

## **France POS Terminal - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The France POS Terminal Market size in terms of shipment volume is expected to grow from 3.63 Million units in 2025 to 5.23 Million units by 2030, at a CAGR of 7.61% during the forecast period (2025-2030).

The French market for point-of-sale (POS) terminals has experienced robust growth in recent years, driven by advancements in technology, shifting consumer behaviors, and regulatory initiatives supporting digital transactions. Companies, particularly in the retail and hospitality sectors, are increasingly implementing modern POS systems to optimize operations, enhance customer satisfaction, and strengthen payment security. This development aligns with the global transition toward cashless payment methods, where digital and contactless transactions are becoming standard practice.

### **Key Highlights**

- The POS terminal market in France has undergone substantial evolution over the years. Technological progress has enabled businesses to maximize their return on investment and improve accessibility. POS terminals are now widely deployed across industries to handle the rising volume of transactions. These systems have advanced from basic transaction-processing devices to comprehensive solutions that integrate with customer relationship management and financial systems. This transformation allows businesses to leverage transactional data from POS terminals for strategic decision-making and business intelligence.
- France's POS (Point-of-Sale) terminals market is booming, driven by the rising use of NFC (Near Field Communication)-enabled smartphones and smart cards for digital transactions. NFC technology's ability to facilitate quick, contactless payments has made it a top choice for both consumers and businesses.
- NFC-enabled POS (Point-of-Sale) solutions are rapidly gaining traction in France's retail sector, propelling the growth of the country's POS terminal market. Retailers are increasingly adopting NFC (Near Field Communication) technology in their POS systems, responding to a surge in consumer demand for quicker, contactless, and secure payment methods.

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- This trend is especially pronounced in supermarkets, hypermarkets, department stores, and specialty retail chains, where the emphasis on smooth transactions is paramount. With a rising dependence on digital payments and bolstered by France's robust banking infrastructure, the nation is swiftly transitioning from conventional payment methods to NFC-driven POS solutions, fueling the market's expansion.
- The France POS (Point-of-Sale) terminals market has experienced significant growth due to the increasing adoption of digital payment solutions, contactless transactions, and the expansion of e-commerce. However, security concerns related to the usage of sensitive information have emerged as a major challenge, hampering market expansion.
- These concerns stem from various risks, including data breaches, fraud, cyberattacks, and regulatory compliance challenges. As businesses and consumers increasingly rely on POS terminals for seamless and efficient transactions, protecting sensitive financial and personal information has become a top priority. The vulnerabilities associated with POS systems raise concerns among merchants, financial institutions, and customers, thereby slowing down the adoption of advanced POS solutions across different sectors in France.

## France POS Terminal Market Trends

### Mobile/Portable Point-of-sale Systems Segment Holds The Largest Market Share

- Government initiatives and a growing consumer preference for contactless and digital transactions are driving the surge in cashless payments. In France, the government has been at the forefront, championing digital payments to lessen the nation's cash reliance and urging businesses to transition to modern POS solutions. The burgeoning landscape of small and medium-sized enterprises (SMEs) and micro-merchants has heightened the demand for affordable and portable payment solutions. For instance, many small entities, from cafes and boutiques to street vendors, are gravitating towards mPOS terminals, finding them a budget-friendly alternative to conventional POS systems.
- Moreover, with smartphones and mobile internet deeply embedded in French society, mobile-based payment solutions have flourished. This ubiquity has simplified the integration of mPOS terminals into businesses' digital frameworks. Retailers, responding to consumer cravings for swift and convenient transactions, are increasingly investing in mPOS solutions, especially with the rise of contactless and NFC-enabled payments.
- According to The Global Payments Report 2024 by Worldpay Group PLC, in France, digital wallets are the fastest growing payment method both online and in-store. Wallets are France's leading online payment method, accounting for 28% of e-com transaction value in 2023. Wallet adoption has been slower at POS to date, with 9% of value in 2023; a projected 21% CAGR from 2023-2027 would see the wallet share of POS double to 18% in 2027.
- The growth of e-commerce and omnichannel retailing in France has underscored the necessity for versatile payment options. Businesses now seek solutions that facilitate payments across diverse platforms, both online and offline. mPOS terminals emerge as a solution, seamlessly integrating with inventory management and customer relationship management (CRM) systems.
- Moreover, the growing use of debit cards in the country is further driving the demand for mobile POS terminals. In-person shopping, debit cards play a key role in France's payment ecosystem, especially when shopping in person. Led by the dominant national card scheme Cartes Bancaires (CB), debit cards are overwhelmingly the choice of French consumers when paying in stores, accounting for 46% of the POS transaction value in 2023.
- Global fintech companies and local payment solution providers are intensifying competition through initiatives such as market entry, partnerships, product launches, mergers, and acquisitions in the French market, resulting in reduced costs and enhanced innovation in mPOS solutions.
- In September 2024, Newland NPT announced its expansion into France and Spain through the acquisition of its partner NewNote's payment terminal business in these regions. This strategic acquisition underscores Newland NPT's commitment to strengthening its European presence and delivering secure, reliable, and user-friendly payment acceptance solutions. By leveraging the combined expertise of both organizations, the partnership between Newland NPT and NewNote aims to drive the

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development of innovative solutions that support Europe's digital transformation.

## Retail Industry to be the Largest End User

- As per the Organisation for Economic Co-operation and Development (OECD), France's monthly retail trade volume recorded a 4.66% growth, increasing from 118.52 in March 2021 to 124.04 in March 2024, significantly contributing to market expansion.
- Large retailers, supermarkets, and department stores are increasingly adopting centralized POS systems, driving consistent growth in the POS terminal market. Retailers are prioritizing consumer behavior analysis, leading to a significant rise in the deployment of POS systems, particularly for their advanced consumer mapping capabilities.
- Retail businesses, processing transactions worth thousands of dollars daily, rely on POS terminals not only to evaluate sales performance but also to optimize inventory management by focusing on high-demand products and services. Additionally, as concerns over cash handling grow, online transactions are gaining traction due to their streamlined and efficient processes.
- In 2024, fashion brands like Farm Rio, Alohas, The Row, Liviana Conti, Flabelus, and Pomandere led the charge, with the fashion sector accounting for 34% of new foreign arrivals in France, up from 20% the year prior. This surge in foreign retail presence, especially in Paris, underscores France's allure as a premier luxury and fashion hub, often drawing in brands with celebrity endorsements. As a testament to this trend, France has seen a notable uptick in foreign retailers, many of whom are setting up their inaugural French outlets.
- Mobile point-of-sale systems, leveraging NFC technology, are transforming retail operations. Solutions like "Tap on Any Device" enable smartphones and tablets to function as payment terminals, facilitating seamless transactions both within and outside stores. This innovation enhances customer experience and operational efficiency. In response to this trend, key market players are introducing advanced solutions. For example, in September 2024, Adyen launched the SFO1 terminal, featuring an 8-inch touchscreen and integrating traditional terminal capabilities with customer-facing displays.
- The increasing demand for contactless payment solutions is driving the integration of "Tap to Pay" technology into POS terminals, further streamlining transaction processes and enhancing user convenience. Customers can now make payments simply by tapping their contactless card or NFC-enabled smartphone on the terminal. This reliance on Near Field Communication (NFC) technology not only speeds up transactions but also ensures secure data transmission, effectively turning the POS terminal into a hub for contactless payments.
- For instance, in April 2024, Worldline and Tabesto unveiled the first All-in-One ordering and payment kiosk powered by SoftPOS [Worldline Tap on Mobile] technology. This partnership melds Worldline's deep-rooted payment expertise with Tabesto's kiosk development skills, crafting a distinctive customer experience. The 'FOX' ordering and payment kiosk, seamlessly integrating into the Tabesto application environment, comes with an embedded payment application, transforming it into a full-fledged payment terminal. With an NFC sensor positioned at the bottom of the screen, FOX facilitates payments through contactless bank cards, screen PIN code entries, meal vouchers, or NFC-enabled e-wallets.
- As per the Global Payment Report by Worldpay LLC, the transactional value of the French e-commerce market is expected to increase by 31.07 % from USD 177 billion in 2023 to USD 232 billion in 2027. France is poised to witness a surge in account-to-account (A2A) payment adoption owing to the European Payment Initiative (EPI). EPI has unveiled a new pan-European A2A app, dubbed 'Wero.' France is set to be one of the inaugural nations to pilot e-commerce transactions with 'Wero,' with tests slated for 2025. In 2023, A2A payments constituted roughly 13% of the e-commerce transaction value and is expected to reach 14% by 2027.

## France POS Terminal Industry Overview

The fragmented France POS terminals market includes some mature companies such as Ingenico and PayXpert Ltd. Hence, the level of market penetration remains moderate. However, vendors are forming strategies to expand their capabilities and improve

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their market share. For instance, emerging businesses offer slick, tablet-based POS solutions with advanced software capabilities, challenging established players like Verifone and Ingenico.

The barriers to exit for hardware vendors are high as there is a large amount of capital invested in the production as well as in the research and development of POS terminals.

The firm concentration ratio is high, and all major players are working toward gaining a better share, increasing the competitive rivalry. With the easy distribution of products, the rivalry further increases. Overall, competitive rivalry is expected to grow moderately among the vendors.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

## **Table of Contents:**

### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definitions
- 1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET INSIGHT

- 4.1 Market Overview
- 4.2 Market Sizing and Estimates of France POS Terminals Market
- 4.3 Industry Value Chain Analysis
- 4.4 Industry Attractiveness - Porter's Five Force Analysis
  - 4.4.1 Bargaining Power of Suppliers
  - 4.4.2 Bargaining Power of Buyers
  - 4.4.3 Threat of New Entrants
  - 4.4.4 Threat of Substitute Products
  - 4.4.5 Intensity of Competitive Rivalry
- 4.5 Assessment of COVID-19 Impact on the Market

### 5 MARKET DYNAMICS

- 5.1 Market Drivers
  - 5.1.1 Increased Payments from NFC-Compatible Smartphones and Smart Cards
  - 5.1.2 Retail Sector Adopting the NFC POS Solutions Considerably
  - 5.1.3 Significant Rise in the Demand for Contactless and Mobile POS Terminals
- 5.2 Market Challenges
  - 5.2.1 Problems With Transaction Limit Installation Costs
  - 5.2.2 Security Concerns Due to the Usage of Sensitive Information
- 5.3 Market Opportunities
  - 5.3.1 Rising Adoption of Contactless Payment

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## 6 MARKET SEGMENTATION

### 6.1 BY Type

#### 6.1.1 Fixed Point-of-sale Systems

#### 6.1.2 Mobile/Portable Point-of-sale Systems

### 6.2 By End-User Industry

#### 6.2.1 Retail

#### 6.2.2 Hospitality

#### 6.2.3 Healthcare

#### 6.2.4 Others

## 7 COMPETITIVE LANDSCAPE

### 7.1 Company Profiles

#### 7.1.1 Ingenico Group (Worldline)

#### 7.1.2 PayXpert LTD

#### 7.1.3 Zettle (PayPal)

#### 7.1.4 SumUp Limited

#### 7.1.5 PAX Technology

#### 7.1.6 myPOS World Ltd

#### 7.1.7 NEC Corporation

#### 7.1.8 AURES Group

#### 7.1.9 Smile&Pay

#### 7.1.10 dejamobile

#### 7.1.11 Innovorder SAS

## 8 Investment Analysis

## 9 Future Outlook of the Market

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