

# Global ATM Market: Industry Analysis & Outlook (2016-2020)

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## Abstracts

An ATM is one of the most important self-service channel of the retail banking sector that connects the banks or financial institutions and its customers. Over a long period of time, the services offered by ATMs have evolved tremendously from a role of just being a cash dispenser to a multi-utility service provider. ATM serves as a key element in branch transformation of the banks with continuous innovation in line with internet and mobile banking channel.

Trends suggest that the market growth potential lies majorly in Asia-Pacific region with China and India being the most potential targets for the industry due to growing banking population and demand for cash. Moreover, despite the considerate decline in ATM installed base in Europe, Middle East and Africa (EMEA) region, the worldwide ATM market is expected to escalate.

The factor such as growing GDP, rising replacement demand of ATMs in developed countries, integration of check-imaging technology, cash recycle and continuously growing demand in developing countries are the primary growth drivers of global ATM market. However, the threat of security breaches, dynamic technological advancements and operational threats for ISOs hinder the market growth.

The report "Global ATM Market: Industry Analysis & Outlook (2016-2020)" analyzes the development of this market, with focus on the Asia-Pacific, Americas and EMEA markets. The major trends, growth drivers as well as issues being faced by the market are discussed in detail in this report. The four major players: NCR Corporation, Diebold Inc., Wincor Nixdorf and Hitachi Ltd. are being profiled along with their key financials and strategies for growth. The report contains a comprehensive analysis of the global ATM market along with the study of the regional markets

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