

# **Australia POS Market By Terminal Type (Fixed POS, Mobile POS), By Deployment (Cloud, On-Premise), By Enterprise Size (Small & Medium Enterprises (SMEs), Large Enterprises), By End User (Retail, Travel and Hospitality, Government, BFSI, Healthcare and Pharmaceuticals, Media and Entertainment, Transportation, Logistics, and Others), By Region, Competition, Forecast & Opportunities, 2028**

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## **Abstracts**

Australia POS Market is anticipated to witness a growth of steady CAGR during the forecast period, 2024-2028. Key factors influencing the demand for POS in the nation include the rising demand for mobile payment among SMEs, government rules for security & compliance, and rising growing popularity of mobile POS systems.

A point-of-sale (POS) system is a software and hardware solution for accepting payments, managing inventory, and tracking sales. Traditionally, POS systems were placed near store exits to encourage customers to make last-minute purchases. Point of Sales place a significant role in the market as customers tend to buy high-margin goods and services. POS systems are used in a variety of businesses, including retail stores, restaurants, and service businesses. By automating the transaction process and keeping track of important sales data, electronic point-of-sale software systems make retail operations more efficient. An electronic cash register and software to coordinate data gathered from daily purchases are basic systems. These systems offer various benefits to the enterprises such as increased efficiency, improved inventory management, enhanced data analytics for marketing campaigns and customer services, and protects customer data. By installing a network of data-capture devices, such as

card readers and barcode scanners, the business can improve functionality. Therefore, the demand is growing rapidly in Australia.

### Adoption of Big Data & IoT Technologies in Different Sectors in POS

In many industry sectors, Australia is seeing a steady increase in the adoption of smart technologies like big data and IoT in various sectors. For instance, in the agriculture sector, several startups deploy big data analytics solutions. In the banking sector utilizing big data analytics solutions for the storing of electronic health records (EHRs) and payment gateway, among other things. Australia has a systematic healthcare system and around 10% of GDP, or about the OECD average, is spent on healthcare. POS systems can aid in streamlining the billing process, reduce the risk of errors, and improve patient satisfaction, Therefore the demand for POS systems in the healthcare sector is increasing.

In the banking sector, the Government of Australia is focusing on big data and machine learning tools deployed by the Commonwealth Bank of Australia to provide same-day emergency support to its customers in the event of a natural disaster. The Australian government unveiled its national data plan in December 2021 to maximize data utilization and repurpose it throughout the economy. Additionally, the University of Sydney in November 2021 stated that COVID-19 patients would be participating in pilot testing of its IoT-integrated admission screen system. Moreover, the Australian government proposed IoT rating systems and expiry date systems for the nation in July 2021. Big data and Internet of Things (IoT) technologies are high computational power technologies that generate a lot of data flow. Installing more systems to process greater efficiency by protecting patient data and creating a high demand for PoS, thus making it more convenient for patients to pay for their medical services. The business need would rise as a result, due to these factors the market for the Australia OPS would grow during the forecast period.

### Increasing Adoption of Cloud-based POS systems

With increasing investments from both local and international cloud service providers including Amazon Web Service (AWS), Oracle Corporation, Microsoft Corporation, Google, Macquarie Telecom, and Vault Systems, the Australia POS market is one of the developing markets in the APAC region. Cloud-based POS systems are becoming increasingly popular in today's business world due to their numerous advantages over traditional POS systems. These systems enable businesses to centralize the database, allowing customers to make optimal decisions, and improve transparency and data

visibility across the organization. Businesses all over the country are moving their data to private and hybrid cloud models in response to the expanding digital revolutions and the requirement for portable and secure data storage.

Moreover, cloud-based POS systems often keep pricing fair and recurring. Therefore, it has enabled enterprises to reallocate resources to other areas of the business, which require more investment. It has caused a rise in investments in the nation's cloud computing business.

In April 2022, the international cloud service provider, Amazon Web Service (AWS), announced the extension of its services in Australia. The company claimed that it would promote the digital transformation of start-ups, businesses, and government organizations. It launched the nation's second cloud region in 2022.

In July 2021, Google, the leading cloud computing provider across the world, announced the launch of its second cloud area in Melbourne, Australia. All these developments are contributing to the expansion of the market and the range of new products and services available. Thus, the increasing adoption of Cloud-based POS systems will boost the Australia POS market in the coming years.

### Growing Popularity of Mobile POS Systems

MPOS systems are becoming increasingly popular and necessary for retailers to stay competitive because they offer an efficient, scalable, and cost-effective way to process transactions while providing a superior customer experience. These systems have become essential elements of an enterprise's business strategy to provide better customer experiences, scale the business, and expand revenue streams. One of the benefits of using a mobile POS system is the variety of manufacturers offering different devices at different price points and sizes. As the demand in Australia for mobile PoS systems is surging, enterprises are trying to enter the businesses and several service providers are introducing enhanced mPOS systems to attract more customers.

For instance, in October 2022, National Australia Bank announced its entrance into the mPOS business while launching an application "Easy Tap" to turn the phone into payment acceptance devices for small businesses, for people with minimum purchase amount and no upfront costs. Therefore, enterprises in Australia are investing in new technologies to become more sustainable, secure, and cost-effective.

Moreover, A new mobile payment solution has been implemented by Officeworks

across its 167 physical retail stores. Over 40,000 products can be found in the catalog of the retailer of office and stationery supplies. Quest Payment Systems' Airpay TAP soft POS payment solution and Zebra Technologies' TC52x mobile computers have been used by the business. The TC52x devices become mobile POS terminals that can accept all major credit cards and EFTPOS payments because the deployment eliminates the need for additional hardware. As a result, Australian POS is making investments in cutting-edge technology to become more cost-efficient, secure, and environmentally friendly. Thus, the growing popularity of mobile POS systems is attributed to the growing demand for POS in Australia.

## Market Segmentation

The Australia POS market can be segmented by terminal type, deployment, enterprise size, and end user. Based on the terminal type, the market is divided into fixed POS and mobile POS. Based on deployment, the market is divided into the cloud and on-premise. Based on enterprise size, the market is segmented into small & medium enterprises (SMEs), and large enterprises. Based on end user, the market is divided into retail, travel and hospitality, government, BFSI, healthcare and pharmaceuticals, media and entertainment, transportation, logistics, and others. Based on Region, the market is divided into New South Wales, Victoria, Queensland, Western Australia, South Australia, Tasmania, and Northern Territory.

## Market Players

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

## Report Scope:

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

Australia POS, By Terminal Type:

Fixed POS

Mobile POS

Australia POS, By Deployment:

Cloud

On-Premise

Australia POS, By Enterprise Size:

Small & Medium Enterprises (SMEs)

Large Enterprises

Australia POS, By End-User:

Retail

Travel & Hospitality

Government

BFSI

Healthcare and Pharmaceuticals

Media and Entertainment

Transportation

Logistics and Others

Australia POS, By Region:

New South Wales

Victoria

Queensland

Western Australia

South Australia

Tasmania

Northern Territory

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the 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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