

POS Terminals and Wireless M2M



POS Terminals and Wireless M2M is a comprehensive report from Berg Insight analysing the latest developments on the global POS terminal market.

This strategic research report from Berg Insight provides you with 40 pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

Highlights from the first edition of the report:

- ◆ **Detailed** analysis of the payments industry.
- ◆ **Summary** of the latest industry trends and developments.
- ◆ **Updated** in-depth profiles of key players in the POS terminal market.
- ◆ **Reviews** of vendor market shares and competitive dynamics.
- ◆ **Perspectives** on the impact of mobile wallet services.
- ◆ **Extensive** global and regional market forecasts lasting until 2019.

Shipments of NFC-ready POS terminals reached 9.5 million in 2014

The world is continuously shifting from coin and paper-based payments such as cash and cheques to electronic forms such as payment cards and mobile phone payments. As a part of this shift, POS terminals are becoming more and more common in all parts of the world. The global installed base of POS terminals grew by 11 percent to 75 million units in 2014. Market growth is primarily fuelled by the increasing adoption of electronic payments in emerging markets. Developed markets are relatively saturated in terms of POS terminal adoption.

Cellular connectivity has become a very popular option for POS terminals and was incorporated in around one third of the devices shipped in 2014. The wireless technology has an important role in facilitating the global adoption of electronic payments, as it enables the rollout of POS terminals to many new market segments and parts of the world where the fixed line telecommunications infrastructure is less developed. The installed base of cellular POS terminals reached 20.8 million in 2014. Berg Insight forecasts a CAGR of 7.2 percent between 2014 and 2019, resulting in a total of 39.2 million cellular POS terminals at the end of the forecast period.

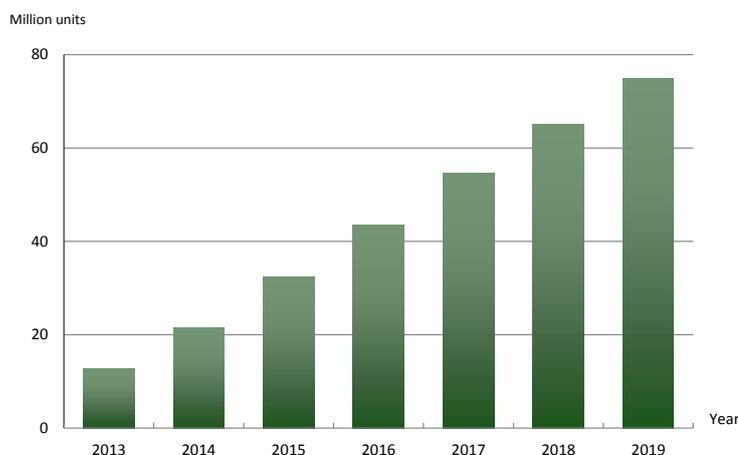
The market for NFC-ready POS terminals continued to display strong momentum in 2014 with annual shipments reaching an estimated 9.5 million units worldwide. The attach rate for NFC was highest in EU28+2 and North America, where 80 percent and 75 percent of the POS terminals shipped featured NFC respectively. NFC was also a very popular feature in many other major markets worldwide, including Brazil, Turkey and China. While the installed base of NFC-ready POS terminals has grown quickly, many of terminals do still not have the contactless features turned on. Berg Insight estimates that approximately 9.0 million POS terminals accepted contactless payments with Visa payWave, MasterCard PayPass or UnionPay Quickpass at the end of 2014. This marks a major increase from 2012 when just 2.6 million POS terminals worldwide had the contactless features enabled.

Berg Insight's M2M Research Series

What are the key business opportunities in the emerging wireless M2M/IoT market? Berg Insight's M2M Research Series is a unique series of 20 market reports published on a regular basis. Each title offers detailed analysis of a specific vertical application area such as smart metering, fleet management or vehicle telematics. Once per year we also publish summaries of our research with detailed forecasts for the Global and European wireless M2M markets, respectively.

This research report answers the following questions:

- ◆ What is the potential market size for wireless M2M communication in the retail industry?
- ◆ Which trends and developments are shaping the market?
- ◆ How many of the NFC-ready terminals have the contactless capabilities turned on?
- ◆ What are the market shares for the leading POS terminal vendors?
- ◆ How will emerging mobile wallet services affect the market?
- ◆ What is the attach rate for cellular connectivity in POS terminals by region?



Installed base of NFC-ready POS terminals (World 2013-2019)

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Who should buy this research report?

POS Terminals and Wireless M2M is the foremost source of information about the adoption of wireless M2M solutions in the payments industry. Whether you are a device vendor, service provider, telecom operator, investor, consultant, or government agency, you will gain valuable insights from our in-depth research.

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