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Australia POS Market, By Product Type (Fixed and mPOS), By Deployment (Cloud and On-Premise), By Industry (Retail, Travel & Hospitality, Media & Entertainment, Healthcare, Education and Others), Competition, Forecast & Opportunities, 2024

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Abstracts

Australia POS market is anticipated to grow at a CAGR of more than 10% during 2020 - 2024 on account of technological advancements, affordable internet connectivity and increasing penetration of smartphones. Point of sale (POS) terminals are used for handling payments and checkouts. Modern POS terminals integrate multiple systems into a single terminal to manage operations such as printing, card payments, billing and cash collection. Moreover, need for user-friendly, secure and convenient payment options is further bolstering the growth of Australia POS terminal market. A large number of debit and credit card transactions is pushing the demand for POS terminals among retailers and other end-users across the country. Additionally, factors like low cost of the point of sale devices and easy deployment backed by the increasing inclination towards cashless economy are anticipated to positively influence Australia POS market through 2024.

Australia POS market can be segmented based on product type, deployment, industry and regional analysis. On the basis of product type, the market can be segmented into fixed and mPOS. Fixed POS device segment dominated the market in 2018 and the segment is poised to grow at an impressive rate during forecast period as well on account of early introduction in the market. Based on the deployment, the market can be bifurcated into cloud and on-premise, of which the former is anticipated to grow at a significant pace during the forecast period on account of multiple functionality and flexible pricing.

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Major players operating in Australia POS market include Ingenico International (Pacific) Pty Limited, VeriFone Australia Pty. Ltd., Toshiba TEC Australia Pty., Ltd., Cisco Systems Australia Pty Ltd, NEC Australia Pty Ltd, NCR Australia Pty Ltd, Diebold Nixdorf Australia Pty Limited, Panasonic Australia Pty Ltd, Samsung Electronics Australia Pty Ltd, etc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of Australia POS market.

To classify and forecast Australia POS market based on product type, deployment, industry and regional distribution.

To identify drivers and challenges for Australia POS market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Australia POS market.

To identify and analyze the profile of leading players operating in the Australia POS market.

Some of the leading players in Australia POS market include Ingenico International (Pacific) Pty Limited, VeriFone Australia Pty. Ltd., Toshiba TEC Australia Pty., Ltd., Cisco Systems Australia Pty Ltd, NEC Australia Pty Ltd, NCR Australia Pty Ltd, Diebold Nixdorf Australia Pty Limited, Panasonic Australia Pty Ltd, Samsung Electronics Australia Pty Ltd, etc.

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TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of POS players across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major service providers across the country.

TechSci Research calculated the market size of Australia POS market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

POS terminal manufacturers, suppliers and other stakeholders

Trade Associations, organizations, forums and alliances related to POS

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

REPORT SCOPE:

In this report, Australia POS market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

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Market, By Product Type:

Fixed

mPOS

Market, By Deployment:

Cloud

On-Premise

Market, By Industry:

Retail

Education

Healthcare

Media & Entertainment

Travel & Hospitality

Others

Market, By Region:

Australia Capital Territory & New South Wales

Victoria & Tasmania

Western Australia

Queensland

Northern Territory & Southern Australia

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COMPETITIVE LANDSCAPE

Company Profiles: Detailed analysis of the major companies present in Australia POS market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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