

# Global SoftPOS Market to Reach USD 1.90 Billion by 2032

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## Abstracts

The Global SoftPOS Market, valued at approximately USD 0.31 billion in 2023, is projected to expand at a CAGR of 22.30% during the forecast period 2024-2032. As the financial landscape rapidly evolves with digital transformation, businesses are increasingly shifting toward contactless, software-based point-of-sale (SoftPOS) solutions that facilitate secure, real-time transactions without the need for traditional hardware terminals. This innovative technology enables merchants to accept payments seamlessly via smartphones or tablets, significantly lowering the cost of infrastructure while improving customer convenience.

The growing adoption of NFC-enabled smartphones, advancements in encryption protocols, and increasing regulatory support for digital payments are driving widespread SoftPOS implementation. Additionally, the proliferation of small and medium-sized enterprises (SMEs) and micro-businesses, particularly in emerging markets, is contributing to the demand for cost-effective, software-based POS solutions. Meanwhile, the rise in e-commerce, changing consumer payment preferences, and the push toward cashless economies further enhance market growth. To address security concerns, SoftPOS providers are integrating tokenization, biometric authentication, and AI-driven fraud detection mechanisms to ensure robust data protection.

Despite its rapid adoption, the SoftPOS market faces challenges, including cybersecurity vulnerabilities, compatibility issues across multiple payment ecosystems, and regulatory complexities in different countries. Moreover, merchant skepticism regarding transaction reliability and network stability could slow the pace of adoption. However, strategic collaborations between payment service providers (PSPs), banks, and fintech firms are expected to bridge these gaps, accelerating the expansion of SoftPOS platforms.

Regionally, North America dominates the market due to high digital penetration, a mature fintech ecosystem, and widespread adoption of contactless payments. The United States and Canada are spearheading innovation with regulatory frameworks supporting digital payment expansion. Europe follows closely, with countries like the UK, Germany, and France witnessing strong growth in SoftPOS adoption, fueled by increasing merchant acceptance of digital payments and government-led cashless initiatives. Asia-Pacific is set to witness the fastest growth, propelled by rising smartphone penetration, expanding digital payment infrastructure, and fintech investments in countries such as China, India, and Southeast Asia. Meanwhile, Latin America and the Middle East & Africa are emerging markets, driven by growing financial inclusion initiatives and the expansion of mobile payment networks.

Major market players included in this report are:

Visa Inc.

Mastercard Inc.

PayPal Holdings, Inc.

Square, Inc.

Samsung Electronics Co., Ltd.

Apple Inc.

Google LLC

Ingenico (Worldline Group)

FIS Global

Stripe, Inc.

NMI (Network Merchants, LLC)

Fiserv, Inc.

Verifone Systems, Inc.

SumUp Payments Limited

Paytm

The detailed segments and sub-segments of the market are explained below:

By Enterprise Size:

Micro & Small Business

Medium & Large Business

By Operating System:

Android

iOS

By End-use:

Retail

Hospitality

Healthcare

Transportation & Logistics

BFSI

Others

By Region:

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North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

Latin America:

Brazil

Mexico

Rest of Latin America

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024-2032

Key Takeaways:

Market estimates & forecasts for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscape with country-level assessments.

Competitive landscape with insights into major players in the market.

Evaluation of key business strategies and recommendations on future market approaches.

Demand-side and supply-side analysis of the market.



## Contents

### **CHAPTER 1.GLOBAL SOFTPOS MARKET EXECUTIVE SUMMARY**

- 1.1.Global SoftPOS Market Size & Forecast (2022-2032)
- 1.2.Regional Summary
- 1.3.Segmental Summary
  - 1.3.1.{By Enterprise Size}
  - 1.3.2.{By Operating System}
  - 1.3.3.{By End-use}
- 1.4.Key Trends
- 1.5.Recession Impact
- 1.6.Analyst Recommendation & Conclusion

### **CHAPTER 2.GLOBAL SOFTPOS MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1.Research Objective
- 2.2.Market Definition
- 2.3.Research Assumptions
  - 2.3.1.Inclusion & Exclusion
  - 2.3.2.Limitations
  - 2.3.3.Supply Side Analysis
    - 2.3.3.1.Availability
    - 2.3.3.2.Infrastructure
    - 2.3.3.3.Regulatory Environment
    - 2.3.3.4.Market Competition
    - 2.3.3.5.Economic Viability (Consumer's Perspective)
  - 2.3.4.Demand Side Analysis
    - 2.3.4.1.Regulatory Frameworks
    - 2.3.4.2.Technological Advancements
    - 2.3.4.3.Environmental Considerations
    - 2.3.4.4.Consumer Awareness & Acceptance
- 2.4.Estimation Methodology
- 2.5.Years Considered for the Study
- 2.6.Currency Conversion Rates

### **CHAPTER 3.GLOBAL SOFTPOS MARKET DYNAMICS**

### 3.1. Market Drivers

- 3.1.1. Growing Adoption of NFC-Enabled Smartphones and Digital Payment Platforms
- 3.1.2. Advancements in Encryption Protocols and Secure Transaction Technologies
- 3.1.3. Regulatory Support for Cashless Economies and Digital Payments

### 3.2. Market Challenges

- 3.2.1. Cybersecurity Vulnerabilities and Fraud Risks
- 3.2.2. Compatibility Issues Across Diverse Payment Ecosystems
- 3.2.3. Regulatory Complexities in Varying Jurisdictions

### 3.3. Market Opportunities

- 3.3.1. Strategic Collaborations Between PSPs, Banks, and Fintech Firms
- 3.3.2. Expansion in Emerging Markets and Increased SME Adoption
- 3.3.3. Integration of Innovative Security and Transaction Technologies

## **CHAPTER 4. GLOBAL SOFTPOS MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top Investment Opportunity

### 4.4. Top Winning Strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL SOFTPOS MARKET SIZE & FORECASTS BY ENTERPRISE SIZE 2022-2032**



#### 5.1.Segment Dashboard

#### 5.2.Global SoftPOS Market: {Enterprise Size} Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

##### 5.2.1.Micro & Small Business

##### 5.2.2.Medium & Large Business

### **CHAPTER 6.GLOBAL SOFTPOS MARKET SIZE & FORECASTS BY OPERATING SYSTEM 2022-2032**

#### 6.1.Segment Dashboard

#### 6.2.Global SoftPOS Market: {Operating System} Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

##### 6.2.1.Android

##### 6.2.2.iOS

### **CHAPTER 7.GLOBAL SOFTPOS MARKET SIZE & FORECASTS BY END-USE 2022-2032**

#### 7.1.Segment Dashboard

#### 7.2.Global SoftPOS Market: {End-use} Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

### **CHAPTER 8.COMPETITIVE INTELLIGENCE**

#### 8.1.Key Company SWOT Analysis

##### 8.1.1.{Company 1}

##### 8.1.2.{Company 2}

##### 8.1.3.{Company 3}

#### 8.2.Top Market Strategies

#### 8.3.Company Profiles

##### 8.3.1.{First Company Name}

###### 8.3.1.1.Key Information

###### 8.3.1.2.Overview

###### 8.3.1.3.Financial (Subject to Data Availability)

###### 8.3.1.4.Product Summary

###### 8.3.1.5.Market Strategies

##### 8.3.2.{Company 2}

##### 8.3.3.{Company 3}

##### 8.3.4.{Company 4}

- 8.3.5.{Company 5}
- 8.3.6.{Company 6}
- 8.3.7.{Company 7}
- 8.3.8.{Company 8}
- 8.3.9.{Company 9}
- 8.3.10.{Company 10}
- 8.3.11.{Company 11}
- 8.3.12.{Company 12}
- 8.3.13.{Company 13}
- 8.3.14.{Company 14}
- 8.3.15.{Company 15}

## **CHAPTER 9.RESEARCH PROCESS**

- 9.1.Research Process
  - 9.1.1.Data Mining
  - 9.1.2.Analysis
  - 9.1.3.Market Estimation
  - 9.1.4.Validation
  - 9.1.5.Publishing
- 9.2.Research Attributes

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