POS Terminals and Wireless M2M

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 evolution, POS terminals are becoming more and more common in all parts of the world. The global installed base of POS terminals grew to almost 90 million units in 2015. 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.

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Extensive global and regional market forecasts lasting until 2020.

Highlights from the second 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 and mPOS terminal markets.
- Reviews of vendor market shares and competitive dynamics.
- Perspectives on the impact of mobile wallet services.

Shipments of NFC-ready POS terminals reached 12.6 million in 2015

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Cellular connectivity has become a very popular option for POS terminals and was incorporated in 37 percent of the devices shipped in 2015. 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 26.2 million in 2015. Berg Insight forecasts a CAGR of 10.4 percent between 2015 and 2020, resulting in a total of 42.9 million cellular POS terminals at the end of the forecast period.

The market for NFC-ready POS terminals continued to display strong momentum in 2015 with annual shipments reaching an estimated 12.6 million units worldwide. The attach rate for NFC was highest in EU28+2 and North America, where 88 percent and 84 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 the terminals do still not have the contactless features turned on. Berg Insight estimates that approximately 15.0 million POS terminals accepted contactless payments with Visa payWave, MasterCard PayPass or UnionPay Quickpass at the end of 2015.

The mPOS market is today growing even faster than the traditional POS terminal market and Berg Insight projects that the installed base of mPOS terminals worldwide will grow from 22 million units in 2015 to reach 66 million units by 2020. The installed base of NFC-ready mPOS terminals grew to 7.0 million units during 2015 as NFC penetration reached 32 percent worldwide. Berg Insight forecasts that the installed base of NFC-ready mPOS terminals will grow at a CAGR of 45.0 percent between 2015 and 2020 to reach 44.9 million units worldwide in 2020.
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Glossary

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