

## **Outdoor Payment Terminal (OPT) Market By Type (Contact Payment, Contactless Payment), By Application (Refuel, Carwash, Malls, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-08-01 | 210 pages | Allied Market Research

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### **Report description:**

Outdoor payment terminals, often known as OPTS, are Unattended payment terminals that let consumers utilizing contactless or contact payment methods quick and secure self-service transaction options. The need for outdoor payment terminals is being driven by several other causes, including growing customer knowledge of online transactions, fingerprint and face recognition technology, accessibility to online clothes, and items for groceries and electricity. Outdoor payment terminals enable customers to benefit from services and pay effortlessly without the need for additional workers in end-user businesses that see significant daily transaction volumes, such as gas stations. Outdoor payment terminals enhance transaction processes' security, effectiveness, and flexibility. The use of outdoor payment terminals also improves customer service, boosts service availability around-the-clock, and lowers operating expenses by removing the requirement for staff to handle transactions. Additionally, communication between outside payment terminals and management systems enhances monitoring and control of transaction processes.[]

Increasing penetration of smartphones and rise in adoption of cloud-based OPTs and AI integration is boosting the growth of the global outdoor payment terminal (OPT) market. In addition, growing preference to non-cash transactions is positively impacts growth of the outdoor payment terminal (OPT) market. However, security issues and privacy concerns and high deployment and maintenance cost is hampering the outdoor payment terminal (OPT) market growth. On the contrary, rising adoption of OPT solutions among SMEs is expected to offer remunerative opportunities for expansion of the outdoor payment terminal (OPT) market during the forecast period.[]

The outdoor payment terminal (OPT) market is segmented on the basis of by type, application, and region. On the basis of type, the market is categorized into contact payment, and contactless payment. On the basis of application, the market is fragmented into refuel, carwash, malls, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.[] The key players that operate in the outdoor payment terminal (OPT) market are Apple Inc., Capgemini SE, dover fueling solutions, Finastra Group Holdings Limited, Gilbarco Inc, Invenco Group Ltd., Scheidt & Bachmann GmbH, Temenos AG, NCR Corporation,

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and Verifone, Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.□

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#### Key Benefits For Stakeholders

The study provides an in-depth analysis of the global outdoor payment terminal (OPT) market forecast along with the current and future trends to explain the imminent investment pockets.□

Information about key drivers, restraints, and opportunities and their impact analysis on global outdoor payment terminal (OPT) market trend is provided in the report.□

The Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.□

The quantitative analysis of the market from 2022 to 2032□is provided to determine the market potential.□

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- End user preferences and pain points
- Product Life Cycles
- Consumer Preference and Product Specifications
- Market share analysis of players by products/segments
- Regulatory Guidelines
- Expanded list for Company Profiles
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- Market share analysis of players at global/region/country level
- SWOT Analysis
- Volume Market Size and Forecast

#### Key Market Segments

##### By Type

- Contact Payment
- Contactless Payment

##### By Application

- Refuel
- Carwash
- Malls
- Others

##### By Region

- North America
- U.S.

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- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- NCR Corporation
- Verifone, Inc
- Temenos AG
- Scheidt & Bachmann GmbH
- Gilbarco Inc
- Finastra Group Holdings Limited
- Invenco Group Ltd.
- Capgemini SE
- Apple Inc.
- Dover Fueling Solutions

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