does not mean that the ATM market has already been saturated. Instead, the ATM market of China is on its way for sustained and stable development.

There is a robust demand in the Chinese ATM market. There has been high ongoing competition in the market dominated by foreign companies like Diebold, NCR and Wincor Nixdorf. Product quality is the key factor to win the trust of big state-owned banks in China. Due to the increased competition from some of the local players, the companies are consistently experiencing decline in market share. Diebold is a key global player and dominated the Chinese ATM market till 2008. But after that, the company faced stringent competition from other players due to which the company's market share has been decreasing.

The top five ATM suppliers in the Chinese market remain GRGBanking, Hitachi, NCR, YH, and Diebold. Competition still intensifies as the top five companies take up 70% of the total sales volume.

One of the prominent difference in the ATM market of the US and China is that the US market is a saturated market with replacement of ATM gaining centre stage whereas the China ATM market is a growing market with installation of new ATMs being the new wave.

Aruvians Rsearch analyzes the Market for ATMs in China in its research offering Analyzing for Market for ATMs in China. The report is a complete coverage of this fast growing industry and also includes a profile of the global ATM industry along with the

ATM market in Asia Pacific.

The analysis of the ATM market in Asia Pacific includes an industry profile, industry size analysis, industry segmentation and market outlook till 2015.

The ATM market in China is analyzed through an industry profile that looks at the industry statistics and growth trends, industry size, and a market outlook till 2015.

Competition in the industry and the major manufacturers of ATMs are analyzed through a corporate profile, business segment analysis, financial analysis and a SWOT analysis.

Aruvian R'search's report Analyzing the Market for ATMs in China is a complete profile of this fast growing industry.

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