

# **Global Market Study on POS Machines: BFSI Projected to be the Most Attractive Segment by Industry During 2017 - 2025**

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## **Abstracts**

Persistence Market Research uses a unique research methodology which is a strong blend of secondary and in-depth primary research. Extensive primary interviews with key market players, stakeholders, market observers and experts are carried out to collect necessary data and information pertaining to various segments and across key regions. The data crunching and statistical analysis so performed undergoes multiple layers of validation to garner appropriate market insights which could benefit business by impacting critical decisions. The exhaustive research methodology has been applied to thoroughly understand and study the market for POS machines and the findings and insights have been skilfully crafted following a systematic structure in the new report titled "POS Machine Market: Global Industry Analysis (2012-2016) and Forecast (2017-2025)".

Delivering actionable intelligence to assist in decision making

The market research report on global POS machines is a comprehensive market research study which focuses on the global scenario and provides actionable acumen on various factors which influence the market which is possible with the help of strong data and statistical analyses. It delivers an unbiased view of the market by including analysis on various market segments across the major geographies of North America, Latin America, Europe, Asia Pacific and Middle East and Africa (MEA). The global research report on POS machine market has in-depth weightage on statistics, figures, numbers and graphs which is based on a clear market definition. This will enable the reader to take informed decisions with the help of well-furnished insights. The upcoming trends and developments, new innovations in products and varying product portfolios, new acquisitions, end user analysis and much more actionable acumen give a 3600

view to the market ultimately providing the reader with necessary tools to devise strategies in order to establish firm grip in a particular region or in a particular segment in the global POS machine market.

A detailed competitive analysis is covered in the research report

The global POS machines market research report covers competitive landscape, which covers the market shares, revenues, growth strategies applied, product portfolio analysis, distribution channels, expansion in several geographies, marketing strategies, SWOT, pricing analysis, etc., of the various key players in the global POS machines market. Such an intelligence framework can be used to devise appropriate strategies in order to gain competitive advantage in the long run.

### **Key Report Highlights**

In-depth market analysis, with scrutiny across major regions

Market segmentation up to third level

Historical data, current statistics and a projected view of the market (forecasts) over a period of five years

Competitive landscape including analyses on key players

Unbiased view of the global market slating a realistic contour of data projections

Strong accurate research from a strategic standpoint

Weighted analyses which gives justice to the market segmentation covered

## Contents

### **1. EXECUTIVE SUMMARY**

- 1.1. Market Overview
- 1.2. Market Analysis
- 1.3. PMR Recommendations
- 1.4. Wheel of Fortune
- 1.5. Market Snapshot

### **2. MARKET INTRODUCTION**

- 2.1. Market Definition
- 2.2. Market Taxonomy
- 2.3. Market Evolution
- 2.4. Value Chain Analysis

### **3. MARKET VIEW POINT**

- 3.1. Macro-Economic Factors
- 3.2. Opportunity Analysis
- 3.3. Technology Trends
- 3.4. Global Key Regulations

### **4. NORTH AMERICA POINT OF SALE (POS) MACHINES MARKET ANALYSIS AND FORECAST**

- 4.1. Introduction
- 4.2. Regional Market Dynamics & Impact Analysis
  - 4.2.1. Drivers
  - 4.2.2. Restraints
  - 4.2.3. Trends
- 4.3. Historical Market Size (US\$ Mn) Analysis 2012-2016, By Country
  - 4.3.1. U.S.
  - 4.3.2. Canada
- 4.4. Current Market Size (US\$ Mn) Forecast 2017-2025, By Country
  - 4.4.1. U.S.
  - 4.4.2. Canada
- 4.5. Market Size (US\$ Mn) & Forecast By Terminal Type

- 4.5.1. Fixed POS Terminal
- 4.5.2. Mobile POS Terminal
- 4.5.3. Pocket POS Terminal
- 4.5.4. POS GSM/GPRS Terminal
- 4.6. Market Size (US\$ Mn) & Forecast By Industry
  - 4.6.1. Retail & Consumer goods
  - 4.6.2. Travel & Hospitality
  - 4.6.3. Manufacturing
  - 4.6.4. Media & Entertainment
  - 4.6.5. Healthcare
  - 4.6.6. BFSI
  - 4.6.7. Others
- 4.7. Market Attractiveness Analysis
  - 4.7.1. By Country
  - 4.7.2. By Terminal Type
  - 4.7.3. By Industry
- 4.8. Market Presence (Intensity Map)

## **5. LATIN AMERICA POINT OF SALE (POS) MACHINES MARKET ANALYSIS AND FORECAST**

- 5.1. Introduction
- 5.2. Regional Market Dynamics & Impact Analysis
  - 5.2.1. Drivers
  - 5.2.2. Restraints
  - 5.2.3. Trends
- 5.3. Historical Market Size (US\$ Mn) Analysis 2012-2016, By Country
  - 5.3.1. Brazil
  - 5.3.2. Mexico
  - 5.3.3. Rest of Latin America
- 5.4. Current Market Size (US\$ Mn) Forecast 2017-2025, By Country
  - 5.4.1. Brazil
  - 5.4.2. Mexico
  - 5.4.3. Rest of Latin America
- 5.5. Market Size (US\$ Mn) & Forecast By Terminal Type
  - 5.5.1. Fixed POS Terminal
  - 5.5.2. Mobile POS Terminal
  - 5.5.3. Pocket POS Terminal
  - 5.5.4. POS GSM/GPRS Terminal

## 5.6. Market Size (US\$ Mn) & Forecast By Industry

- 5.6.1. Retail & Consumer goods
- 5.6.2. Travel & Hospitality
- 5.6.3. Manufacturing
- 5.6.4. Media & Entertainment
- 5.6.5. Healthcare
- 5.6.6. BFSI
- 5.6.7. Others

## 5.7. Market Attractiveness Analysis

- 5.7.1. By Country
- 5.7.2. By Terminal Type
- 5.7.3. By Industry

## 5.8. Market Presence (Intensity Map)

# **6. EUROPE POINT OF SALE (POS) MACHINES MARKET ANALYSIS AND FORECAST**

## 6.1. Introduction

## 6.2. Regional Market Dynamics & Impact Analysis

- 6.2.1. Drivers
- 6.2.2. Restraints
- 6.2.3. Trends

## 6.3. Historical Market Size (US\$ Mn) Analysis 2012-2016, By Country

- 6.3.1. Germany
- 6.3.2. U.K.
- 6.3.3. France
- 6.3.4. Spain
- 6.3.5. Italy
- 6.3.6. Poland
- 6.3.7. Russia
- 6.3.8. Rest of Europe

## 6.4. Current Market Size (US\$ Mn) Forecast 2017-2025, By Country

- 6.4.1. Germany
- 6.4.2. U.K.
- 6.4.3. France
- 6.4.4. Spain
- 6.4.5. Italy
- 6.4.6. Poland
- 6.4.7. Russia

- 6.4.8. Rest of Europe
- 6.5. Market Size (US\$ Mn) & Forecast By Terminal Type
  - 6.5.1. Fixed POS Terminal
  - 6.5.2. Mobile POS Terminal
  - 6.5.3. Pocket POS Terminal
  - 6.5.4. POS GSM/GPRS Terminal
- 6.6. Market Size (US\$ Mn) & Forecast By Industry
  - 6.6.1. Retail & Consumer goods
  - 6.6.2. Travel & Hospitality
  - 6.6.3. Manufacturing
  - 6.6.4. Media & Entertainment
  - 6.6.5. Healthcare
  - 6.6.6. BFSI
  - 6.6.7. Others
- 6.7. Market Attractiveness Analysis
  - 6.7.1. By Country
  - 6.7.2. By Terminal Type
  - 6.7.3. By Industry
- 6.8. Market Presence (Intensity Map)

## **7. ASIA PACIFIC POINT OF SALE (POS) MACHINES MARKET ANALYSIS AND FORECAST**

- 7.1. Introduction
- 7.2. Regional Market Dynamics & Impact Analysis
  - 7.2.1. Drivers
  - 7.2.2. Restraints
  - 7.2.3. Trends
- 7.3. Historical Market Size (US\$ Mn) Analysis 2012-2016, By Country
  - 7.3.1. China
  - 7.3.2. Japan
  - 7.3.3. India
  - 7.3.4. ASEAN
  - 7.3.5. Australia and New Zealand
  - 7.3.6. Rest of Asia Pacific
- 7.4. Current Market Size (US\$ Mn) Forecast 2017-2025, By Country
  - 7.4.1. China
  - 7.4.2. Japan
  - 7.4.3. India

- 7.4.4. ASEAN
- 7.4.5. Australia and New Zealand
- 7.4.6. Rest of Asia Pacific
- 7.5. Market Size (US\$ Mn) & Forecast By Terminal Type
  - 7.5.1. Fixed POS Terminal
  - 7.5.2. Mobile POS Terminal
  - 7.5.3. Pocket POS Terminal
  - 7.5.4. POS GSM/GPRS Terminal
- 7.6. Market Size (US\$ Mn) & Forecast By Industry
  - 7.6.1. Retail & Consumer goods
  - 7.6.2. Travel & Hospitality
  - 7.6.3. Manufacturing
  - 7.6.4. Media & Entertainment
  - 7.6.5. Healthcare
  - 7.6.6. BFSI
  - 7.6.7. Others
- 7.7. Market Attractiveness Analysis
  - 7.7.1. By Country
  - 7.7.2. By Terminal Type
  - 7.7.3. By Industry
- 7.8. Market Presence (Intensity Map)

## **8. MIDDLE EAST & AFRICA POINT OF SALE (POS) MACHINES MARKET ANALYSIS AND FORECAST**

- 8.1. Introduction
- 8.2. Regional Market Dynamics & Impact Analysis
  - 8.2.1. Drivers
  - 8.2.2. Restraints
  - 8.2.3. Trends
- 8.3. Historical Market Size (US\$ Mn) Analysis 2012-2016, By Country
  - 8.3.1. GCC Countries
  - 8.3.2. Northern Africa
  - 8.3.3. South Africa
  - 8.3.4. Turkey
  - 8.3.5. Rest of Middle East and Africa
- 8.4. Current Market Size (US\$ Mn) Forecast 2017-2025, By Country
  - 8.4.1. GCC Countries
  - 8.4.2. Northern Africa

- 8.4.3. South Africa
- 8.4.4. Turkey
- 8.4.5. Rest of Middle East and Africa
- 8.5. Market Size (US\$ Mn) & Forecast By Terminal Type
  - 8.5.1. Fixed POS Terminal
  - 8.5.2. Mobile POS Terminal
  - 8.5.3. Pocket POS Terminal
  - 8.5.4. POS GSM/GPRS Terminal
- 8.6. Market Size (US\$ Mn) & Forecast By Industry
  - 8.6.1. Retail & Consumer goods
  - 8.6.2. Travel & Hospitality
  - 8.6.3. Manufacturing
  - 8.6.4. Media & Entertainment
  - 8.6.5. Healthcare
  - 8.6.6. BFSI
  - 8.6.7. Others
- 8.7. Market Attractiveness Analysis
  - 8.7.1. By Country
  - 8.7.2. By Terminal Type
  - 8.7.3. By Industry
- 8.8. Market Presence (Intensity Map)

## **9. FORECAST FACTORS: RELEVANCE AND IMPACT**

## **10. COMPETITION LANDSCAPE**

- 10.1. Market Structure
- 10.2. Market Share & Market Volume Analysis
- 10.3. Top Display Panel Providers Volume
- 10.4. Competition Intensity Mapping
- 10.5. Competition Dashboard
- 10.6. Company Profiles (Details – Overview, Financials, Strategy, Recent Developments)
  - 10.6.1. Verifone
  - 10.6.2. Ingenico Group
  - 10.6.3. PAX Technology Limited
  - 10.6.4. Shenzhen Xinguodu Technology Co., Ltd.
  - 10.6.5. SZTZ Electronics Co., Ltd.
  - 10.6.6. BBPOS Limited



- 10.6.7. Fujian Centerm Information Co., Limited
- 10.6.8. Fujian Newland Payment Technology CO., Limited
- 10.6.9. New POS Technology Limited
- 10.7. Other Players (Snapshot)
  - 10.7.1. Cybernet Manufacturing, Inc.
  - 10.7.2. Castles Technology Co., Limited
  - 10.7.3. Shenzhen Ejeton technology Co., Limited
  - 10.7.4. AURES Group
  - 10.7.5. Posiflex Technology, Inc.
- 10.8. Display Panel Suppliers Company Profile
  - 10.8.1. Mitsubishi Electric Corporation
  - 10.8.2. Phoenix Display International, Inc.
  - 10.8.3. Varitronix
  - 10.8.4. Toshiba Corporation
  - 10.8.5. Sharp Corporation
  - 10.8.6. AU Optronics Corporation

## **11. GLOBAL POINT OF SALE (POS) MACHINES MARKET ANALYSIS, BY REGION**

- 11.1. Introduction
- 11.2. Global Market Size (US\$ Mn) Analysis 2012-2016 & Forecast 2017-2025
- 11.3. Global Market Volume (US\$ Mn) Analysis 2016-2025
- 11.4. Regional Market Volume (US\$ Mn) Analysis 2016-2025
- 11.5. Historical Market Size (US\$ Mn) Analysis 2012-2016, By Region
  - 11.5.1. North America
  - 11.5.2. Latin America
  - 11.5.3. Europe
  - 11.5.4. Asia Pacific
  - 11.5.5. Middle East and Africa
- 11.6. Current Market Size (US\$ Mn) Forecast 2017-2025, By Region
  - 11.6.1. North America
  - 11.6.2. Latin America
  - 11.6.3. Europe
  - 11.6.4. Asia Pacific
  - 11.6.5. Middle East and Africa
- 11.7. Market Attractiveness Analysis By Region

## **12. GLOBAL POINT OF SALE (POS) MACHINES MARKET ANALYSIS, BY TERMINAL TYPE**

## 12.1. Historical Market Size (US\$ Mn) Analysis 2012-2016, By Terminal Type

- 12.1.1. Fixed POS Terminal
- 12.1.2. Mobile POS Terminal
- 12.1.3. Pocket POS Terminal
- 12.1.4. POS GSM/GPRS Terminal

## 12.2. Current Market Size (US\$ Mn) Forecast 2017-2025, By Terminal Type

- 12.2.1. Fixed POS Terminal
- 12.2.2. Mobile POS Terminal
- 12.2.3. Pocket POS Terminal
- 12.2.4. POS GSM/GPRS Terminal

## 12.3. Market Attractiveness Analysis By Terminal Type

# 13. GLOBAL POINT OF SALE (POS) MACHINES MARKET ANALYSIS, BY INDUSTRY

## 13.1. Historical Market Size (US\$ Mn) Analysis 2012-2016, By Industry

- 13.1.1. Retail & Consumer goods
- 13.1.2. Travel & Hospitality
- 13.1.3. Manufacturing
- 13.1.4. Media & Entertainment
- 13.1.5. Healthcare
- 13.1.6. BFSI
- 13.1.7. Others

## 13.2. Current Market Size (US\$ Mn) Forecast 2017-2025, By Industry

- 13.2.1. Retail & Consumer goods
- 13.2.2. Travel & Hospitality
- 13.2.3. Manufacturing
- 13.2.4. Media & Entertainment
- 13.2.5. Healthcare
- 13.2.6. BFSI
- 13.2.7. Others

## 13.3. Market Attractiveness Analysis By Industry

# 14. ASSUMPTIONS AND ACRONYMS USED

# 15. RESEARCH METHODOLOGY

## List Of Tables

### LIST OF TABLES

Table 01: North America POS Machine Market Value Analysis (US\$ Mn), By Terminal Type, 2012–2016

Table 02: North America POS Machine Market Value Analysis (US\$ Mn), By Terminal Type, 2017–2025

Table 03: North America POS Machine Market Value Analysis (US\$ Mn), By Industry, 2012–2026

Table 04: North America POS Machine Market Value Analysis (US\$ Mn), By Industry, 2017–2025

Table 05: Latin America POS Machine Market Value Analysis (US\$ Mn), By Terminal Type, 2012–2016

Table 06: Latin America POS Machine Market Value Analysis (US\$ Mn), By Terminal Type, 2017–2025

Table 07: Latin America POS Machine Market Value Analysis (US\$ Mn), By Industry, 2012–2026

Table 08: Latin America POS Machine Market Value Analysis (US\$ Mn), By Industry, 2017–2025

Table 09: Europe POS Machine Market Value Analysis (US\$ Mn), By Terminal Type, 2012–2016

Table 10: Europe POS Machine Market Value Analysis (US\$ Mn), By Terminal Type, 2017–2025

Table 11: Europe POS Machine Market Value Analysis (US\$ Mn), By Industry, 2012–2026

Table 12: Europe POS Machine Market Value Analysis (US\$ Mn), By Industry, 2017–2025

Table 13: Asia Pacific POS Machine Market Value Analysis (US\$ Mn), By Terminal Type, 2012–2016

Table 14: Asia Pacific POS Machine Market Value Analysis (US\$ Mn), By Terminal Type, 2017–2025

Table 15: Asia Pacific POS Machine Market Value Analysis (US\$ Mn), By Industry, 2012–2026

Table 16: Asia Pacific POS Machine Market Value Analysis (US\$ Mn), By Industry, 2017–2025

Table 17: MEA POS Machine Market Value Analysis (US\$ Mn), By Terminal Type, 2012–2016

Table 18: MEA POS Machine Market Value Analysis (US\$ Mn), By Terminal Type,

2017–2025

Table 19: MEA POS Machine Market Value Analysis (US\$ Mn), By Industry, 2012–2026

Table 20: MEA POS Machine Market Value Analysis (US\$ Mn), By Industry, 2017–2025

Table 21: POS Machine Market Volume in Units (US\$ Mn), By Region, 2016–2025

## List Of Figures

### LIST OF FIGURES

Figure 01: Global POS Machine Market Value (US\$ Mn), 2017–2025

Figure 02: Percentage growth in payment card transactions worldwide from 2011 to 2016, by region

Figure 03: Worldwide ICT spending

Figure 04: Region-wise mobile contribution to GDP

Figure 05: U.S. POS Machine Market Value (US\$ Mn), 2012–2016

Figure 06: U.S. POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 07: Canada POS Machine Market Value (US\$ Mn), 2012–2016

Figure 08: Canada POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 09: North America POS Machine Market Attractiveness Index, By Country, 2017–2025

Figure 10: North America POS Machine Market Attractiveness Index, By Terminal Type, 2017–2025

Figure 11: North America POS Machine Market Attractiveness Index, By Industry, 2017–2025

Figure 12: Brazil POS Machine Market Value (US\$ Mn), 2012–2016

Figure 13: Brazil POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 14: Mexico POS Machine Market Value (US\$ Mn), 2012–2016

Figure 15: Mexico POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 16: Rest of Latin America POS Machine Market Value (US\$ Mn), 2012–2016

Figure 17: Rest of Latin America POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 18: Latin America POS Machine Market Attractiveness Index, By Country, 2017–2025

Figure 19: Latin America POS Machine Market Attractiveness Index, By Terminal Type, 2017–2025

Figure 20: Latin America POS Machine Market Attractiveness Index, By Industry, 2017–2025

Figure 21: Germany POS Machine Market Value (US\$ Mn), 2012–2016

Figure 22: Germany POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 23: U.K. POS Machine Market Value (US\$ Mn), 2012–2016

Figure 24: U.K. POS Machine Market Value (US\$ Mn) &

Figure 25: France POS Machine Market Value (US\$ Mn), 2012–2016

Figure 26: France POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 27: Spain POS Machine Market Value (US\$ Mn), 2012–2016

Figure 28: Spain POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 29: Italy POS Machine Market Value (US\$ Mn), 2012–2016

Figure 30: Italy POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 31: Poland POS Machine Market Value (US\$ Mn), 2012–2016

Figure 32: Poland POS Machine Market Value (US\$ Mn), 2012–2016

Figure 33: Russia POS Machine Market Value (US\$ Mn), 2012–2016

Figure 34: Russia POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 35: Rest of Europe POS Machine Market Value (US\$ Mn), 2012–2016

Figure 36: Rest of Europe POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 37: Europe POS Machine Market Attractiveness Index, By Country, 2017–2025

Figure 38: Europe POS Machine Market Attractiveness Index, By Terminal Type, 2017–2025

Figure 39: Europe POS Machine Market Attractiveness Index, By Industry, 2017–2025

Figure 40: China POS Machine Market Value (US\$ Mn), 2012–2016

Figure 41: China POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 42: India POS Machine Market Value (US\$ Mn), 2012–2016

Figure 43: India POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 44: Japan POS Machine Market Value (US\$ Mn), 2012–2016

Figure 45: Japan POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 46: ASEAN POS Machine Market Value (US\$ Mn), 2012–2016

Figure 47: ASEAN POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 48: Australia and New Zealand POS Machine Market Value (US\$ Mn), 2012–2016

Figure 49: Australia and New Zealand POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 50: Rest of Asia Pacific POS Machine Market Value (US\$ Mn), 2012–2016

Figure 51: Rest of Asia Pacific POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 52: Asia Pacific POS Machine Market Attractiveness Index, By Country, 2017–2025

Figure 53: Asia Pacific POS Machine Market Attractiveness Index, By Terminal type, 2017–2025

Figure 54: Asia Pacific POS Machine Market Attractiveness Index, By Terminal Type, 2017–2025

Figure 55: GCC POS Machine Market Value (US\$ Mn), 2012–2016

Figure 56: GCC POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 57: North Africa POS Machine Market Value (US\$ Mn), 2012–2016

Figure 58: North Africa POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 59: South Africa POS Machine Market Value (US\$ Mn), 2012–2016

Figure 60: South Africa POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 61: Turkey POS Machine Market Value (US\$ Mn), 2012–2016

Figure 62: Turkey POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 63: Rest of MEA POS Machine Market Value (US\$ Mn), 2012–2016

Figure 64: Rest of MEA POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2016–2025

Figure 65: MEA POS Machine Market Attractiveness Index, By Country, 2017–2025

Figure 66: MEA POS Machine Market Attractiveness Index, By Terminal Type, 2017–2025

Figure 67: MEA POS Machine Market Attractiveness Index, By Industry, 2017–2025

Figure 68: Global Market, by value

Figure 69: Global Market volume, by units

Figure 70: North America POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, 2012–2016

Figure 71: North America POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 72: Latin America POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, 2012–2016

Figure 73: Latin America POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 74: Europe POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, 2012–2016



Figure 75: Europe POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 76: APAC POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, 2012–2016

Figure 77: APAC POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 78: MEA POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, 2012–2016

Figure 79: MEA POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 80: Global POS Machine Market Attractiveness Index, By Region, 2017–2025

Figure 81: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By Fixed POS Terminal, 2012–2016

Figure 82: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 83: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, Mobile POS Terminal, 2012–2016

Figure 84: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 85: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By Pocket POS Terminal, 2012–2016

Figure 86: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 87: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By POS GSM/GPRS Terminal, 2012–2016

Figure 88: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 89: Global POS Machine Market Attractiveness Index, By Terminal Type, 2017–2025

Figure 90: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By Retail & Consumer Goods, 2012–2016

Figure 91: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 92: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By Travel & Hospitality, 2012–2016

Figure 93: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 94: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By BFSI, 2012–2016

Figure 95: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025



Figure 96: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By Media & Entertainment, 2012–2016

Figure 97: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 98: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By Manufacturing, 2012–2016

Figure 99: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 100: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By Healthcare, 2012–2016

Figure 101: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 102: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth, By Others, 2012–2016

Figure 103: Global POS Machine Market Value (US\$ Mn) & Y-o-Y Growth Forecast, 2017–2025

Figure 104: Global POS Machine Market Attractiveness Index, By Industry, 2017–2025

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