

Wireless POS Terminal Market by Component (Hardware, Software & Services), Type (Portable Countertop & PIN Pad, mPOS, Smart POS), Industry (Retail, Hospitality, Healthcare, Transportation, Sports & Entertainment), and Geography - Global Forecast to 2023

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Abstracts

“Wide adoption of wireless payment terminal by retailers drives the wireless POS terminal market”

The wireless POS terminal market is expected to reach USD 13.00 billion by 2023 from USD 6.73 billion in 2017, at a CAGR of 11.59% between 2017 and 2023. The factors such as wide adoption of wireless payment terminal by retailers; growing use of EuroPay, MasterCard, and Visa (EMV) cards; increasing e-commerce transactions; increase in cashless transactions in different countries; and growing adoption of wireless technology in mobile handsets and wearables drive the demand for wireless POS terminals. However, security issues related to wireless technology and high maintenance cost of wireless POS systems hamper the growth of the market.

“Portable countertop and PIN pad held the largest share of the wireless POS terminal market in 2016”

The portable countertop and PIN pad held the largest share of the wireless POS terminal market in 2016. Portable countertop POS solutions are compact, easy to install, and simple for both merchants as well as customers. They are largely deployed in several industries such as hospitality, sports and entertainment, and retail. Apart from accepting payments, these devices can also support rich multimedia to drive customer

engagement and build loyalty.

“North America is expected to hold the largest share of the market during the forecast period”

North America held the largest share of the wireless POS terminal market in 2016, in terms of revenue, and the similar trend is expected to continue during the forecast period. The decreasing cost of the mobile devices and growing popularity of wireless technology have resulted in the rising adoption of wireless POS terminals across North America. Growing modernization of the payment industry, along with a focus on offering solutions that are customized or business specific, is anticipated to contribute to the growth of the market. The significant use of wireless POS terminals across several industries, such as retail, hospitality, and entertainment, is also driving the wireless POS terminal market in North America.

Breakdown of primary participants:

By Company Type: Tier 1 = 25%, Tier 2 = 35%, and Tier 3 = 40%

By Designation: C-Level Executives = 35%, Directors = 25%, and Others = 40%

By Region: Europe = 43%, APAC = 29%, North America = 14%, and RoW = 14%

Some of the major players operating in the wireless POS terminal market are as follows:

1. Ingenico (France)
2. Verifone (US)
3. First Data (US)
4. PAX Global Technology (Hong Kong)
5. NCR Corporation (US)
6. Diebold Nixdorf (US)
7. BBPOS (Hong Kong)
8. Elavon (US)
9. Castles Technology (Taiwan)
10. Winpos (Finland)
11. BITEL (Korea)
12. Cegid Group (France)

13. Squirrel Systems (Canada)
14. Newland Payment Technology (China)
15. CITIXSYS AMERICAS (US)

Research Coverage:

In this report, the wireless POS terminal market has been segmented on the basis of component, type, industry, and geography. The report also discusses the drivers, restraints, opportunities, and challenges for the market growth. It gives a detailed view of the market across 4 main regions—North America, Europe, APAC, and RoW. Value chain analysis has been included in the report, along with the key players and their competitive analysis in the wireless POS terminal ecosystem.

Reasons to Buy the Report:

This report includes statistics for the wireless POS terminal market based on component, type, industry, and geography, along with their respective market sizes.

Value chain analysis and key industry trends have been provided for the market.

Major drivers, restraints, opportunities, and challenges for the wireless POS terminal market have been provided in detail in this report.

This report would help stakeholders to understand their competitors better and gain more insights to enhance their position in the market. The competitive landscape section includes competitor ecosystem and the recent development strategies adopted by the key players in the market such as product launches and developments, partnerships, and mergers and acquisitions.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF STUDY
- 1.2 DEFINITION
- 1.3 SCOPE OF THE STUDY
 - 1.3.1 MARKETS COVERED
 - 1.3.2 GEOGRAPHIC SCOPE
 - 1.3.3 YEARS CONSIDERED FOR STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 List of major secondary sources
 - 2.1.1.2 Secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Primary interviews with experts
 - 2.1.2.2 Key data from primary sources
 - 2.1.2.3 Key industry insights
 - 2.1.2.4 Breakdown of primaries
 - 2.1.3 SECONDARY & PRIMARY RESEARCH
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 DATA TRIANGULATION
- 2.4 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 MAJOR OPPORTUNITIES IN WIRELESS POS TERMINAL MARKET
- 4.2 WIRELESS POS TERMINAL MARKET, BY TYPE
- 4.3 WIRELESS POS TERMINAL MARKET IN APAC

4.4 WIRELESS POS TERMINAL MARKET, BY INDUSTRY

4.5 WIRELESS POS TERMINAL MARKET, BY REGION

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Wide adoption of wireless payment terminal by retailers

5.2.1.2 Growing use of EuroPay, MasterCard, and Visa(EMV) cards

5.2.1.3 Increasing e-commerce transactions leading to rise in demand for wireless POS terminals

5.2.1.4 Increase in cashless transactions in different countries

5.2.1.5 Growing adoption of wireless technology in mobile handsets and wearables

5.2.2 RESTRAINTS

5.2.2.1 Security issues related to wireless technology

5.2.2.2 High maintenance cost of wireless POS systems

5.2.3 OPPORTUNITIES

5.2.3.1 Reduction in cost of wireless technology and increase in their reliability

5.2.3.2 Mass adoption of dual-interface chip technology and multi-application support by NFC and HCE

5.2.4 CHALLENGES

5.2.4.1 Lack of standardization and consumer awareness regarding wireless POS technology

5.2.4.2 Slow rate of adoption of wireless POS terminals

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.3 REGULATORY STANDARDS

7 WIRELESS POS TERMINAL MARKET, BY COMPONENT

7.1 INTRODUCTION

7.2 HARDWARE

7.2.1 MONITOR

7.2.2 RECEIPT PRINTER

7.2.3 CARD READER

- 7.2.4 OTHER HARDWARE
- 7.3 POS SOFTWARE AND SERVICES

8 WIRELESS POS TERMINAL MARKET, BY TYPE

- 8.1 INTRODUCTION
- 8.2 PORTable COUNTERTOP & PIN PAD
- 8.3 MPOS
- 8.4 SMART POS
- 8.5 OTHER TYPES

9 WIRELESS POS TERMINAL MARKET, BY INDUSTRY

- 9.1 INTRODUCTION
- 9.2 RETAIL
- 9.3 HOSPITALITY
- 9.4 HEALTHCARE
- 9.5 TRANSPORTATION
- 9.6 SPORTS & ENTERTAINMENT
- 9.7 OTHER INDUSTRIES

10 GEOGRAPHIC ANALYSIS

- 10.1 INTRODUCTION
- 10.2 NORTH AMERICA
 - 10.2.1 US
 - 10.2.2 CANADA
 - 10.2.3 MEXICO
- 10.3 EUROPE
 - 10.3.1 GERMANY
 - 10.3.2 UK
 - 10.3.3 FRANCE
 - 10.3.4 REST OF EUROPE
- 10.4 APAC
 - 10.4.1 CHINA
 - 10.4.2 JAPAN
 - 10.4.3 SOUTH KOREA
 - 10.4.4 INDIA
 - 10.4.5 REST OF APAC

10.5 ROW

11 COMPETITIVE LANDSCAPE

11.1 INTRODUCTION

11.2 RANKING ANALYSIS OF WIRELESS POS TERMINAL

11.3 COMPETITIVE SCENARIO

11.3.1 PRODUCT LAUNCHES & DEVELOPMENTS

11.3.2 PARTNERSHIPS, AGREEMENTS, JOINT VENTURES, & COLLABORATIONS

11.3.3 MERGERS & ACQUISITIONS

12 COMPANY PROFILES

12.1 KEY PLAYERS

(Business overview, Products offered, Recent developments, MNM view, SWOT analysis)*

12.1.1 INGENICO

12.1.2 VERIFONE

12.1.3 FIRST DATA

12.1.4 PAX GLOBAL TECHNOLOGY

12.1.5 NCR CORPORATION

12.1.6 DIEBOLD NIXDORF

12.1.7 BBPOS

12.1.8 ELAVON

12.1.9 CASTLES TECHNOLOGY

12.1.10 WINPOS

12.1.11 BITEL

12.1.12 CEGID GROUP

12.1.13 SQUIRREL SYSTEMS

12.1.14 NEWLAND PAYMENT TECHNOLOGY

12.1.15 CITIXSYS AMERICAS

*Business overview, Products offered, Recent developments, MNM view, SWOT analysis might not be captured in case of unlisted companies.

12.2 START-UP ECOSYSTEM

12.2.1 IZETTLE

- 12.2.2 REVEL SYSTEMS
- 12.2.3 SHOPKEEP
- 12.2.4 TOUCHBISTRO
- 12.2.5 VEND

13 APPENDIX

- 13.1 DISCUSSION GUIDE
- 13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 13.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE
- 13.4 AVAILABLE CUSTOMIZATIONS
- 13.5 RELATED REPORTS
- 13.6 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 WIRELESS POS TERMINAL MARKET, BY COMPONENT, 2014–2023 (USD BILLION)

Table 2 WIRELESS POS TERMINAL MARKET, BY TYPE, 2014–2023 (USD MILLION)

Table 3 WIRELESS POS TERMINAL MARKET FOR PORTable COUNTERTOP AND PIN PAD, BY INDUSTRY, 2014–2023 (USD MILLION)

Table 4 WIRELESS POS TERMINAL MARKET FOR PORTable COUNTERTOP AND PIN PAD, BY REGION, 2014–2023 (USD MILLION)

Table 5 PORTable COUNTERTOP AND PIN PAD MARKET FOR RETAIL, BY REGION, 2014–2023 (USD MILLION)

Table 6 PORTable COUNTERTOP AND PIN PAD MARKET FOR HOSPITALITY, BY REGION, 2014–2023 (USD MILLION)

Table 7 PORTable COUNTERTOP AND PIN PAD MARKET FOR HEALTHCARE, BY REGION, 2014–2023 (USD MILLION)

Table 8 PORTable COUNTERTOP AND PIN PAD MARKET FOR TRANSPORTATION, BY REGION, 2014–2023 (USD MILLION)

Table 9 PORTable COUNTERTOP AND PIN PAD MARKET FOR SPORTS AND ENTERTAINMENT, BY REGION, 2014–2023 (USD MILLION)

Table 10 PORTable COUNTERTOP AND PIN PAD MARKET FOR OTHER INDUSTRIES, BY REGION, 2014–2023 (USD MILLION)

Table 11 WIRELESS POS TERMINAL MARKET FOR MPOS, BY INDUSTRY, 2014–2023 (USD MILLION)

Table 12 WIRELESS POS TERMINAL MARKET FOR MPOS, BY REGION, 2014–2023 (USD MILLION)

Table 13 MPOS MARKET FOR RETAIL, BY REGION, 2014–2023 (USD MILLION)

Table 14 MPOS MARKET FOR HOSPITALITY, BY REGION, 2014–2023 (USD MILLION)

Table 15 MPOS MARKET FOR HEALTHCARE, BY REGION, 2014–2023 (USD MILLION)

Table 16 MPOS MARKET FOR TRANSPORTATION, BY REGION, 2014–2023 (USD MILLION)

Table 17 MPOS MARKET FOR SPORTS & ENTERTAINMENT, BY REGION, 2014–2023 (USD MILLION)

Table 18 MPOS MARKET FOR OTHER INDUSTRIES, BY REGION, 2014–2023 (USD MILLION)

Table 19 WIRELESS POS TERMINAL MARKET FOR SMART POS, BY INDUSTRY,

2014–2023 (USD MILLION)

Table 20 WIRELESS POS TERMINAL MARKET FOR SMART POS, BY REGION, 2014–2023 (USD MILLION)

Table 21 SMART POS MARKET FOR RETAIL, BY REGION, 2014–2023 (USD MILLION)

Table 22 SMART POS MARKET FOR HOSPITALITY, BY REGION, 2014–2023 (USD MILLION)

Table 23 SMART POS MARKET FOR HEALTHCARE, BY REGION, 2014–2023 (USD MILLION)

Table 24 SMART POS MARKET FOR TRANSPORTATION, BY REGION, 2014–2023 (USD MILLION)

Table 25 SMART POS MARKET FOR SPORTS AND ENTERTAINMENT, BY REGION, 2014–2023 (USD MILLION)

Table 26 SMART POS MARKET FOR OTHER INDUSTRIES, BY REGION, 2014–2023 (USD MILLION)

Table 27 WIRELESS POS TERMINAL MARKET FOR OTHER TYPES, BY INDUSTRY, 2014–2023 (USD MILLION)

Table 28 WIRELESS POS TERMINAL MARKET FOR OTHER TYPES, BY REGION, 2014–2023 (USD MILLION)

Table 29 OTHER TYPE MARKET FOR RETAIL, BY REGION, 2014–2023 (USD MILLION)

Table 30 OTHER TYPES MARKET FOR HOSPITALITY, BY REGION, 2014–2023 (USD MILLION)

Table 31 OTHER TYPES MARKET FOR HEALTHCARE, BY REGION, 2014–2023 (USD MILLION)

Table 32 OTHER TYPES MARKET FOR TRANSPORTATION, BY REGION, 2014–2023 (USD MILLION)

Table 33 OTHER TYPES MARKET FOR SPORTS AND ENTERTAINMENT, BY REGION, 2014–2023 (USD MILLION)

Table 34 OTHER TYPES MARKET FOR OTHER INDUSTRIES, BY REGION, 2014–2023 (USD MILLION)

Table 35 WIRELESS POS TERMINAL MARKET, BY INDUSTRY, 2014–2023 (USD MILLION)

Table 36 WIRELESS POS TERMINAL MARKET FOR RETAIL, BY TYPE, 2014–2023 (USD MILLION)

Table 37 WIRELESS POS TERMINAL MARKET FOR RETAIL, BY REGION, 2014–2023 (USD MILLION)

Table 38 WIRELESS POS TERMINAL MARKET FOR HOSPITALITY, BY TYPE, 2014–2023 (USD MILLION)

Table 39 WIRELESS POS TERMINAL MARKET FOR HOSPITALITY, BY REGION, 2014–2023 (USD MILLION)

Table 40 WIRELESS POS TERMINAL MARKET FOR HEALTHCARE, BY TYPE, 2014–2023 (USD MILLION)

Table 41 WIRELESS POS TERMINAL MARKET FOR HEALTHCARE, BY REGION, 2014–2023 (USD MILLION)

Table 42 WIRELESS POS TERMINAL MARKET FOR TRANSPORTATION, BY TYPE, 2014–2023 (USD MILLION)

Table 43 WIRELESS POS TERMINAL MARKET FOR TRANSPORTATION, BY REGION, 2014–2023 (USD MILLION)

Table 44 WIRELESS POS TERMINAL MARKET FOR SPORTS AND ENTERTAINMENT, BY TYPE, 2014–2023 (USD MILLION)

Table 45 WIRELESS POS TERMINAL MARKET FOR SPORTS AND ENTERTAINMENT, BY REGION, 2014–2023 (USD MILLION)

Table 46 WIRELESS POS TERMINAL MARKET FOR OTHER INDUSTRIES, BY TYPE, 2014–2023 (USD MILLION)

Table 47 WIRELESS POS TERMINAL MARKET FOR OTHER INDUSTRIES, BY REGION, 2014–2023 (USD MILLION)

Table 48 WIRELESS POS TERMINAL MARKET, BY REGION, 2014–2023 (USD BILLION)

Table 49 WIRELESS POS TERMINAL MARKET, BY REGION, 2014–2023 (MILLION UNITS)

Table 50 WIRELESS POS TERMINAL MARKET IN NORTH AMERICA, BY COUNTRY, 2014–2023 (USD MILLION)

Table 51 WIRELESS POS TERMINAL MARKET IN NORTH AMERICA, BY TYPE, 2014–2023 (USD MILLION)

Table 52 WIRELESS POS TERMINAL MARKET IN NORTH AMERICA, BY INDUSTRY, 2014–2023 (USD MILLION)

Table 53 WIRELESS POS TERMINAL MARKET IN EUROPE, BY COUNTRY, 2014–2023 (USD MILLION)

Table 54 WIRELESS POS TERMINAL MARKET IN EUROPE, BY TYPE, 2014–2023 (USD MILLION)

Table 55 WIRELESS POS TERMINAL MARKET IN EUROPE, BY INDUSTRY, 2014–2023 (USD MILLION)

Table 56 WIRELESS POS TERMINAL MARKET IN APAC, BY COUNTRY, 2014–2023 (USD MILLION)

Table 57 WIRELESS POS TERMINAL MARKET IN APAC, BY TYPE, 2014–2023 (USD MILLION)

Table 58 WIRELESS POS TERMINAL MARKET IN APAC, BY INDUSTRY, 2014–2023

(USD MILLION)

Table 59 WIRELESS POS TERMINAL MARKET IN ROW, BY REGION, 2014–2023

(USD MILLION)

Table 60 WIRELESS POS TERMINAL MARKET IN ROW, BY TYPE, 2014–2023 (USD MILLION)

Table 61 WIRELESS POS TERMINAL MARKET IN ROW, BY INDUSTRY, 2014–2023 (USD MILLION)

Table 62 MARKET RANKING FOR WIRELESS POS TERMINAL MARKET, 2016

List Of Figures

LIST OF FIGURES

Figure 1 RESEARCH DESIGN

Figure 2 WIRELESS POS TERMINAL MARKET, 2014–2023

Figure 3 WIRELESS POS TERMINAL MARKET FOR POS SOFTWARE AND SERVICES TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

Figure 4 PORTable COUNTERTOP AND PIN PAD TO HOLD LARGEST SIZE OF WIRELESS POS TERMINAL MARKET IN 2017

Figure 5 RETAIL TO HOLD LARGEST SIZE OF WIRELESS POS TERMINAL MARKET IN 2017

Figure 6 NORTH AMERICA HELD LARGEST SHARE OF WIRELESS POS TERMINAL MARKET IN 2016

Figure 7 INCREASE IN CASHLESS TRANSACTIONS IN DIFFERENT COUNTRIES IS EXPECTED TO DRIVE THE WIRELESS POS TERMINAL MARKET

Figure 8 WIRELESS POS TERMINAL MARKET FOR MPOS TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

Figure 9 RETAIL HELD LARGEST SHARE OF WIRELESS POS TERMINAL MARKET IN APAC IN 2016

Figure 10 WIRELESS POS TERMINAL MARKET FOR SPORTS & ENTERTAINMENT INDUSTRY TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 11 US HELD LARGEST SHARE OF WIRELESS POS TERMINAL MARKET IN 2016

Figure 12 INCREASING E-COMMERCE TRANSACTIONS SPUR DEMAND FOR WIRELESS POS TERMINALS AND DRIVE GROWTH OF THE MARKET

Figure 13 PERCENTAGE OF TRANSACTIONS ENABLED WITH EMV CARDS

Figure 14 INCREASED ADOPTION OF E-COMMERCE TRANSACTIONS, 2011–2015

Figure 15 GLOBAL NUMBER OF CYBERATTACK INCIDENTS

Figure 16 ASSEMBLY AND MANUFACTURING, AND SOFTWARE DEVELOPMENT ADD MAJOR VALUE TO WIRELESS POS TERMINALS

Figure 17 WIRELESS POS TERMINAL MARKET, BY COMPONENT

Figure 18 POS SOFTWARE AND SERVICES TO DOMINATE WIRELESS POS TERMINAL MARKET DURING FORECAST PERIOD

Figure 19 HARDWARE COMPONENTS OF WIRELESS POS TERMINALS

Figure 20 WIRELESS POS TERMINAL MARKET, BY TYPE

Figure 21 PORTable COUNTERTOP AND PIN PAD TO HOLD LARGEST SIZE OF WIRELESS POS TERMINAL MARKET IN 2017

Figure 22 RETAIL TO HOLD LARGEST SIZE OF WIRELESS POS TERMINAL

MARKET FOR PORTable COUNTERTOP AND PIN PAD IN 2017

Figure 23 WIRELESS POS TERMINAL MARKET FOR MPOS IN APAC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

Figure 24 SMART POS MARKET FOR SPORTS AND ENTERTAINMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

Figure 25 NORTH AMERICA TO HOLD LARGEST SIZE OF WIRELESS POS TERMINAL MARKET FOR OTHER TYPES IN 2017

Figure 26 WIRELESS POS TERMINAL MARKET, BY INDUSTRY

Figure 27 RETAIL TO HOLD LARGEST SIZE OF WIRELESS POS TERMINAL MARKET IN 2017

Figure 28 WIRELESS POS TERMINAL MARKET FOR RETAIL IN APAC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

Figure 29 PORTable COUNTERTOP AND PIN PAD TO HOLD LARGEST SIZE OF WIRELESS POS TERMINAL MARKET FOR HEALTHCARE BY 2017

Figure 30 NORTH AMERICA TO HOLD LARGEST SIZE OF WIRELESS POS TERMINAL MARKET FOR SPORTS AND ENTERTAINMENT BY 2017

Figure 31 WIRELESS POS TERMINAL MARKET, BY REGION

Figure 32 GEOGRAPHIC SNAPSHOT: WIRELESS POS TERMINAL MARKET

Figure 33 WIRELESS POS TERMINAL MARKET IN NORTH AMERICA

Figure 34 MARKET SNAPSHOT: NORTH AMERICA

Figure 35 WIRELESS POS TERMINAL MARKET IN EUROPE

Figure 36 MARKET SNAPSHOT: EUROPE

Figure 37 WIRELESS POS TERMINAL MARKET IN APAC

Figure 38 MARKET SNAPSHOT: APAC

Figure 39 WIRELESS POS TERMINAL MARKET IN ROW

Figure 40 COMPANIES ADOPTED CONTRACTS, AGREEMENTS, AND PARTNERSHIPS AS KEY GROWTH STRATEGIES

Figure 41 MARKET EVALUATION FRAMEWORK: CONTRACTS, AGREEMENTS, AND PARTNERSHIPS FUELLED GROWTH AND INNOVATION BETWEEN 2014 AND 2016

Figure 42 GEOGRAPHIC REVENUE MIX OF KEY PLAYERS

Figure 43 INGENICO: COMPANY SNAPSHOT

Figure 44 VERIFONE: COMPANY SNAPSHOT

Figure 45 FIRST DATA: COMPANY SNAPSHOT

Figure 46 PAX GLOBAL TECHNOLOGY: COMPANY SNAPSHOT

Figure 47 NCR CORPORATION: COMPANY SNAPSHOT

Figure 48 DIEBOLD NIXDORF: COMPANY SNAPSHOT

Figure 49 CEGID GROUP: COMPANY SNAPSHOT

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