

# **POS Terminal Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Fixed, Portable and mPOS), By Deployment (Cloud and On-Premise), By EMV Compliance (EMV and Non-EMV), By Industry (Retail, Travel, Hospitality and Others), By Region, By Competition, 2019-2029F**

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## **Abstracts**

Global POS Terminal Market was valued at USD 91.4 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 9.1% through 2029. The Global Point of Sale (POS) Terminal Market is witnessing robust growth driven by the accelerating transition toward digital payments and the evolving retail landscape. POS terminals serve as pivotal tools for businesses, offering a seamless and efficient means to process transactions. The market is propelled by the growing demand for contactless payment methods, as consumers and businesses prioritize speed, convenience, and enhanced security. The adoption of advanced technologies, such as Near Field Communication (NFC) and mobile POS systems, contributes to the market's expansion. Furthermore, the integration of POS terminals beyond traditional retail settings, into hospitality, healthcare, and various service industries, further amplifies market demand.

The COVID-19 pandemic has accelerated the shift toward cashless transactions, with businesses and consumers alike emphasizing hygiene and safety. POS terminals play a crucial role in facilitating this transition, driving their increased deployment across diverse sectors. Major players in the industry are focusing on innovation, introducing features like biometric authentication, cloud-based solutions, and analytics to meet the evolving needs of businesses. As a result, the Global POS Terminal Market is

poised for sustained growth, driven by technological advancements, changing consumer preferences, and the imperative for businesses to offer efficient and secure payment solutions.

## Key Market Drivers

### Rising Demand for Contactless Payments

The Global POS Terminal Market is significantly driven by the escalating demand for contactless payment methods. In an era where consumers increasingly prioritize convenience, speed, and enhanced security in their transactions, contactless payments have emerged as a transformative force. POS terminals equipped with Near Field Communication (NFC) technology enable users to make secure payments by simply tapping their cards or mobile devices. This trend has gained substantial traction, particularly in the wake of the COVID-19 pandemic, where hygiene concerns have accelerated the shift away from traditional cash transactions. Businesses worldwide are adopting contactless POS solutions to cater to this demand, providing customers with a frictionless and efficient payment experience. As the preference for contactless payments continues to grow across various industries, the Global POS Terminal Market is propelled by the imperative for businesses to embrace cutting-edge technology that aligns with evolving consumer behaviors.

### Digital Transformation in Retail and Hospitality

The ongoing digital transformation in the retail and hospitality sectors serves as a major driver for the Global POS Terminal Market. Businesses in these industries are increasingly leveraging POS terminals not only for transaction processing but also as integral components of comprehensive digital ecosystems. Modern POS systems integrate seamlessly with inventory management, customer relationship management (CRM), and analytics, enabling businesses to streamline operations, enhance customer experiences, and make data-driven decisions. The demand for omnichannel retail experiences further fuels the adoption of advanced POS solutions that facilitate online and in-store integration. As retailers and hospitality providers strive to stay competitive in a rapidly evolving landscape, the integration of technologically sophisticated POS terminals becomes essential. This driver underscores the transformative role of POS technology in catalyzing the digital evolution of retail and hospitality, making it a key contributor to the sustained growth of the Global POS Terminal Market.

## Increased Focus on Data Security and Compliance

Amid growing concerns about cybersecurity and data breaches, there is a heightened focus on data security and compliance, which serves as a significant driver for the Global POS Terminal Market. Businesses, especially those handling sensitive customer information, prioritize POS solutions that adhere to stringent security standards and compliance requirements. The Payment Card Industry Data Security Standard (PCI DSS) and other regulatory frameworks mandate secure payment processing, prompting businesses to invest in POS terminals with robust encryption, tokenization, and authentication features. The emphasis on data security extends to the protection of customer identities and financial information during transactions, fostering trust and confidence among consumers. As cybersecurity threats continue to evolve, businesses are compelled to upgrade their POS infrastructure, contributing to the sustained growth of the market as they seek advanced solutions that prioritize data security and compliance.

## Integration of Biometric Authentication

The integration of biometric authentication features within POS terminals emerges as a prominent driver for the Global POS Terminal Market. Businesses are increasingly adopting biometric technologies such as fingerprint recognition and facial scanning as secure and convenient methods for user authentication during transactions. Biometric authentication adds an additional layer of security, reducing the risks associated with unauthorized access and fraudulent activities. This is particularly crucial in industries such as finance, healthcare, and government, where the protection of sensitive information is paramount. The deployment of POS terminals equipped with biometric authentication capabilities aligns with the broader trend of enhancing security measures across various sectors. As businesses recognize the importance of biometric authentication in fortifying their POS systems against evolving security threats, the market experiences a surge in demand for advanced terminals that offer a seamless and secure biometric user experience.

## Global Expansion of E-commerce and Mobile Payments

The global expansion of e-commerce and the increasing prevalence of mobile payments represent a significant driver propelling the Global POS Terminal Market. The proliferation of smartphones and the growing accessibility of high-speed internet have led to a surge in online transactions and mobile-based payment solutions. Businesses, both traditional retailers and e-commerce platforms, recognize the need

POS terminals provide versatile and integrated POS solutions that accommodate diverse payment methods. Mobile POS (mPOS) systems, in particular, have gained prominence, allowing businesses to accept payments on-the-go and facilitating a more flexible and dynamic transaction environment. The rise of e-commerce, coupled with the global shift toward digital payments, underscores the importance of POS terminals in enabling secure and efficient payment processing. As businesses adapt to the changing landscape of commerce, the demand for POS terminals that seamlessly integrate with e-commerce platforms and support a variety of mobile payment options drives the continuous growth of the Global POS Terminal Market.

## Key Market Challenges

### Security Concerns and Cyber Threats

A prominent challenge facing the Global POS Terminal Market revolves around the ever-growing security concerns and cyber threats associated with electronic payment systems. As businesses transition towards digital transactions, the vulnerability of POS terminals to hacking, data breaches, and sophisticated cyber attacks becomes a critical issue. Malicious actors continuously evolve their tactics, targeting POS systems to access sensitive customer information and financial data. The Payment Card Industry Data Security Standard (PCI DSS) establishes guidelines for safeguarding payment transactions, but the dynamic nature of cyber threats necessitates constant vigilance and regular updates to security measures. Addressing this challenge requires substantial investments in advanced encryption technologies, multi-factor authentication, and continuous monitoring systems to fortify the security infrastructure of POS terminals. Striking a delicate balance between convenience and security remains a formidable task for industry stakeholders, making the mitigation of security concerns a crucial challenge in sustaining the market's growth.

### Integration Complexity and Legacy Systems

The integration complexity posed by existing legacy systems is a significant challenge for the Global POS Terminal Market. Many businesses, especially established enterprises with long-standing operational frameworks, rely on legacy POS systems that may lack compatibility with modern technologies. Upgrading to state-of-the-art POS terminals often entails intricate integration processes, requiring businesses to navigate challenges related to data migration, software compatibility, and system interoperability. The reluctance to disrupt existing operations and the associated costs of implementing new POS systems can hinder the seamless adoption

of advanced technology. Overcoming this challenge demands strategic planning, phased integration approaches, and the development of solutions that can seamlessly interface with diverse legacy systems. As businesses seek to enhance their capabilities with modern POS technology, addressing the intricacies of integration and legacy system compatibility emerges as a critical hurdle for market players.

### Compliance with Evolving Regulatory Standards

Keeping pace with the evolving landscape of regulatory standards and compliance requirements presents a persistent challenge for the Global POS Terminal Market. The payment industry is subject to a myriad of regulations and standards designed to protect consumer data, ensure fair business practices, and enhance overall security. Frequent updates and changes in these standards, such as PCI DSS, demand that POS terminal providers and businesses remain vigilant and adaptable. Achieving and maintaining compliance can be resource-intensive, requiring continuous investments in technology upgrades, staff training, and auditing processes. The challenge lies not only in meeting existing standards but also in anticipating and preparing for future regulatory developments. Failure to comply with industry standards not only poses financial risks through potential fines but also erodes customer trust. Navigating this complex regulatory environment requires a proactive approach and ongoing collaboration between industry stakeholders to address compliance challenges and ensure the integrity of POS systems.

### Consumer Resistance and Privacy Concerns

A noteworthy challenge for the Global POS Terminal Market is the resistance and privacy concerns expressed by some consumers towards the adoption of advanced electronic payment systems. Despite the benefits of speed and convenience associated with POS terminals, a segment of consumers remains apprehensive about the security of their personal and financial information. Privacy concerns, especially in the context of biometric authentication, can lead to resistance in adopting POS technologies that incorporate these features. Overcoming consumer resistance requires comprehensive education and communication strategies to build trust and emphasize the robust security measures in place. Additionally, ensuring transparency about data collection practices and adhering to privacy regulations becomes crucial. The challenge lies in striking a balance between advancing technological capabilities and addressing consumer concerns to foster widespread acceptance and usage of POS terminals. As technology continues to evolve, addressing consumer resistance and privacy considerations becomes integral to the sustained growth and adoption of POS

systems globally.

## Key Market Trends

### Integration of Artificial Intelligence (AI) and Machine Learning (ML)

A prominent market trend in the Global POS Terminal Market is the increasing integration of Artificial Intelligence (AI) and Machine Learning (ML) technologies. POS systems are leveraging AI and ML algorithms to enhance various aspects of transaction processing, customer interactions, and business operations. AI-powered POS terminals can analyze transaction data to identify patterns, predict customer preferences, and optimize inventory management. Moreover, AI-driven chatbots integrated into POS systems provide personalized customer interactions, contributing to improved user experiences. Machine learning algorithms assist in fraud detection and prevention by continuously learning from transaction patterns, enabling real-time identification of suspicious activities. This trend aligns with the broader push towards smart and data-driven solutions, enhancing the efficiency and intelligence of POS terminals. As businesses seek to capitalize on the capabilities of AI and ML, the Global POS Terminal Market is witnessing a transformative trend towards more intelligent and adaptive POS systems that go beyond traditional transaction processing.

### Rise of Cloud-Based POS Solutions

The adoption of cloud-based POS solutions represents a significant market trend, offering businesses greater flexibility, scalability, and accessibility. Cloud-based POS systems eliminate the need for on-premise servers and enable real-time data synchronization across multiple locations. This trend is particularly beneficial for businesses with distributed operations, allowing them to centralize data management and streamline updates. Cloud-based POS solutions also facilitate seamless integration with other business applications, enhancing overall operational efficiency. Furthermore, the subscription-based model of cloud POS systems reduces upfront costs and provides businesses with the ability to scale resources based on evolving needs. As the demand for agile and cost-effective solutions grows, the Global POS Terminal Market is witnessing a shift towards cloud-based architectures, ensuring businesses stay competitive in an ever-evolving digital landscape.

### Contactless Payments and Near Field Communication (NFC) Technology

The global push towards contactless payments and the widespread adoption of Near Field Communication (NFC) technology are prominent trends shaping the Global POS Terminal Market. With the rise of mobile wallets, contactless cards, and wearable devices, consumers increasingly prefer the convenience and speed offered by tapping or waving their devices to complete transactions. POS terminals equipped with NFC capabilities facilitate secure and efficient contactless payments, meeting the expectations of modern consumers. The COVID-19 pandemic has further accelerated the adoption of contactless payments, as hygiene concerns prompted a shift away from handling physical cash. As businesses adapt to changing consumer behaviors, the incorporation of contactless payment options into POS systems has become a pivotal trend, influencing the design and functionalities of POS terminals globally.

### Emphasis on Omnichannel Retail Experiences

A noteworthy trend in the Global POS Terminal Market is the emphasis on omnichannel retail experiences, where businesses aim to provide seamless and integrated interactions across various sales channels. Modern POS systems are designed to support omnichannel retailing by enabling consistent and cohesive customer experiences whether shopping online, in-store, or via mobile applications. This trend aligns with the evolving preferences of consumers who expect a unified experience across different touchpoints. POS terminals play a crucial role in facilitating inventory management, order fulfillment, and customer engagement across multiple channels. Businesses are investing in POS solutions that enable real-time visibility into inventory levels, support click-and-collect services, and provide a unified view of customer data. As retailers strive to create cohesive shopping experiences, the integration of POS systems into omnichannel strategies is a prevailing trend shaping the market's trajectory.

### Sustainability and Eco-Friendly POS Solutions

An emerging trend in the Global POS Terminal Market is the growing emphasis on sustainability and eco-friendly solutions. Businesses are increasingly adopting POS terminals with reduced environmental impact, reflecting a broader commitment to corporate social responsibility. Manufacturers are developing POS hardware using materials with lower carbon footprints, and energy-efficient components to minimize environmental consequences. Additionally, the shift towards paperless receipts, digital signage, and eco-friendly packaging aligns with sustainability goals. Consumers are becoming more conscious of the environmental impact of their purchasing decisions, prompting businesses to invest in POS solutions that contribute to their

sustainability initiatives. This trend is not only driven by regulatory pressures but also reflects the desire of businesses to align with eco-conscious consumer preferences. As sustainability becomes a more significant factor in purchasing decisions, the Global POS Terminal Market is witnessing a shift towards environmentally friendly solutions that address both business needs and societal concerns.

## Segmental Insights

### Product Type Insights

The Global POS Terminal Market witnessed the dominance of the Portable POS Terminal segment, and this trend is anticipated to persist during the forecast period. Portable POS terminals offer a versatile and dynamic solution, catering to the evolving needs of businesses across various industries. The portability of these terminals enables businesses to enhance customer interactions by facilitating transactions at various points within a physical space, such as tableside in restaurants or throughout a retail store. This flexibility aligns with the modern consumer's preference for a seamless and personalized shopping or dining experience. Additionally, the increasing adoption of mobile and contactless payments further amplifies the significance of portable POS terminals, as they facilitate efficient and secure transactions on-the-go. The portability factor is particularly advantageous for businesses with dynamic operations, such as pop-up stores, food trucks, and events. Moreover, the integration of advanced features like wireless connectivity and robust battery life enhances the overall efficiency of portable POS terminals. As the market continues to prioritize flexibility, mobility, and enhanced customer engagement, the Portable POS Terminal segment is expected to maintain its dominance, providing businesses with a strategic and agile solution for transaction processing in diverse environments.

### Deployment Insights

The Global POS Terminal Market witnessed the dominance of the Cloud Deployment segment, and this dominance is anticipated to endure throughout the forecast period. Cloud-based POS systems have gained significant traction due to their inherent advantages in terms of flexibility, scalability, and accessibility. Businesses across various industries are increasingly adopting cloud deployment models as they eliminate the need for on-premise infrastructure, reducing upfront costs and enabling more streamlined operations. Cloud POS solutions facilitate real-time data synchronization, allowing businesses to centralize their data management and access information



seamlessly across multiple locations. The scalability of cloud deployment ensures that businesses can easily expand or contract their POS capabilities based on evolving needs. Furthermore, cloud-based POS systems enhance collaboration and integration with other cloud-based applications, contributing to improved overall operational efficiency. As the market continues to evolve towards agile and cost-effective solutions, the Cloud Deployment segment is poised to maintain its dominance, providing businesses with the flexibility and scalability required to navigate the dynamic landscape of modern commerce. The shift towards cloud deployment aligns with the broader trend of digital transformation, enabling businesses to adapt quickly to changing consumer expectations and market demands.

## Regional Insights

Asia-Pacific region emerged as the dominant region in the Global POS Terminal Market, and this dominance is projected to continue throughout the forecast period. The rapid economic growth, technological advancements, and the increasing adoption of digital payment methods in countries like China, India, Japan, and Southeast Asian nations have fueled the demand for advanced POS solutions. The region's thriving retail sector, burgeoning e-commerce industry, and the widespread deployment of POS terminals in diverse business verticals contributed significantly to its market dominance. Additionally, government initiatives promoting digital payments and financial inclusion have accelerated the adoption of POS technology in the Asia-Pacific region. The market in North America and Europe also demonstrated robust growth, driven by the ongoing transition towards contactless payments and the need for businesses to modernize their point-of-sale infrastructure. However, the sheer size of the Asia-Pacific market, coupled with the rapid digital transformation across various industries, positions the region as a key driver of the Global POS Terminal Market. As businesses continue to embrace technology for seamless and secure transactions, and as consumers increasingly prefer digital payment options, the Asia-Pacific region is poised to maintain its dominance, representing a focal point for innovation and expansion in the global POS Terminal Market.

## Key Market Players

Verifone Inc.

Ingenico Group

PAX Global Technology Ltd.

Toshiba Corporation

NCR Voyix Corporation

Diebold Nixdorf, Incorporated

Block, Inc.

Shopify Inc.

NEC Corporation

Fujian Newland Payment Technology Co., Ltd.

#### Report Scope:

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

#### POS Terminal Market, By Product Type:

Fixed

Portable

mPOS

#### POS Terminal Market, By Deployment:

Cloud

On-Premise

#### POS Terminal Market, By Industry:

Retail

Travel

Hospitality

Others

POS Terminal Market, By EMV Compliance:

EMV

Non-EMV

POS Terminal Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Belgium

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Vietnam

South America

Brazil

Argentina

Colombia

Chile

Peru

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Israel

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Global POS Terminal Market.

## Available Customizations:

Global POS Terminal market report with the given market data, Tech Sci 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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