

# Global SoftPOS Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G1FA851861F8EN.html>

Date: December 2024

Pages: 125

Price: US\$ 2,800.00 (Single User License)

ID: G1FA851861F8EN

## Abstracts

### Report Overview

SoftPOS, short for Software Point of Sale, refers to a mobile application that enables smartphones or tablets to function as payment terminals, allowing merchants to accept card payments without the need for additional hardware. This innovative solution has gained significant traction in the payment industry due to its convenience, cost-effectiveness, and flexibility. SoftPOS solutions are typically secure, user-friendly, and compatible with various payment methods, making them a popular choice for small and medium-sized businesses.

The current market size for SoftPOS stands at approximately USD 150 million in 2023. This figure is expected to grow at a projected Compound Annual Growth Rate (CAGR) of 25.50% from 2024 to 2032. The key growth drivers for the SoftPOS market include the increasing adoption of digital payment methods, the proliferation of smartphones and tablets, the demand for contactless payment solutions, and the growing preference for cloud-based payment systems.

One of the prominent trends in the SoftPOS market is the integration of advanced security features to protect sensitive payment data. For instance, tokenization, encryption, biometric authentication, and secure element technology are being incorporated into SoftPOS solutions to enhance security and build trust among users. This trend is driven by the rising concerns around data breaches and fraud in the payment ecosystem.

Another trend shaping the SoftPOS market is the emphasis on interoperability and compatibility with multiple payment networks and devices. SoftPOS providers are

focusing on ensuring seamless integration with various payment methods such as EMV chip cards, mobile wallets, and QR code payments to cater to diverse merchant requirements and consumer preferences. This trend is driven by the need for flexibility and scalability in payment processing solutions.

Furthermore, the shift towards omnichannel retailing is driving the demand for integrated SoftPOS solutions that can support both online and offline transactions. Merchants are increasingly looking for unified payment platforms that can streamline operations, provide real-time analytics, and offer a consistent customer experience across different sales channels. This trend is fueled by the growing convergence of physical and digital commerce in the retail industry.

In terms of regional market distribution, leading markets for SoftPOS include North America, Europe, and Asia Pacific. North America dominates the market due to the early adoption of digital payment technologies, the presence of key industry players, and the favorable regulatory environment. Europe is also a significant market for SoftPOS, driven by the strong emphasis on data security and compliance with payment regulations. In Asia Pacific, the market is growing rapidly, supported by the increasing smartphone penetration, the rise of e-commerce, and the government initiatives to promote cashless transactions.

Despite the promising growth prospects, the SoftPOS market faces several challenges. One of the key challenges is the need to address security vulnerabilities and compliance requirements associated with handling payment data on mobile devices. Ensuring robust data protection measures and adhering to industry standards such as PCI DSS are crucial for building trust among merchants and consumers. Additionally, interoperability issues, connectivity limitations, and the lack of awareness about SoftPOS solutions among small businesses pose challenges to market expansion.

In conclusion, the SoftPOS market is poised for significant growth driven by the increasing demand for convenient, secure, and versatile payment solutions. By addressing key trends such as enhanced security features, interoperability, and omnichannel capabilities, SoftPOS providers can capitalize on the expanding market opportunities. However, overcoming challenges related to security, compliance, and awareness will be essential for unlocking the full potential of the SoftPOS market and driving widespread adoption across various industries and geographies.

This report provides a deep insight into the global SoftPOS market covering all its essential aspects. This ranges from a macro overview of the market to micro details of

the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global SoftPOS Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the SoftPOS market in any manner.

#### Global SoftPOS Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

#### Key Company

Ingenico

IBA

SAP

Tidypay

Worldline

Alcin?o

Wizzit (Pty) Ltd

Bindo Labs

Fairbit

Yazara

ASSECO

CM.COM

Sharp Electronics

Fime

NEC

PAX Global Technology

Castlestech

Tianyu Information

Lakala

Feitian Technologies

Market Segmentation (by Type)

Android

IOS

Market Segmentation (by Application)

Hotel

Hospital

Retail

Entertainment

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the SoftPOS Market

Overview of the regional outlook of the SoftPOS Market:

### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the SoftPOS Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.



## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of SoftPOS

#### 1.2 Key Market Segments

##### 1.2.1 SoftPOS Segment by Type

##### 1.2.2 SoftPOS Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 SOFTPOS MARKET OVERVIEW**

#### 2.1 Global Market Overview

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

#### 2.4 Macroeconomic Analysis

### **3 SOFTPOS MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global SoftPOS Revenue Market Share by Company (2019-2024)

#### 3.2 SoftPOS Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.3 Company SoftPOS Market Size Sites, Area Served, Product Type

#### 3.4 SoftPOS Market Competitive Situation and Trends

##### 3.4.1 SoftPOS Market Concentration Rate

##### 3.4.2 Global 5 and 10 Largest SoftPOS Players Market Share by Revenue

##### 3.4.3 Mergers & Acquisitions, Expansion

### **4 SOFTPOS VALUE CHAIN ANALYSIS**

#### 4.1 SoftPOS Value Chain Analysis

#### 4.2 Midstream Market Analysis

#### 4.3 Downstream Customer Analysis

### **5 THE DEVELOPMENT AND DYNAMICS OF SOFTPOS MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 Mergers & Acquisitions
  - 5.5.2 Expansions
  - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 SOFTPOS MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global SoftPOS Market Size Market Share by Type (2019-2024)
- 6.3 Global SoftPOS Market Size Growth Rate by Type (2019-2024)

## **7 SOFTPOS MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global SoftPOS Market Size (M USD) by Application (2019-2024)
- 7.3 Global SoftPOS Market Size Growth Rate by Application (2019-2024)

## **8 SOFTPOS MARKET SEGMENTATION BY REGION**

- 8.1 Global SoftPOS Market Size by Region
  - 8.1.1 Global SoftPOS Market Size by Region
  - 8.1.2 Global SoftPOS Market Size Market Share by Region
- 8.2 North America
  - 8.2.1 North America SoftPOS Market Size by Country
  - 8.2.2 U.S.
  - 8.2.3 Canada
  - 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe SoftPOS Market Size by Country
  - 8.3.2 Germany
  - 8.3.3 France
  - 8.3.4 U.K.
  - 8.3.5 Italy

#### 8.3.6 Russia

### 8.4 Asia Pacific

#### 8.4.1 Asia Pacific SoftPOS Market Size by Region

#### 8.4.2 China

#### 8.4.3 Japan

#### 8.4.4 South Korea

#### 8.4.5 India

#### 8.4.6 Southeast Asia

### 8.5 South America

#### 8.5.1 South America SoftPOS Market Size by Country

#### 8.5.2 Brazil

#### 8.5.3 Argentina

#### 8.5.4 Columbia

### 8.6 Middle East and Africa

#### 8.6.1 Middle East and Africa SoftPOS Market Size by Region

#### 8.6.2 Saudi Arabia

#### 8.6.3 UAE

#### 8.6.4 Egypt

#### 8.6.5 Nigeria

#### 8.6.6 South Africa

## 9 KEY COMPANIES PROFILE

### 9.1 Ingenico

#### 9.1.1 Ingenico SoftPOS Basic Information

#### 9.1.2 Ingenico SoftPOS Product Overview

#### 9.1.3 Ingenico SoftPOS Product Market Performance

#### 9.1.4 Ingenico SoftPOS SWOT Analysis

#### 9.1.5 Ingenico Business Overview

#### 9.1.6 Ingenico Recent Developments

### 9.2 IBA

#### 9.2.1 IBA SoftPOS Basic Information

#### 9.2.2 IBA SoftPOS Product Overview

#### 9.2.3 IBA SoftPOS Product Market Performance

#### 9.2.4 IBA SoftPOS SWOT Analysis

#### 9.2.5 IBA Business Overview

#### 9.2.6 IBA Recent Developments

### 9.3 SAP

#### 9.3.1 SAP SoftPOS Basic Information

### 9.3.2 SAP SoftPOS Product Overview

### 9.3.3 SAP SoftPOS Product Market Performance

### 9.3.4 SAP SoftPOS SWOT Analysis

### 9.3.5 SAP Business Overview

### 9.3.6 SAP Recent Developments

## 9.4 Tidypay

### 9.4.1 Tidypay SoftPOS Basic Information

### 9.4.2 Tidypay SoftPOS Product Overview

### 9.4.3 Tidypay SoftPOS Product Market Performance

### 9.4.4 Tidypay Business Overview

### 9.4.5 Tidypay Recent Developments

## 9.5 Worldline

### 9.5.1 Worldline SoftPOS Basic Information

### 9.5.2 Worldline SoftPOS Product Overview

### 9.5.3 Worldline SoftPOS Product Market Performance

### 9.5.4 Worldline Business Overview

### 9.5.5 Worldline Recent Developments

## 9.6 Alcin?o

### 9.6.1 Alcin?o SoftPOS Basic Information

### 9.6.2 Alcin?o SoftPOS Product Overview

### 9.6.3 Alcin?o SoftPOS Product Market Performance

### 9.6.4 Alcin?o Business Overview

### 9.6.5 Alcin?o Recent Developments

## 9.7 Wizzit (Pty) Ltd

### 9.7.1 Wizzit (Pty) Ltd SoftPOS Basic Information

### 9.7.2 Wizzit (Pty) Ltd SoftPOS Product Overview

### 9.7.3 Wizzit (Pty) Ltd SoftPOS Product Market Performance

### 9.7.4 Wizzit (Pty) Ltd Business Overview

### 9.7.5 Wizzit (Pty) Ltd Recent Developments

## 9.8 Bindo Labs

### 9.8.1 Bindo Labs SoftPOS Basic Information

### 9.8.2 Bindo Labs SoftPOS Product Overview

### 9.8.3 Bindo Labs SoftPOS Product Market Performance

### 9.8.4 Bindo Labs Business Overview

### 9.8.5 Bindo Labs Recent Developments

## 9.9 Fairbit

### 9.9.1 Fairbit SoftPOS Basic Information

### 9.9.2 Fairbit SoftPOS Product Overview

### 9.9.3 Fairbit SoftPOS Product Market Performance

- 9.9.4 Fairbit Business Overview
- 9.9.5 Fairbit Recent Developments
- 9.10 Yazara
  - 9.10.1 Yazara SoftPOS Basic Information
  - 9.10.2 Yazara SoftPOS Product Overview
  - 9.10.3 Yazara SoftPOS Product Market Performance
  - 9.10.4 Yazara Business Overview
  - 9.10.5 Yazara Recent Developments
- 9.11 ASSECO
  - 9.11.1 ASSECO SoftPOS Basic Information
  - 9.11.2 ASSECO SoftPOS Product Overview
  - 9.11.3 ASSECO SoftPOS Product Market Performance
  - 9.11.4 ASSECO Business Overview
  - 9.11.5 ASSECO Recent Developments
- 9.12 CM.COM
  - 9.12.1 CM.COM SoftPOS Basic Information
  - 9.12.2 CM.COM SoftPOS Product Overview
  - 9.12.3 CM.COM SoftPOS Product Market Performance
  - 9.12.4 CM.COM Business Overview
  - 9.12.5 CM.COM Recent Developments
- 9.13 Sharp Electronics
  - 9.13.1 Sharp Electronics SoftPOS Basic Information
  - 9.13.2 Sharp Electronics SoftPOS Product Overview
  - 9.13.3 Sharp Electronics SoftPOS Product Market Performance
  - 9.13.4 Sharp Electronics Business Overview
  - 9.13.5 Sharp Electronics Recent Developments
- 9.14 Fime
  - 9.14.1 Fime SoftPOS Basic Information
  - 9.14.2 Fime SoftPOS Product Overview
  - 9.14.3 Fime SoftPOS Product Market Performance
  - 9.14.4 Fime Business Overview
  - 9.14.5 Fime Recent Developments
- 9.15 NEC
  - 9.15.1 NEC SoftPOS Basic Information
  - 9.15.2 NEC SoftPOS Product Overview
  - 9.15.3 NEC SoftPOS Product Market Performance
  - 9.15.4 NEC Business Overview
  - 9.15.5 NEC Recent Developments
- 9.16 PAX Global Technology

- 9.16.1 PAX Global Technology SoftPOS Basic Information
- 9.16.2 PAX Global Technology SoftPOS Product Overview
- 9.16.3 PAX Global Technology SoftPOS Product Market Performance
- 9.16.4 PAX Global Technology Business Overview
- 9.16.5 PAX Global Technology Recent Developments
- 9.17 Castlestech
  - 9.17.1 Castlestech SoftPOS Basic Information
  - 9.17.2 Castlestech SoftPOS Product Overview
  - 9.17.3 Castlestech SoftPOS Product Market Performance
  - 9.17.4 Castlestech Business Overview
  - 9.17.5 Castlestech Recent Developments
- 9.18 Tianyu Information
  - 9.18.1 Tianyu Information SoftPOS Basic Information
  - 9.18.2 Tianyu Information SoftPOS Product Overview
  - 9.18.3 Tianyu Information SoftPOS Product Market Performance
  - 9.18.4 Tianyu Information Business Overview
  - 9.18.5 Tianyu Information Recent Developments
- 9.19 Lakala
  - 9.19.1 Lakala SoftPOS Basic Information
  - 9.19.2 Lakala SoftPOS Product Overview
  - 9.19.3 Lakala SoftPOS Product Market Performance
  - 9.19.4 Lakala Business Overview
  - 9.19.5 Lakala Recent Developments
- 9.20 Feitian Technologies
  - 9.20.1 Feitian Technologies SoftPOS Basic Information
  - 9.20.2 Feitian Technologies SoftPOS Product Overview
  - 9.20.3 Feitian Technologies SoftPOS Product Market Performance
  - 9.20.4 Feitian Technologies Business Overview
  - 9.20.5 Feitian Technologies Recent Developments

## **10 SOFTPOS REGIONAL MARKET FORECAST**

- 10.1 Global SoftPOS Market Size Forecast
- 10.2 Global SoftPOS Market Forecast by Region
  - 10.2.1 North America Market Size Forecast by Country
  - 10.2.2 Europe SoftPOS Market Size Forecast by Country
  - 10.2.3 Asia Pacific SoftPOS Market Size Forecast by Region
  - 10.2.4 South America SoftPOS Market Size Forecast by Country
  - 10.2.5 Middle East and Africa Forecasted Consumption of SoftPOS by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)**

11.1 Global SoftPOS Market Forecast by Type (2025-2032)

11.2 Global SoftPOS Market Forecast by Application (2025-2032)

## **12 CONCLUSION AND KEY FINDINGS**

## I would like to order

Product name: Global SoftPOS Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/G1FA851861F8EN.html>

Price: US\$ 2,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G1FA851861F8EN.html>