

POS Security Market by Offering (Solutions and Services), Organization Size (SMEs and Large Enterprises), Vertical (Retail, Restaurants, and Hospitality), and Region (North America, Europe, APAC, MEA, Latin America) - Global Forecast to 2027

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Abstracts

The global POS Security market size is expected to grow from an estimated value of USD 4.0 billion in 2022 to USD 6.1 billion by 2027, at a Compound Annual Growth Rate (CAGR) of 8.6 % from 2022 to 2027.

Some of the factors that are driving the market growth include the rising POS attacks and compliance with regulations. However, issues with the traditional POS protection approach and issues with POS security deployment are expected to hinder the market growth.

Large enterprises to hold the largest market size during the forecast period

According to OECD, large enterprises employ more than 250 people. Large enterprises are witnessing high adoption of POS security solutions. These enterprises possess the required finance and workforce to be able to implement the POS security solutions and services in their systems. Large enterprises possess a huge volume of data, which makes them attractive targets for cybersecurity attacks. Credit and debit card data theft is one of the most common forms of cybersecurity threats and is increasingly being done by targeting the POS systems. Products and solutions involving technologies such as P2PE, tokenization, and the use of EMV cards are being employed by the enterprises to avoid the POS attacks. Governments of several countries have invested in payment data regulations over the years. Large enterprises across the globe have been prompted to adopt POS security solutions due to the strict regulatory norms on

payments data and other data privacy laws and to prevent huge financial losses caused by POS attacks.

Restaurants vertical to grow at the highest CAGR during the forecast period

The restaurants vertical includes independent and franchise restaurants (quick service, casual, and fine dining), bakery, bars and breweries, and cafes. According to a report by investor, one of the large-scale industries most vulnerable to cyberattacks is the restaurant business. Restaurants provide access to critically private financial data of diners. Restaurant servers store large databases of diners' details, which can be targeted for malicious purposes by cyberattackers. In the cyberattacks, criminals inject malicious software in the POS hardware to gain access to card and payment information. POS attacks are a serious concern for restaurant businesses that can lead to a lack of trust with customers and a crippled system that could also affect the revenue of the businesses. In 2019, the Catch group announced data breaches in several of Catch restaurants stemming from malware in its POS systems. The attack exposed the payment data of the customers. Several vendors are providing POS security solutions to the restaurants vertical. Upserve provides Upserve POS as a POS security solution which is a cloud-based POS solution that works on an enclosed system to keep customer data safe. It provides encryption and tokenization to secure the data.

North America to hold the largest market size during the forecast period

North America is expected to be the largest contributor in terms of the market size in the global POS security market. North America has the presence of the largest number of POS security market vendors among all the regions considered. According to the Payment systems in the United States report by the Bank for International Settlements, a variety of payment instruments and settlement mechanisms are available to discharge payment obligations between and among financial institutions and their customers in the US. The use of electronic payment mechanisms, such as automated clearing house (ACH), ATM and POS networks, however, have been rapidly growing. The significant use POS systems by verticals such as retail, restaurants, and hospitality have led to increased adoption of POS security solutions. The region is also witnessing a rise in POS system attacks. The attacks on POS systems have led to growth in the adoption of POS security systems in the region. The growing concerns for the protection of sensitive payment data have increased government intervention over the years. Various security-related regulatory compliances control the protection of the POS systems in the North America region. The PCI DSS, and other regulatory compliances help

organizations in protecting the sensitive data of their customers. The California Consumer Privacy Act (CCPA) gives consumers more control over the personal information that businesses collect about them and the CCPA regulations provide guidance on the procedure to implement the law.

Breakdown of primaries:

The primary sources from the supply side included various industry experts, including Chief Executive Officers (CEOs), Vice Presidents (VPs), marketing directors, technology and innovation directors, and related key executives from various key companies and organizations operating in the POS security market.

By company type: Tier 1: 40%, Tier 2: 35%, and Tier 3: 25%

By designation: C-level Executives: 40%, Directors: 35% and Other: 25%

By region: North America: 30%, Europe: 20%, Asia Pacific: 45%, RoW: 5%

The key players in the global POS security market include Oracle (US), Micro Focus (UK), NCR (US), Fortinet (US), Verifone (US), PayPal (US), Check Point (US), CardConnect (US), Morphisec (US), Kaspersky (Switzerland), Sophos (UK), Thales (France), Upserve (US), Tripwire (US), Elavon (US), TempusPayment (US), Bluefin (US), SquareUp (US), Acunetix (Malta), Vend (New Zealand), TokenEx (US), BPAPOS (US), TeskaLabs (UK), Clover (US), Helcim (Canada), and Hideez (US).

The study includes an in-depth competitive analysis of the key players in the POS security market, with their company profiles, recent developments, and key market strategies.

Research coverage

The report segments the POS security market and forecast its size, by offering (solutions, services), organization size (SMEs, large enterprises), vertical (retail, restaurants, hospitality, and other verticals) and by region (North America, Europe, Asia Pacific, Middle East and Africa, and Latin America).

The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and

business offerings, recent developments, and key market strategies.

Key benefits of buying the report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall POS security market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.2.1 INCLUSIONS AND EXCLUSIONS

1.3 STUDY SCOPE

1.3.1 MARKET SEGMENTATION

1.3.2 REGIONS COVERED

1.4 YEARS CONSIDERED

1.5 CURRENCY CONSIDERED

TABLE 1 USD EXCHANGE RATES, 2018–2022

1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 1 POS SECURITY MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.2 PRIMARY DATA

2.1.2.1 Breakdown of primary interviews

2.1.2.2 Key industry insights

2.2 DATA TRIANGULATION

FIGURE 2 POS SECURITY MARKET: RESEARCH FLOW

2.3 MARKET SIZE ESTIMATION

2.3.1 REVENUE ESTIMATES

FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 (SUPPLY SIDE): REVENUE OF SOLUTIONS/SERVICES OF POS SECURITY VENDORS

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 (SUPPLY SIDE)

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY, APPROACH 2, BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS AND SERVICES OF POS SECURITY VENDORS

2.3.2 DEMAND-SIDE ANALYSIS

FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 3, TOP-DOWN (DEMAND SIDE)

2.4 COMPANY EVALUATION QUADRANT METHODOLOGY

FIGURE 7 COMPANY EVALUATION QUADRANT: CRITERIA WEIGHTAGE

2.5 STARTUPS EVALUATION QUADRANT METHODOLOGY

FIGURE 8 STARTUP EVALUATION QUADRANT: CRITERIA WEIGHTAGE

2.6 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.7 RESEARCH ASSUMPTIONS

2.8 LIMITATIONS AND RISK ASSESSMENT

3 EXECUTIVE SUMMARY

TABLE 3 POS SECURITY MARKET SIZE AND GROWTH, 2022–2027 (USD MILLION, Y-O-Y GROWTH)

FIGURE 9 GLOBAL POS SECURITY MARKET EXPECTED TO WITNESS SIGNIFICANT GROWTH DURING FORECAST PERIOD

FIGURE 10 NORTH AMERICA EXPECTED TO ACCOUNT FOR LARGEST MARKET SHARE IN 2022

FIGURE 11 FASTEST-GROWING SEGMENTS OF POS SECURITY MARKET

4 PREMIUM INSIGHTS

4.1 BRIEF OVERVIEW OF POS SECURITY MARKET

FIGURE 12 INCREASING SECURITY BREACH INCIDENTS ON POS DEVICES AND REGULATORY COMPLIANCES EXPECTED TO DRIVE DEMAND FOR POS SECURITY MARKET

4.2 POS SECURITY MARKET, BY OFFERING, 2022

FIGURE 13 SOLUTIONS SEGMENT EXPECTED TO ACCOUNT FOR LARGER MARKET SHARE DURING FORECAST PERIOD

4.3 POS SECURITY MARKET, BY SERVICES, 2022

FIGURE 14 DEPLOYMENT AND INTEGRATION SEGMENT EXPECTED TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

4.4 POS SECURITY MARKET, BY ORGANIZATION SIZE, 2022

FIGURE 15 SMES SEGMENT EXPECTED TO ACCOUNT FOR LARGER MARKET SIZE DURING FORECAST PERIOD

4.5 POS SECURITY MARKET, BY VERTICAL, 2022

FIGURE 16 RETAIL SEGMENT EXPECTED TO ACCOUNT FOR LARGEST MARKET SIZE DURING FORECAST PERIOD

4.6 MARKET INVESTMENT SCENARIO

FIGURE 17 ASIA PACIFIC EXPECTED TO EMERGE AS SIGNIFICANT MARKET FOR INVESTMENTS IN NEXT FIVE YEARS

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

FIGURE 18 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: POS SECURITY MARKET

5.1.1 DRIVERS

5.1.1.1 Growing scale of data breaches involving POS systems

5.1.1.2 Need for compliance with regulations

5.1.2 RESTRAINTS

5.1.2.1 Issues with traditional POS protection approach

5.1.2.2 POS security deployment issues

5.1.3 OPPORTUNITIES

5.1.3.1 Rise in cybercrimes

5.1.3.2 Growing need for data security

5.1.3.3 Rising penetration of eCommerce platforms

FIGURE 19 GLOBAL RETAIL ECOMMERCE SALES, 2014-2019 (USD TRILLION)

5.1.4 CHALLENGES

5.1.4.1 Lack of awareness among employees using POS systems

5.2 VALUE CHAIN ANALYSIS

FIGURE 20 VALUE CHAIN ANALYSIS: POS SECURITY MARKET

5.3 POS SECURITY ECOSYSTEM ANALYSIS

FIGURE 21 ECOSYSTEM OF POS SECURITY MARKET

5.4 POS SECURITY MARKET: PATENT ANALYSIS

FIGURE 22 POS SECURITY MARKET: PATENT ANALYSIS

TABLE 4 RELATED PATENTS

5.5 PRICING ANALYSIS: POS SECURITY MARKET

TABLE 5 RETAIL POS SYSTEMS: AVERAGE PRICING TRENDS

TABLE 6 POS SECURITY MARKET: PRICING ANALYSIS

5.6 TECHNOLOGY ANALYSIS

5.6.1 ARTIFICIAL INTELLIGENCE

5.6.2 NEAR-FIELD COMMUNICATION

5.7 USE CASES

5.7.1 MULTI-NATIONAL PHARMACY RETAILER CHOSE MICRO FOCUS' SOLUTION TO ENSURE POS SECURITY

5.7.2 PACIFIC COFFEE SELECTED CHECKPOINT TO DEPLOY POS SECURITY SOLUTION

5.7.3 A.F. BLAKEMORE CHOSE KASPERSKY'S ENDPOINT SECURITY SOLUTION TO COMBAT POS THREATS

5.8 MARKET DISRUPTIONS

FIGURE 23 POS SECURITY MARKET: TRENDS AND DISRUPTIONS IMPACTING CUSTOMERS

5.9 PORTER'S FIVE FORCES ANALYSIS

TABLE 7 IMPACT OF PORTER'S FIVE FORCES ON POS SECURITY MARKET

5.9.1 THREAT OF NEW ENTRANTS

5.9.2 THREAT OF SUBSTITUTES

5.9.3 BARGAINING POWER OF SUPPLIERS

5.9.4 BARGAINING POWER OF BUYERS

5.9.5 INTENSITY OF COMPETITIVE RIVALRY

5.10 REGULATORY LANDSCAPE

5.10.1 PAYMENT CARD INDUSTRY-DATA SECURITY STANDARD

5.10.2 FEDERAL INFORMATION SECURITY MANAGEMENT ACT

5.10.3 INTERNATIONAL ORGANIZATION FOR STANDARDIZATION, 10536

5.10.4 INTERNATIONAL ORGANIZATION FOR STANDARDIZATION, 14443

5.10.5 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 8 LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

6 POS SECURITY MARKET, BY OFFERING

6.1 INTRODUCTION

FIGURE 24 SERVICES SEGMENT EXPECTED TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 9 POS SECURITY MARKET, BY OFFERING, 2016–2021 (USD MILLION)

TABLE 10 POS SECURITY MARKET, BY OFFERING, 2022–2027 (USD MILLION)

6.2 SOLUTIONS

6.2.1 SOLUTIONS: POS SECURITY MARKET DRIVERS

TABLE 11 SOLUTIONS: POS SECURITY MARKET, BY REGION, 2016–2021 USD MILLION)

TABLE 12 SOLUTIONS: POS SECURITY MARKET, BY REGION, 2022–2027 (USD MILLION)

6.3 SERVICES

6.3.1 SERVICES: POS SECURITY MARKET DRIVERS

FIGURE 25 TRAINING AND EDUCATION SEGMENT EXPECTED TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 13 SERVICES: POS SECURITY MARKET, BY REGION, 2016–2021 USD MILLION)

TABLE 14 SERVICES: POS SECURITY MARKET, BY REGION, 2022–2027 (USD

MILLION)

TABLE 15 POS SECURITY MARKET, BY SERVICES, 2016–2021 USD MILLION)

TABLE 16 POS SECURITY MARKET, BY SERVICES, 2022–2027 (USD MILLION)

6.3.2 DEPLOYMENT AND INTEGRATION

TABLE 17 DEPLOYMENT AND INTEGRATION: POS SECURITY MARKET, BY REGION, 2016–2021 USD MILLION)

TABLE 18 DEPLOYMENT AND INTEGRATION: POS SECURITY MARKET, BY REGION, 2022–2027 (USD MILLION)

6.3.3 TRAINING AND EDUCATION

TABLE 19 TRAINING AND EDUCATION: POS SECURITY MARKET, BY REGION, 2016–2021 USD MILLION)

TABLE 20 TRAINING AND EDUCATION: POS SECURITY MARKET, BY REGION, 2022–2027 (USD MILLION)

6.3.4 SUPPORT AND MAINTENANCE

TABLE 21 SUPPORT AND MAINTENANCE: POS SECURITY MARKET, BY REGION, 2016–2021 USD MILLION)

TABLE 22 SUPPORT AND MAINTENANCE: POS SECURITY MARKET, BY REGION, 2022–2027 (USD MILLION)

7 POS SECURITY MARKET, BY ORGANIZATION SIZE

7.1 INTRODUCTION

FIGURE 26 SMALL AND MEDIUM-SIZED BUSINESSES SEGMENT EXPECTED TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 23 POS SECURITY MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 24 POS SECURITY MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

7.2 SMALL AND MEDIUM-SIZED ENTERPRISES

7.2.1 SMALL AND MEDIUM-SIZED ENTERPRISES: POS SECURITY MARKET DRIVERS

TABLE 25 SMALL AND MEDIUM-SIZED ENTERPRISES: POS SECURITY MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 26 SMALL AND MEDIUM-SIZED ENTERPRISES: POS SECURITY MARKET, BY REGION, 2022–2027 (USD MILLION)

7.3 LARGE ENTERPRISES

7.3.1 LARGE ENTERPRISES: POS SECURITY MARKET DRIVERS

TABLE 27 LARGE ENTERPRISES: POS SECURITY MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 28 LARGE ENTERPRISES: POS SECURITY MARKET, BY REGION,
2022–2027 (USD MILLION)

8 POS SECURITY MARKET, BY VERTICAL

8.1 INTRODUCTION

FIGURE 27 RESTAURANTS SEGMENT EXPECTED TO REGISTER HIGHEST CAGR
DURING FORECAST PERIOD

TABLE 29 POS SECURITY MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 30 POS SECURITY MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

8.2 RETAIL

8.2.1 RETAIL: POS SECURITY MARKET DRIVERS

TABLE 31 RETAIL: POS SECURITY MARKET, BY REGION, 2016–2021 (USD
MILLION)

TABLE 32 RETAIL: POS SECURITY MARKET, BY REGION, 2022–2027 (USD
MILLION)

8.3 RESTAURANTS

8.3.1 RESTAURANTS: POS SECURITY MARKET DRIVERS

TABLE 33 RESTAURANTS: POS SECURITY MARKET, BY REGION, 2016–2021
(USD MILLION)

TABLE 34 RESTAURANTS: POS SECURITY MARKET, BY REGION, 2022–2027
(USD MILLION)

8.4 HOSPITALITY

8.4.1 HOSPITALITY: POS SECURITY MARKET DRIVERS

TABLE 35 HOSPITALITY: POS SECURITY MARKET, BY REGION, 2016–2021 (USD
MILLION)

TABLE 36 HOSPITALITY: POS SECURITY MARKET, BY REGION, 2022–2027 (USD
MILLION)

8.5 OTHER VERTICALS

TABLE 37 OTHER VERTICALS: POS SECURITY MARKET, BY REGION, 2016–2021
(USD MILLION)

TABLE 38 OTHER VERTICALS: POS SECURITY MARKET, BY REGION, 2022–2027
(USD MILLION)

9 POS SECURITY MARKET, BY REGION

9.1 INTRODUCTION

FIGURE 28 ASIA PACIFIC EXPECTED TO GROW AT HIGHEST CAGR DURING
FORECAST PERIOD

TABLE 39 POS SECURITY MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 40 POS SECURITY MARKET, BY REGION, 2022–2027 (USD MILLION)

9.2 NORTH AMERICA

9.2.1 NORTH AMERICA: POS SECURITY MARKET DRIVERS

9.2.2 NORTH AMERICA: REGULATORY LANDSCAPE

FIGURE 29 NORTH AMERICA: MARKET SNAPSHOT

TABLE 41 NORTH AMERICA: POS SECURITY MARKET, BY OFFERING, 2016–2021 (USD MILLION)

TABLE 42 NORTH AMERICA: POS SECURITY MARKET, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 43 NORTH AMERICA: POS SECURITY MARKET, BY SERVICES, 2016–2021 (USD MILLION)

TABLE 44 NORTH AMERICA: POS SECURITY MARKET, BY SERVICES, 2022–2027 (USD MILLION)

TABLE 45 NORTH AMERICA: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 46 NORTH AMERICA: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 47 NORTH AMERICA: POS SECURITY MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 48 NORTH AMERICA: POS SECURITY MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

9.3 EUROPE

9.3.1 EUROPE: POS SECURITY MARKET DRIVERS

9.3.2 EUROPE: REGULATORY LANDSCAPE

TABLE 49 EUROPE: POS SECURITY MARKET, BY OFFERING, 2016–2021 (USD MILLION)

TABLE 50 EUROPE: POS SECURITY MARKET, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 51 EUROPE: POS SECURITY MARKET, BY SERVICES, 2016–2021 (USD MILLION)

TABLE 52 EUROPE: POS SECURITY MARKET, BY SERVICES, 2022–2027 (USD MILLION)

TABLE 53 EUROPE: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 54 EUROPE: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 55 EUROPE: POS SECURITY MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 56 EUROPE: POS SECURITY MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

9.4 ASIA PACIFIC

9.4.1 ASIA PACIFIC: POS SECURITY MARKET DRIVERS

9.4.2 ASIA PACIFIC: REGULATORY LANDSCAPE

FIGURE 30 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 57 ASIA PACIFIC: POS SECURITY MARKET, BY OFFERING, 2016–2021 (USD MILLION)

TABLE 58 ASIA PACIFIC: POS SECURITY MARKET, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 59 ASIA PACIFIC: POS SECURITY MARKET, BY SERVICES, 2016–2021 (USD MILLION)

TABLE 60 ASIA PACIFIC: POS SECURITY MARKET, BY SERVICES, 2022–2027 (USD MILLION)

TABLE 61 ASIA PACIFIC: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 62 ASIA PACIFIC: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 63 ASIA PACIFIC: POS SECURITY MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 64 ASIA PACIFIC: POS SECURITY MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

9.5 MIDDLE EAST AND AFRICA

9.5.1 MIDDLE EAST AND AFRICA: POS SECURITY MARKET DRIVERS

9.5.2 MIDDLE EAST AND AFRICA: REGULATORY LANDSCAPE

TABLE 65 MIDDLE EAST AND AFRICA: POS SECURITY MARKET, BY OFFERING, 2016–2021 (USD MILLION)

TABLE 66 MIDDLE EAST AND AFRICA: POS SECURITY MARKET, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 67 MIDDLE EAST AND AFRICA: POS SECURITY MARKET, BY SERVICES, 2016–2021 (USD MILLION)

TABLE 68 MIDDLE EAST AND AFRICA: POS SECURITY MARKET, BY SERVICES, 2022–2027 (USD MILLION)

TABLE 69 MIDDLE EAST AND AFRICA: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 70 MIDDLE EAST AND AFRICA: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 71 MIDDLE EAST AND AFRICA: POS SECURITY MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 72 MIDDLE EAST AND AFRICA: POS SECURITY MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

9.6 LATIN AMERICA

9.6.1 LATIN AMERICA: POS SECURITY MARKET DRIVERS

9.6.2 LATIN AMERICA: REGULATORY LANDSCAPE

TABLE 73 LATIN AMERICA: POS SECURITY MARKET, BY OFFERING, 2016–2021 (USD MILLION)

TABLE 74 LATIN AMERICA: POS SECURITY MARKET, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 75 LATIN AMERICA: POS SECURITY MARKET, BY SERVICES, 2016–2021 (USD MILLION)

TABLE 76 LATIN AMERICA: POS SECURITY MARKET, BY SERVICES, 2022–2027 (USD MILLION)

TABLE 77 LATIN AMERICA: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 78 LATIN AMERICA: POS SECURITY MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

TABLE 79 LATIN AMERICA: POS SECURITY MARKET, BY VERTICAL, 2016–2021 (USD MILLION)

TABLE 80 LATIN AMERICA: POS SECURITY MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

10 COMPETITIVE LANDSCAPE

10.1 OVERVIEW

10.2 HISTORICAL REVENUE ANALYSIS OF KEY PLAYERS

FIGURE 31 FIVE-YEAR REVENUE ANALYSIS OF KEY POS SECURITY VENDORS, 2017–2021 (USD MILLION)

10.3 MARKET SHARE ANALYSIS, 2022

FIGURE 32 POS SECURITY MARKET: REVENUE ANALYSIS

10.4 MARKET STRUCTURE

TABLE 81 POS SECURITY MARKET: DEGREE OF COMPETITION

10.5 RANKING OF KEY PLAYERS

FIGURE 33 RANKING OF KEY POS SECURITY MARKET PLAYERS

10.6 MARKET EVALUATION FRAMEWORK

FIGURE 34 POS SECURITY MARKET EVALUATION FRAMEWORK, 2020–2022

10.7 COMPANY EVALUATION QUADRANT FOR KEY PLAYERS

10.7.1 COMPANY EVALUATION QUADRANT MATRIX

TABLE 82 EVALUATION CRITERIA

10.7.2 STARS

10.7.3 EMERGING LEADERS

10.7.4 PERVASIVE PLAYERS

10.7.5 PARTICIPANTS

FIGURE 35 POS SECURITY MARKET: COMPANY EVALUATION QUADRANT FOR KEY PLAYERS

10.8 COMPETITIVE BENCHMARKING

10.8.1 COMPANY FOOTPRINT

FIGURE 36 COMPANY FOOTPRINT OF MAJOR PLAYERS IN POS SECURITY MARKET

10.9 STARTUP/SME EVALUATION QUADRANT

10.9.1 PROGRESSIVE COMPANIES

10.9.2 RESPONSIVE COMPANIES

10.9.3 DYNAMIC COMPANIES

10.9.4 STARTING BLOCKS

FIGURE 37 POS SECURITY MARKET: STARTUP/SME EVALUATION QUADRANT

10.10 COMPETITIVE BENCHMARKING FOR STARTUPS/SMES

TABLE 83 POS SECURITY MARKET: LIST OF STARTUPS/SMES

TABLE 84 POS SECURITY MARKET: COMPETITIVE BENCHMARKING OF STARTUPS/SMES

10.11 COMPETITIVE SCENARIO

10.11.1 RECENT DEVELOPMENTS

TABLE 85 POS SECURITY MARKET: PRODUCT LAUNCHES, 2017-2022

TABLE 86 POS SECURITY MARKET: DEALS, 2018-2022

11 COMPANY PROFILES

(Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)*

11.1 KEY PLAYERS

11.1.1 ORACLE

TABLE 87 ORACLE: BUSINESS OVERVIEW

FIGURE 38 ORACLE: COMPANY SNAPSHOT

TABLE 88 ORACLE: PRODUCTS/SOLUTIONS OFFERED

TABLE 89 ORACLE: SERVICES OFFERED

TABLE 90 ORACLE: DEALS

11.1.2 MICRO FOCUS

TABLE 91 MICRO FOCUS: BUSINESS OVERVIEW

FIGURE 39 MICRO FOCUS: COMPANY SNAPSHOT

TABLE 92 MICRO FOCUS: PRODUCTS/SOLUTIONS OFFERED

TABLE 93 MICRO FOCUS: SERVICES OFFERED

TABLE 94 MICRO FOCUS: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 95 MICRO FOCUS: DEALS

11.1.3 NCR

TABLE 96 NCR: BUSINESS OVERVIEW

FIGURE 40 NCR: COMPANY SNAPSHOT

TABLE 97 NCR: PRODUCTS/SOLUTIONS OFFERED

TABLE 98 NCR: DEALS

11.1.4 FORTINET

TABLE 99 FORTINET: BUSINESS OVERVIEW

FIGURE 41 FORTINET: COMPANY SNAPSHOT

TABLE 100 FORTINET: PRODUCTS/SOLUTIONS OFFERED

TABLE 101 FORTINET: SERVICES OFFERED

TABLE 102 FORTINET: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 103 FORTINET: DEALS

11.1.5 VERIFONE

TABLE 104 VERIFONE: BUSINESS OVERVIEW

TABLE 105 VERIFONE: PRODUCTS/SOLUTIONS OFFERED

TABLE 106 VERIFONE: DEALS

11.1.6 PAYPAL

TABLE 107 PAYPAL: BUSINESS OVERVIEW

FIGURE 42 PAYPAL: COMPANY SNAPSHOT

TABLE 108 PAYPAL: PRODUCTS/SOLUTIONS OFFERED

TABLE 109 PAYPAL: PRODUCT LAUNCHES/ENHANCEMENTS

11.1.7 CHECK POINT

TABLE 110 CHECK POINT: BUSINESS OVERVIEW

FIGURE 43 CHECK POINT: COMPANY SNAPSHOT

TABLE 111 CHECK POINT: PRODUCTS/SOLUTIONS OFFERED

TABLE 112 CHECK POINT: SERVICES OFFERED

TABLE 113 CHECK POINT: PRODUCT LAUNCHES/ENHANCEMENTS

11.1.8 CARDCONNECT

TABLE 114 CARDCONNECT: BUSINESS OVERVIEW

TABLE 115 CARDCONNECT: PRODUCTS/SOLUTIONS OFFERED

TABLE 116 CARDCONNECT: SERVICES OFFERED

TABLE 117 CARDCONNECT: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 118 CARDCONNECT: DEALS

11.1.9 MORPHISEC

TABLE 119 MORPHISEC: BUSINESS OVERVIEW

TABLE 120 MORPHISEC: PRODUCTS/SOLUTIONS OFFERED

TABLE 121 MORPHISEC: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 122 MORPHISEC: DEALS

11.1.10 KASPERSKY

TABLE 123 KASPERSKY: BUSINESS OVERVIEW

TABLE 124 KASPERSKY: PRODUCTS/SOLUTIONS OFFERED

TABLE 125 KASPERSKY: SERVICES OFFERED

11.1.11 SOPHOS

TABLE 126 SOPHOS: BUSINESS OVERVIEW

TABLE 127 SOPHOS: PRODUCTS/SOLUTIONS OFFERED

TABLE 128 SOPHOS: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 129 SOPHOS: DEALS

11.1.12 THALES

TABLE 130 THALES: BUSINESS OVERVIEW

FIGURE 44 THALES: COMPANY SNAPSHOT

TABLE 131 THALES: PRODUCTS/SOLUTIONS OFFERED

*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view

(Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)* might not be captured in case of unlisted companies.

11.2 OTHER PLAYERS

11.2.1 UPSERVE

11.2.2 TRIPWIRE

11.2.3 ELAVON

11.2.4 TEMPUSPAYMENT

11.2.5 BLUEFIN

11.2.6 SQUAREUP

11.2.7 ACUNETIX

11.2.8 VEND

11.2.9 TOKENEX

11.2.10 BPAPOS

11.3 STARTUPS

11.3.1 TESKALABS

11.3.2 CLOVER

11.3.3 HELCIM

11.3.4 HIDEEZ

12 ADJACENT MARKETS

12.1 INTRODUCTION

TABLE 132 ADJACENT MARKETS AND FORECASTS

12.2 LIMITATIONS

12.3 RETAIL POS MARKET

TABLE 133 RETAIL POS MARKET, BY COMPONENT, 2014–2019 (USD MILLION)

TABLE 134 RETAIL POS MARKET, BY COMPONENT, 2019–2026 (USD MILLION)

TABLE 135 RETAIL POS MARKET, BY END USER, 2014–2019 (USD MILLION)

TABLE 136 RETAIL POS MARKET, BY END USER, 2019–2026 (USD MILLION)

12.4 PAYMENT SECURITY MARKET

TABLE 137 PAYMENT SECURITY MARKET, BY COMPONENT, 2015–2022 (USD MILLION)

TABLE 138 PAYMENT SECURITY MARKET, BY SOLUTION, 2015–2022 (USD MILLION)

TABLE 139 PAYMENT SECURITY MARKET, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

TABLE 140 PAYMENT SECURITY MARKET, BY VERTICAL, 2015–2022 (USD MILLION)

13 APPENDIX

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

13.3 CUSTOMIZATION OPTIONS

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS

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