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SoftPOS Market Size, Share & Trends Analysis Report By Enterprise Size (Micro & Small Business, Medium & Large Business), By Operating System, By End Use (Retail, Restaurants, Public Transport, Hospitality, Others), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

This report can be delivered to the clients within 3 Business days

SoftPOS Market Growth & Trends

The global SoftPOS market size is estimated t%li%reach USD 1,243.9 million by 2030, expanding at a CAGR of 23.1% from 2025 t%li%2030, according t%li%a new report by Grand View Research, Inc. The software point of sale (SoftPOS) is designed for contactless payments, which has become a rapidly adopted payment method among consumers as well as small and medium businesses. Major factors such as the increase of contactless payments and expansion of payment form factors are attributed t%li%the growth of the market. In addition, the global smartphone penetration in the population worldwide and the growing trend t%li%use contactless or touchless payments owing t%li%the COVID-19 pandemic are als%li%driving the market’s growth.

SoftPOS is als%li%known as Tap on Mobile or Tap on Phone, which enables smartphones and tablets equipped with NFC capabilities t%li%operate as contactless payment terminals. Consumers and merchants utilize their SoftPOS devices t%li%receive payments from contactless cards and digital wallets, all while capturing PINs and performing additional authentication as required. Furthermore, professionals in the restaurant industry are continuously seeking innovative tools t%li%enhance and

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streamline the customer experience while simultaneously reducing operational expenses. Thus, the increasing adoption of SoftPOS systems in restaurants is boosting the growth of the market.

The increasing deployment of SoftPOS solutions in smartphones and tabletses by several market players is further driving the growth of the market. For instance, in September 2023, Intesa Sanpaolo, an Italian international banking group, and Nexi, a prominent PayTech in Europe presented a SoftPOS solution. This advanced solution enables merchants t%li%accept payments through their tablets and smartphones. These payments can be made using contactless cards from major schemes (BANCOMAT Pay, PagoBANCOMAT, Visa, Maestro, V-Pay, Mastercard) and through digital wallets (Apple Pay, Google Pay, Huawei Pay, and Samsung Pay).

Consumers prefer the simplicity and speed of making a contactless or touchless payment, becoming the preferred payment solution in most countries around the globe. Adoption of conatactless payments dramatically increased during the COVID-19 pandemic, owing t%li%health concerns and the transaction limit increase. A growing number of businesses and merchants across various sectors started adopting digital payment solutions after the COVID-19 period. This shift is driven by heightened consumer demand and the declining reliance on cash. Thus, a rising shift towards adopting digital payment methods post-pandemic period is propelling the market's growth.

SoftPOS Market Report Highlights

Based on enterprise size, For small businesses, SoftPOS system is a lower cost and easier means t%li%accept card payments. These systems are designed t%li%be inexpensive, easy t%li%use, and can be set up quickly, making them an ideal choice for small businesses

Based on operating system, the iOS segment is expected t%li%grow at a significant CAGR during the forecast period. The number of iPhone users is increasing at a rapid pace. As of September 2023, iPhones had 29.58% of the world's mobile operating system market share, according t%li%StatCounter. Thus, increasing sales and adoption of iPhones across the world is driving the segment's growth

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Based on end-use, the retail segment is anticipated t%li%grow at a significant CAGR during the forecast period. SoftPOS solutions provide an extensive range of advantages that significantly improve the operational efficiency of retail stores. This solution is compatible and highly versatile with various Near-Field Communication (NFC)-enabled devices, including wearables, cashiers, tablets, and smartphones. This compatibility enables retailers t%li%select the device that best suits their requirements, making adoption even more convenient. Thus, demand for SoftPOS is growing in the retail industry owing t%li%its above-mentioned benefits, which ultimately drive the market’s growth

Asia Pacific is expected t%li%grow at a significant CAGR during the forecast period. The growth is attributed t%li%the growing demand for contactless payments across the region

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