

# Asia Pacific Queue Management System Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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## Abstracts

The Asia Pacific queue management system (QMS) market was valued at approximately US\$ 170.89 million in 2023 and is projected to grow to around US\$ 339.35 million by 2031, reflecting a compound annual growth rate (CAGR) of 9.0% during the forecast period. This growth is significantly influenced by the expansion of small and medium enterprises (SMEs) in the region.

The rise of SMEs is expected to create considerable opportunities for the queue management system market. SMEs are known for their flexibility and ability to adapt quickly, allowing them to create customized solutions that cater to specific customer needs more effectively than larger corporations. According to the Organisation for Economic Co-operation and Development (OECD), SMEs are vital to the economies of many countries, accounting for about 50% of total employment and 40% of gross domestic product (GDP) as of 2021. As these enterprises continue to grow, they increasingly recognize the importance of operational efficiency and customer experience, leading to a higher adoption rate of queue management systems.

As SMEs expand, they encounter rising customer expectations for prompt and efficient service, making effective customer flow management essential. Queue management systems equip these businesses with the necessary tools to streamline operations, minimize wait times, and enhance service delivery, which is crucial for customer retention in a competitive landscape. Additionally, the growing integration of digital solutions within SMEs facilitates the implementation of advanced QMS that leverage real-time data analytics to optimize service processes. This trend not only boosts customer satisfaction but also helps SMEs achieve greater productivity and operational efficiency, thereby enhancing their sustainability in the market.

The Asia Pacific queue management system market encompasses several key regions, including Australia, China, South Korea, India, Japan, and the Rest of Asia Pacific. The market exhibits significant growth potential, particularly in rapidly developing countries like China and India, as well as in more established economies such as Japan. The service sector in the Asia Pacific region is rapidly embracing automation, artificial intelligence (AI), cloud-based solutions, and other innovative technologies. To maintain competitiveness, there is a continuous push for digital capabilities across the region. For example, in February 2023, the Chinese government released the Overall Layout Plan for the development of a Digital China, aiming to promote the use of digital technology across various sectors, including economic, political, cultural, social, and environmental domains. By 2025, China plans to establish a comprehensive digital system, with aspirations to rank among the top countries globally in terms of digitalization by 2035. This ongoing digital transformation is expected to drive demand for queue management systems, further propelling market growth during the forecast period.

The Asia Pacific queue management system market is also supported by a strong presence of key players such as Seehash Softwares Pvt. Ltd., XIPHIAS Software Technologies Pvt. Ltd., and Aurionpro Solutions Limited. These companies are dedicated to developing innovative queue management solutions. For instance, Aurionpro Solutions Limited's OptiQ system is widely adopted across various sectors, including banking, healthcare, and aviation. OptiQ integrates real-time branch analytics and dynamic customer intelligence to enhance customer flow and improve the overall customer journey. The banking, financial services, and insurance (BFSI) sector, in particular, is experiencing technological advancements, with a report from IDC Financial Insights indicating that 92% of banks in Asia planned to increase their cloud spending as of June 2022. Queue management systems in banks often include self-service kiosks that facilitate routine transactions, significantly reducing wait times and minimizing human error.

The Asia Pacific queue management system market is segmented by type, component, application, and country. In terms of type, the market is divided into virtual queuing and linear queuing, with the virtual queuing segment holding a larger market share in 2023. Regarding components, the market is categorized into solutions and services, with the solutions segment also leading in market share. By application, the market includes sectors such as BFSI, hospitals, retail outlets, restaurants, utility service providers, airports, government offices, and others, with retail outlets representing the largest segment in 2023.

Geographically, the market is segmented into Australia, China, Japan, India, South Korea, and the Rest of Asia Pacific, with China dominating the market share in 2023.

Prominent companies in the Asia Pacific queue management system market include Q-MATIC Group AB, Qminder Ltd, Q-nomy Inc, Skiplino, Wavetec, Aurionpro Solutions Ltd, Advantech Co Ltd, SEDCO Co Ltd, Lavi Industries, AKIS Technologies UAB, WaitWell, Verint Systems Inc, QLESS, OFFTEC Holding Group, and Waitwhile Inc. These companies are at the forefront of developing and implementing queue management systems that cater to the diverse needs of various industries across the Asia Pacific region.

### **Reason to buy**

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Asia Pacific queue management system market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in Asia Pacific queue management system market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Asia Pacific market trends and outlook coupled with the factors driving the queue management system market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing, and distribution.

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