

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

<https://marketpublishers.com/r/E5FA0C2A0B5FEN.html>

Date: July 2025

Pages: 81

Price: US\$ 3,450.00 (Single User License)

ID: E5FA0C2A0B5FEN

Abstracts

The Europe queue management system (QMS) market was valued at approximately US\$ 205.83 million in 2023 and is projected to grow to around US\$ 375.18 million by 2031, reflecting a compound annual growth rate (CAGR) of 7.8% during the forecast period from 2023 to 2031.

The increasing application of queue management systems across various sectors, coupled with a rise in customer foot traffic, is a significant driver of growth in the European QMS market. Industries such as retail, healthcare, and hospitality are witnessing a notable increase in customer visits, necessitating effective queue management solutions. For instance, leading wholesale club chains have reported substantial year-over-year growth in foot traffic, with Costco experiencing a 7.2% increase in visits compared to 2019. In the first fiscal quarter of 2022, Costco also noted a 15% rise in in-store sales alongside a 6.8% increase in global foot traffic. This trend indicates a strong consumer loyalty to wholesale retailers, both in the US and internationally, as customers increasingly prefer bulk purchasing and value-driven shopping experiences. This shift in consumer behavior underscores the need for efficient inventory management and staffing solutions to handle the influx of shoppers, as well as the implementation of effective customer experience strategies, such as advanced queue management systems, to ensure high foot traffic translates into customer satisfaction and loyalty.

The importance of queue management systems is further highlighted in the healthcare sector. For example, BestDoc Technology's hospital queue management software provides real-time updates on queue status, allowing patients to track their position in line and anticipate their turn. This feature became particularly valuable during the

COVID-19 pandemic, enabling patients to wait in their vehicles and arrive just minutes before their appointments, thus minimizing their time spent in the hospital. Even after the pandemic, real-time notifications continue to enhance patient experiences and improve operational efficiency for hospital staff. The software also facilitates the management of queues for various services, including laboratory and radiology, effectively reducing wait times and alleviating patient anxiety.

Airports are also facing challenges due to increasing passenger numbers, which demand innovative solutions to manage long queues. According to the International Air Transport Association (IATA), global air traffic surged by 52.4% in March 2023, indicating a growing preference for air travel. Airports must maintain organized queues at ticket counters, screening areas, and customs, leading to a heightened demand for sophisticated queue management solutions that enhance passenger throughput and service efficiency, ultimately improving return on investment (ROI).

In the restaurant industry, high foot traffic during weekends and holidays often results in long wait times for tables. To improve the dining experience, a restaurant chain implemented a waitlist management system that allows customers to join a digital waitlist via a mobile app. This system provides real-time updates on wait status and notifies customers when their table is ready, reducing congestion at the entrance and allowing diners to explore nearby shops or enjoy a drink while waiting. This approach has led to increased customer retention and positive reviews, as patrons appreciate the convenience and efficiency of the system. Thus, the growing adoption of queue management systems across various sectors is a key factor driving the market.

The Europe queue management system market is segmented into several regions, including France, Germany, Russia, Italy, the UK, and the Rest of Europe. Countries like Germany, Italy, the UK, and Spain are significantly investing in advanced queue management solutions. The European Commission has allocated US\$ 191.1 million for digital technologies under its Horizon Europe Programme, which supports regional researchers in developing digital innovations. Additionally, the ongoing digitization across various industries, particularly in the banking, financial services, and insurance (BFSI) sector, is propelling the demand for queue management systems. Many banking institutions in Europe are implementing digital transformation strategies aimed at enhancing customer experience and offering round-the-clock digital services. Queue management systems are increasingly utilized for appointment scheduling through smart digital signage and integrated web check-ins, further driving demand in the banking sector.

Moreover, Europe is focusing on advancements in artificial intelligence (AI), robotics, and sustainable materials to enhance business operations. In March 2023, 28 projects were selected for peer review, with six AI and robotics initiatives receiving US\$ 21.2 million in funding to advance European AI and robotics capabilities. The integration of AI into queue management systems allows for real-time customer monitoring, optimization of customer flow, and data analysis to inform decision-making. This technological advancement is expected to significantly contribute to market growth in the coming years.

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

Key players in the Europe 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.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe 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 Europe 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 Europe 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.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:
- 3.3 Assumptions and Limitations

4. EUROPE QUEUE MANAGEMENT SYSTEM MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
- 4.4 List of Vendors in the Value Chain

5. EUROPE QUEUE MANAGEMENT SYSTEM MARKET – KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Growing Need for Enhanced Customer Experience
 - 5.1.2 Rising Application of QMS and Increasing Foot Traffic in Various Industries
- 5.2 Market Restraints
 - 5.2.1 Complexities Associated with QMS Implementation
 - 5.2.2 Tremendous Growth in Business-Specific Online Platforms Worldwide

5.3 Market Opportunities

5.3.1 Growth of Small and Medium Enterprises

5.3.2 Integration with Other Business Systems

5.4 Future Trends

5.4.1 AI-Powered Queue Management System

5.5 Impact of Drivers and Restraints:

6. QUEUE MANAGEMENT SYSTEM MARKET – EUROPE ANALYSIS

6.1 Europe Queue Management System Market Revenue (US\$ Million), 2021–2031

6.2 Europe Queue Management System Market Forecast Analysis

7. EUROPE QUEUE MANAGEMENT SYSTEM MARKET ANALYSIS – BY TYPE

7.1 Virtual Queuing

7.1.1 Overview

7.1.2 Virtual Queuing: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

7.2 Linear Queuing

7.2.1 Overview

7.2.2 Linear Queuing: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

8. EUROPE QUEUE MANAGEMENT SYSTEM MARKET ANALYSIS – BY COMPONENT

8.1 Solution

8.1.1 Overview

8.1.2 Solution: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

8.2 Services

8.2.1 Overview

8.2.2 Services: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

9. EUROPE QUEUE MANAGEMENT SYSTEM MARKET ANALYSIS – BY APPLICATION

9.1 BFSI

- 9.1.1 Overview
- 9.1.2 BFSI: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- 9.2 Hospitals
 - 9.2.1 Overview
 - 9.2.2 Hospitals: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- 9.3 Retail Outlets
 - 9.3.1 Overview
 - 9.3.2 Retail Outlets: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- 9.4 Restaurants
 - 9.4.1 Overview
 - 9.4.2 Restaurants: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- 9.5 Utility Service Providers and Airports
 - 9.5.1 Overview
 - 9.5.2 Utility Service Providers and Airports: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- 9.6 Government Offices
 - 9.6.1 Overview
 - 9.6.2 Government Offices: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- 9.7 Others
 - 9.7.1 Overview
 - 9.7.2 Others: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10. EUROPE QUEUE MANAGEMENT SYSTEM MARKET – COUNTRY ANALYSIS

- 10.1 Europe
 - 10.1.1 Europe Queue Management System Market – Revenue and Forecast Analysis – by Country
 - 10.1.1.1 Europe Queue Management System Market – Revenue and Forecast Analysis – by Country
 - 10.1.1.2 France: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
 - 10.1.1.2.1 France: Europe Queue Management System Market Share – by Type
 - 10.1.1.2.2 France: Europe Queue Management System Market Share – by

Component

10.1.1.2.3 France: Europe Queue Management System Market Share – by

Application

10.1.1.3 Germany: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.1.3.1 Germany: Europe Queue Management System Market Share – by Type

10.1.1.3.2 Germany: Europe Queue Management System Market Share – by

Component

10.1.1.3.3 Germany: Europe Queue Management System Market Share – by

Application

10.1.1.4 United Kingdom: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.1.4.1 United Kingdom: Europe Queue Management System Market Share – by Type

10.1.1.4.2 United Kingdom: Europe Queue Management System Market Share – by

Component

10.1.1.4.3 United Kingdom: Europe Queue Management System Market Share – by

Application

10.1.1.5 Italy: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.1.5.1 Italy: Europe Queue Management System Market Share – by Type

10.1.1.5.2 Italy: Europe Queue Management System Market Share – by Component

10.1.1.5.3 Italy: Europe Queue Management System Market Share – by Application

10.1.1.6 Russian Federation: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.1.6.1 Russian Federation: Europe Queue Management System Market Share – by Type

10.1.1.6.2 Russian Federation: Europe Queue Management System Market Share – by Component

10.1.1.6.3 Russian Federation: Europe Queue Management System Market Share – by Application

10.1.1.7 Rest of Europe: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.1.7.1 Rest of Europe: Europe Queue Management System Market Share – by Type

10.1.1.7.2 Rest of Europe: Europe Queue Management System Market Share – by Component

10.1.1.7.3 Rest of Europe: Europe Queue Management System Market Share – by Application

11. COMPETITIVE LANDSCAPE

- 11.1 Heat Map Analysis by Key Players
- 11.2 Company Positioning and Concentration

12. INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 Market Initiative
- 12.3 Partnerships and Collaborations
- 12.4 Other Developments

13. COMPANY PROFILES

- 13.1 Q-MATIC Group AB
 - 13.1.1 Key Facts
 - 13.1.2 Business Description
 - 13.1.3 Products and Services
 - 13.1.4 Financial Overview
 - 13.1.5 SWOT Analysis
 - 13.1.6 Key Developments
- 13.2 Qminder Ltd
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 Q-nomy Inc
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 Skiplino
 - 13.4.1 Key Facts
 - 13.4.2 Business Description

- 13.4.3 Products and Services
- 13.4.4 Financial Overview
- 13.4.5 SWOT Analysis
- 13.4.6 Key Developments
- 13.5 Wavetec
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 Aurionpro Solutions Ltd
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Advantech Co Ltd
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 SEDCO Co Ltd
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 Lavi Industries
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments

13.10 AKIS Technologies UAB

- 13.10.1 Key Facts
- 13.10.2 Business Description
- 13.10.3 Products and Services
- 13.10.4 Financial Overview
- 13.10.5 SWOT Analysis
- 13.10.6 Key Developments

13.11 WaitWell

- 13.11.1 Key Facts
- 13.11.2 Business Description
- 13.11.3 Products and Services
- 13.11.4 Financial Overview
- 13.11.5 SWOT Analysis
- 13.11.6 Key Developments

13.12 Verint Systems Inc

- 13.12.1 Key Facts
- 13.12.2 Business Description
- 13.12.3 Products and Services
- 13.12.4 Financial Overview
- 13.12.5 SWOT Analysis
- 13.12.6 Key Developments

13.13 QLESS

- 13.13.1 Key Facts
- 13.13.2 Business Description
- 13.13.3 Products and Services
- 13.13.4 Financial Overview
- 13.13.5 SWOT Analysis
- 13.13.6 Key Developments

13.14 OFFTEC Holding Group

- 13.14.1 Key Facts
- 13.14.2 Business Description
- 13.14.3 Products and Services
- 13.14.4 Financial Overview
- 13.14.5 SWOT Analysis
- 13.14.6 Key Developments
- 13.14.7 Key Developments by OFFTEC Group in the Queue Management System

Market**13.15 Waitwhile, Inc**

- 13.15.1 Key Facts

- 13.15.2 Business Description
- 13.15.3 Products and Services
- 13.15.4 Financial Overview
- 13.15.5 SWOT Analysis
- 13.15.6 Key Developments

14. APPENDIX

- 14.1 About The Insight Partners
- 14.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. Europe Queue Management System Market Segmentation

Table 2. List of Vendors

Table 3. Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Table 4. Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Type

Table 5. Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Component

Table 6. Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Application

Table 7. Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Country

Table 8. France: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Type

Table 9. France: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Component

Table 10. France: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Application

Table 11. Germany: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Type

Table 12. Germany: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Component

Table 13. Germany: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Application

Table 14. United Kingdom: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Type

Table 15. United Kingdom: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Component

Table 16. United Kingdom: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Application

Table 17. Italy: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Type

Table 18. Italy: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Component

Table 19. Italy: Europe Queue Management System Market – Revenue and Forecast,

2021 – 2031 (US\$ Million) – by Application

Table 20. Russian Federation: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Type

Table 21. Russian Federation: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Component

Table 22. Russian Federation: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Application

Table 23. Rest of Europe: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Type

Table 24. Rest of Europe: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Component

Table 25. Rest of Europe: Europe Queue Management System Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Application

Table 26. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. Europe Queue Management System Market Segmentation – Country
- Figure 2. PEST Analysis
- Figure 3. Europe Queue Management System Market – Key Market Dynamics
- Figure 4. Impact Analysis of Drivers and Restraints
- Figure 5. Europe Queue Management System Market Revenue (US\$ Million), 2021–2031
- Figure 6. Europe Queue Management System Market Share (%) – by Type (2023 and 2031)
- Figure 7. Virtual Queuing: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 8. Linear Queuing: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 9. Europe Queue Management System Market Share (%) – by Component (2023 and 2031)
- Figure 10. Solution: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 11. Services: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 12. Europe Queue Management System Market Share (%) – by Application (2023 and 2031)
- Figure 13. BFSI: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 14. Hospitals: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 15. Retail Outlets: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 16. Restaurants: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 17. Utility Service Providers and Airports: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 18. Government Offices: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 19. Others: Europe Queue Management System Market – Revenue and Forecast, 2021–2031 (US\$ Million)
- Figure 20. Europe Queue Management System Market Breakdown, by Key Countries,

2023 and 2031 (%)

Figure 21. France: Europe Queue Management System Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 22. Germany: Europe Queue Management System Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 23. United Kingdom: Europe Queue Management System Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 24. Italy: Europe Queue Management System Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 25. Russian Federation: Europe Queue Management System Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 26. Rest of Europe: Europe Queue Management System Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 27. Heat Map Analysis by Key Players

Figure 28. Company Positioning and Concentration

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