

U.S. Retail Vending Machine Market Size, Share & Trends Analysis Report By Product (Beverage Vending Machines, Snacks Vending Machines, Food Vending Machines), By Location (Manufacturing, Offices), By Payment Mode, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Retail Vending Machine Market Trends

The U.S. retail vending machine market size was estimated at USD 15.03 billion in 2024 and is expected to grow at a CAGR of 3.1% from 2025 to 2030. Factors such as the increasing demand for convenient, on-the-go food and beverage options, technological advancements such as cashless payment systems and smart vending machines, and the growing trend of automation in retail are driving the market. Additionally, the rise in urbanization and busy lifestyles has fueled the need for quick and accessible shopping solutions. The integration of IoT and AI in vending machines has enhanced the user experience by offering personalized product recommendations and real-time inventory tracking.

The industry is experiencing significant growth, driven by the increasing penetration of automated retail solutions across diverse locations such as malls, airports, offices, and even residential complexes. Consumers are looking for quick, contactless shopping experiences, and vending machines provide a convenient way to purchase snacks, beverages, and even electronics without the need for human interaction. The expansion of unattended retail has been particularly fueled by the post-pandemic shift toward self-

service technologies. For example, Amazon introduced Amazon Go smart vending machines, which leverage AI and computer vision to enable cashier-less transactions.

Technological innovations are another critical driver in the industry. The integration of AI, IoT, and cashless payment systems has enhanced the efficiency and appeal of vending machines. Smart vending machines can now track inventory in real-time, optimize restocking, and offer personalized product recommendations based on past purchases. Companies like Coca-Cola and PepsiCo have introduced touchscreen-enabled machines that allow customers to mix and customize their drinks. Similarly, smart vending units in universities and hospitals now dispense healthy snacks, PPE kits, and pharmaceuticals, expanding beyond traditional snack and beverage offerings.

The rise of healthy and premium vending options is reshaping the industry. With growing health consciousness, consumers are seeking organic, gluten-free, and protein-rich snacks, leading to an increase in vending machines offering nutritious alternatives. Brands like Farmer's Fridge and HelloGoodness (by PepsiCo) have installed vending machines stocked with salads, fresh wraps, and low-calorie beverages in workplaces and gyms. This shift reflects a broader trend where vending machines are no longer just for junk food but are becoming a part of the health and wellness movement in retail.

Another key factor driving the industry is the expansion of vending machines beyond food and beverage, into categories like electronics, cosmetics, and fashion accessories. Companies like Best Buy have introduced vending machines in airports that sell items like headphones, chargers, and tablets, catering to last-minute travelers. Similarly, beauty brands such as Benefit Cosmetics have installed vending machines in high-traffic areas to provide on-the-go beauty products. This diversification is enhancing customer engagement and driving higher revenue per vending unit.

The industry has evolved and steadily grown over the years. As consumers' lives get busier and people seek convenience and time-saving options while on the go, vending machine operators are presented with many opportunities. As consumer preferences shift toward health-conscious and organic products, vending machine operators have the opportunity to introduce healthier snack and beverage options. Machines offering protein bars, fresh juices, organic snacks, and meal replacements can cater to the rising demand for nutritional convenience. Additionally, vending machines selling gluten-free, keto, and plant-based foods can attract health-conscious consumers in urban areas, gyms, and workplaces, expanding the market potential for specialty vending.

The industry demonstrates robust growth and dominance, with over 7 million machines installed nationwide, serving approximately 100 million Americans daily. Key manufacturers are also driving market growth through continuous product innovations, introducing new flavors and formulations to meet changing consumer tastes. In July 2024, PizzaForno, North America's leading automated pizzeria, demonstrated a remarkable expansion in the first half of 2024, launching operations across multiple U.S. states, including Utah, California, Delaware, New York, Florida, and Maryland.

U.S. Retail Vending Machine Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. retail vending machine market report on the basis of product, payment mode, location, and country:

Product Outlook (Revenue, USD Million, 2018 - 2030)

Beverage Vending Machines

Hot Beverage Vending Machines

Cold Beverage Vending Machines

Snacks Vending Machines

Food Vending Machines

Frozen Vending Machines

Tobacco Vending Machines

Games/Amusement Vending Machines

Beauty & Personal Care Vending Machines

Candy & Confectionery Vending Machines

Pharmaceuticals Vending Machines

Electronics Vending Machines

Book & Magazine Vending Machines

Location Outlook (Revenue, USD Million, 2018 - 2030)

Manufacturing

Offices

Colleges & Universities

Hospitals & Nursing Homes

Restaurants, Bars & Clubs

Public Places

Others

Payment Mode Outlook (Revenue, USD Million, 2018 - 2030)

Cashless

Cash

Companies Mentioned

Azkoyen Group

U-Select-It (USI)

Royal Vendors, Inc.

Glory Ltd.

Vending.com

Seaga Manufacturing Inc.

Orasesta S.p.A

Incredivend

Fuji Electric Co., Ltd.

Automatic Merchandising Systems (AMS)

Express Vending
DGA Vending GmbH

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