

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

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Netherlands POS Terminal Market is expected to register a CAGR of 11.7% during the forecast period.

#### Key Highlights

- In the current market scenario, the POS terminal systems have evolved from transaction-oriented devices to systems that support and integrate into businesses' CRM and other financial solutions. This instance allowed companies to leverage captured transactional data through POS terminals for business intelligence.
- In early 2020, a consortium of European banks announced they were taking the first steps to creating a pan-European payment solution. This solution will be based on Instant Payments for use in stores, online, and between individuals. The European Payments Initiative (EPI) consortium intends to start operational activities by the end of 2022. The Netherlands Payment Association is considering how EPI can be fitted into the Dutch payment landscape.
- The efforts by the European Commission to simplify the payment acceptance facilities of merchants are also triggering the market's growth. Till 2023, as part of the retail payments strategy, the European Commission has an action plan to support the modernization and simplification of EU merchants' payment acceptance facilities. This support could be achieved by guidance and awareness-raising amongst national retailers.
- The Netherlands witnessed a strong year in digital transactions and increased consumer interest in interacting with different payment methods, including no-contact POS terminals. Due to the countermeasures related to COVID-19, the share of contactless payments increased enormously. Virtually all payment terminals in the Netherlands accept contactless payment instruments since every cardholder can have a contactless bank card.

Netherlands POS Terminal Market Trends

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Retail Segment to Hold the Major Market Share

- The retail industry is one of the major users of POS terminals. The segment is expected to hold a significant share in the Netherlands. The retail segment is slowly picking up with the reopening of brick-and-mortar stores in different parts of the country.
- The increasing need for multiple POS systems among big retailers, supermarkets, and departmental stores with a robust and centralized system has propelled the retail sector's steady growth in the POS terminal market. The increased emphasis on consumer behavior has led to increased POS adoption due to its consumer mapping application.
- Retail sales in the Netherlands grew 0.7% year-on-year in May 2022, easing sharply from an upwardly revised 8.2 percent rise in the previous month. It was the 17th straight month of increase in retail sales, but the weakest growth since June 2014, as sales of both food and non-food rose softer.
- Retail businesses, making thousands of dollars in transactions daily, rely on POS terminals to understand the sales performance and to better manage their inventory based on the products/services that attract most customers. With the increasing risk of handling cash, online transactions are gaining popularity, owing to the streamlined processes involved.

## Healthcare Segment to Drive the Market Growth

- The healthcare industry is another prominent adopter of POS terminals. The segment is expected to grow rapidly due to several factors such as government initiatives, vendor activities, etc. According to a study by ING Economisch Bureau, the country saw a growth of 4.5% in the healthcare sector. Such instances suggest a growing demand for PoS terminals in the country from the healthcare segment.
- The demand for securing information of patients is one of the major drivers of POS terminals in the healthcare industry. For instance, the established General Data Protection Regulation or GDPR has a framework for data governance and quality to improve healthcare research, innovation, and policy making.
- With the rapid digitization of the healthcare industry in different parts of the region, the need for modern POS terminals is also increasing for processing pandemic-related information, payment processes, and managing patient information.
- In addition, the healthcare sector is creating a demand for POS terminals for contactless payments to ensure patient and staff safety. The growth has also been majorly due to the pandemic. The regional vendors have also launched new products that are concentrated toward improving patient safety-the modern POS terminals with touch screens that can be operated with rubber gloves suitable for healthcare usage.

## Netherlands POS Terminal Industry Overview

The Netherlands point of sale terminals market is moderately fragmented, with major players like Ingenico ePayments, Verifone Payments BV, Spire Corp, etc., occupying most of the market share. Investments in partnerships and alliances are expected to be some of the strategic focus of vendors operating in the market. In addition, the vendors in the market are focusing on expanding their presence in the region to gain new customers.

- July 2022 - Buckaroo, a Utrecht-based online payment service provider, agreed to acquire SEPAY, a Hague-based point-of-sale payment service provider. Most of the stake was acquired with the support of Keensight Capital; a private equity firm focused on pan-European Growth Buyout investments and the majority investor in Buckaroo. The announcement comes more than a year

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

after acquiring payment service provider Sisow in December 2021.

- June 2021 - Urovo, a prominent player offering mobile POS terminals, expanded to the Netherlands. The expansion is in line to support its robust local customer base. The penetration of players in the country also encourages market growth.

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 INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Attractiveness - Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Consumers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Intensity of Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Industry Value Chain Analysis
- 4.4 Assessment of Impact of COVID-19 on the Industry

### 5 MARKET DYNAMICS

- 5.1 Market Drivers
  - 5.1.1 Low Total Cost of Ownership Compared to Other Channels of Payments
  - 5.1.2 Significant Rise in the Demand for Contactless and Mobile POS Terminals
- 5.2 Market Challenges
  - 5.2.1 Security Concerns due to the Usage of Critical Information
- 5.3 Key Regulations and Compliance Standards of PoS Terminals

### 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 Entertainment
  - 6.2.3 Healthcare
  - 6.2.4 Hospitality

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 6.2.5 Other End-user Industries

## 7 COMPETITIVE LANDSCAPE

### 7.1 Company Profiles

#### 7.1.1 Ingenico Group

#### 7.1.2 Verifone Payments BV

#### 7.1.3 Spire Corp

#### 7.1.4 Newland Europe BV

#### 7.1.5 myPOS World Ltd.

#### 7.1.6 Stripe, Inc.

#### 7.1.7 Adyen

#### 7.1.8 Urovo Technology Corp., Ltd.

#### 7.1.9 PayPlaza (CM.com)

## 8 INVESTMENT ANALYSIS

## 9 MARKET OPPORTUNITIES AND FUTURE TRENDS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-26"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)