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Latin America, Middle East & Africa Point of Sales (POS) Terminals Market (2018 - 2024)

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Abstracts

The Latin America, Middle East and Africa Point of Sales (POS) Terminals Market would witness market growth of 10.3% CAGR during the forecast period (2018 – 2024).

Point of sale terminals is the hardware and software systems which execute and manage retail transactions. POS terminals include a wide array of applications including payments, printing bills, inventory management, and conducting loyalty programs across several end users like hospitality, retail, and entertainment. In addition to sales, a POS terminal can also manage stock, customer orders, offers, discounts and gift cards. This report solely emphasizes upon the point of sale terminals that exist in physical locations. POS terminals are used in a wide variety of fields including payments, inventory management, bill printing and loyalty programs across various verticals including retail, hospitality and entertainment. A POS terminal may include a cash register, a computer, a receipt printer, and a processor for credit cards. In addition to the sales, a point of sales terminal can handle inventory, customer orders, promotions, and discount and gift cards.

The growing use of debit/credit card transactions, dynamic nature of consumer expectations, and sophisticated data analytics are expected to altogether boost the demand for POS terminals. Other factors that drive segment growth include paper-free receipt services, increased safety, space on the floor and a reduced customer wait time.

Mobile applications are capable of creating new opportunities for revenue growth, owing to this, vendors are adopting several marketing channels in order to leverage their technologies for competing in the market. The introduction of cost-effective wireless communication technologies has increased consumer acceptance for systems like these. Additionally, the flexibility of owning a smartphone or tablet-based POS which

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has low installation costs, has attracted SMBs to make more investments in this technology.

Based on Product, the market is segmented into Mobile and Fixed. Based on Component, the market is segmented into Hardware, Software, and Services. Based on End User, the market is segmented into Retail, Hospitality, Warehouse, Restaurant, Healthcare, Entertainment, and Others. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Ingenico Group S.A., VeriFone Systems, Oracle Corporation (MICROS Systems Inc.), Hewlett-Packard enterprise, Panasonic Corporation, Cisco Systems Inc., Toshiba Corporation, Samsung Electronics, NCR Corporation, and NEC Corporation.

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