

Global Mobile Point-of-Sale (mPOS) Market Assessment, By Solution Type [Hardware, Software], By Connectivity Technology [Wi-fi, Bluetooth, Cellular Network], By Operating System [Android, iOS, Windows, Others], By Application [Sales and Payment Processing, Inventory Management, Reporting and Analytics, Customer Relationship Management, Others], By End-user Industry [Retail, Hospitality, Healthcare, Transportation and Logistics, Entertainment, Others], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

Global mobile point-of-sale (mPOS) market is projected to witness a CAGR of 10.51% during the forecast period 2025-2032, growing from USD 41.07 billion in 2024 to USD 91.36 billion in 2032F. The global mobile point-of-sale (mPOS) market is growing strongly on the back of fast-paced digitization of payments, growth of small and medium-sized enterprises (SMBs), and enhanced customer needs for frictionless, contactless payments. The post-pandemic movement towards ditching cash-based systems and shifting to digital payments has made mPOS offerings a necessity in retail, hospitality, and e-commerce industries. Emerging markets in Asia-Pacific and Latin America are driving growth through government-sponsored financial inclusion programs and the penetration of low-cost smartphones. Moreover, innovation in cloud computing, artificial intelligence-based analytics, and NFC technology is improving mPOS functionality, allowing merchants to better manage stock, customize customer engagement, and enhance security. Yet, the market is subject to significant constraints, such as high capital expenditure for sophisticated mPOS devices, cyberattacks, and pushbacks from conventional merchants in cash-intensive economies. Lacking homogenization of regulatory norms across markets also creates compliance problems for worldwide mPOS vendors. Also, dependence on stable

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Internet connectivity continues to be an obstacle in rural and developing regions, constraining adoption in markets. Other key drivers shaping the mPOS market are fintech players' competitive pricing strategies, the adoption of blockchain for secure transactions, and the increasing tendency towards subscription-based SaaS models versus buying hardware outright. Super apps and embedded finance are also transforming mPOS usage, with apps such as WeChat Pay and Alipay expanding POS capabilities. At the same time, sustainability issues are encouraging manufacturers to create environmentally friendly, energy-efficient mPOS units to support international green initiatives. As the mPOS market is expected to realize continuous growth, its path will be determined by surpassing infrastructure challenges, reinforcing data security protocols, and conforming to changing consumer and regulatory needs. The ongoing convergence of payments, analytics, and omnichannel retailing guarantees that mPOS systems will continue to be a cornerstone of contemporary commerce. PAX Technologies Inc. released the PAX E770 Integrated SmartPOS, a cutting-edge Android-based payment terminal optimized for diversity and high performance across multiple business industries. Revealed in March 2024, the E770 boasts a 10-inch high-definition touchscreen, octa-core processor, backup battery, and 4G connectivity with AirLink eSIM support. Its swivel design ensures smooth transitions between merchant and customer-facing modes to optimize checkout experiences and open new business opportunities such as loyalty programs and in-store promotions. Supporting any POS application and a variety of peripherals, the E770 is suitable for quick-service restaurants, multi-lane retail, hospitality, and even unattended venues with its wall mount version. Also, in May 2025, Verifone, Inc. partnered with Stripe, Inc. to integrate Stripe's payment services directly into Verifone's enterprise-grade devices, enabling secure and scalable unified commerce solutions. This collaboration gives Stripe customers enhanced flexibility for in-person payments and expands Verifone's reach to fast-growing businesses seeking robust hardware and global payment capabilities. The integration will launch in the U.S., with plans to expand to additional markets in the future.

Global Shift Toward Contactless and Digital Payments Drives Mobile Point-of-Sale Market Demand

The transition from cash to digital payments is a primary driver of the mPOS market. Consumers increasingly prefer contactless payment methods for their convenience and speed. This trend has been accelerated by the COVID-19 pandemic, which heightened the demand for hygienic, touch-free transactions. The mPOS systems facilitate this shift by enabling businesses to accept various payment methods, including credit and debit cards, digital wallets, and contactless payments. They also integrate with business management tools, providing real-time analytics, inventory tracking, and customer relationship management (CRM) capabilities. The market is further propelled by the global shift toward cashless economies and the need for flexible payment solutions in emerging markets. Technological advancements, such as NFC-enabled payments and cloud-based solutions, enhance the adoption of mPOS systems. As businesses seek to streamline operations and improve scalability, the mPOS market continues to experience robust growth, reshaping the future of payment processing globally.

For instance, in January 2025, as reported by Visa Inc., the digital payments in India's non-metro cities have surged, with card spending rising 175% since 2019. Credit card spending in Category B and C+ cities grew fourfold between 2019 and 2024, far outpacing the 1.4x growth seen in metro areas. Online spending in Category C+ cities jumped from 53% to 73%, driven by categories such as apparel, travel, gaming, and online education. Visa highlights significant opportunities for financial institutions to offer tailored, secure solutions to meet this rising demand in non-metro regions. Companies such as Square and Verifone have introduced NFC-enabled mPOS terminals to meet this demand.

Expansion of 5G Networks Introduces Global Mobile Point-of-Sale Market Opportunities

The proliferation of 5G networks is significantly enhancing mPOS functionalities. 5G technology offers faster, more reliable connectivity, facilitating seamless transaction processing and improved user experiences. This advancement supports the broader adoption of mobile payment solutions across diverse retail environments.

In India, the rapid deployment of 5G networks has been notable. For instance, in May 2025, Reliance Industries Limited owned Jio's aggressive rollout of 5G services contributed to a substantial increase in data traffic, positioning India as a leader in mobile data consumption. This enhanced connectivity enables businesses to leverage mPOS systems more effectively, offering real-time analytics, inventory management, and customer engagement tools. As 5G networks continue to expand globally, they are expected to further drive the adoption and capabilities of mPOS solutions.

Software Segment Dominates the Global Mobile Point-of-Sale Market Share

The Software segment of the global mPOS market is witnessing accelerated growth, particularly cloud-based solutions, due to their scalability, real-time data access, and cost-efficiency. Retailers are increasingly adopting cloud mPOS systems to streamline

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operations, manage multi-location inventories, and enhance customer experience.

For instance, Salesforce, Inc. Retail Cloud is a cutting-edge, cloud-native mobile Point of Sale (mPOS) solution that integrates seamlessly with Salesforce's AI-driven CRM platform. Acquired by Salesforce in September 2024, Retail Cloud designed to bridge the gap between online and offline retail experiences, offering a unified commerce platform. This system empowers store associates to process transactions anywhere in the store using mobile devices, enhancing flexibility and customer convenience. Key features include real-time inventory management, which allows retailers to track stock across multiple locations and channels, and endless aisle functionality, enabling associates to access an unlimited product catalog, even for items not physically available in-store.

In May 2025, Salesforce Retail Cloud launched Agentforce for Financial Services, a pre-configured set of role-based AI agent templates that equip financial services teams with digital labor and automate critical front-office tasks such as preparing for an investment review, replacing a missing credit card, or surfacing pertinent loan opportunities.

Government initiatives are further propelling adoption, such as India's Digital India Mission, which incentivizes SMEs to adopt digital payment tools, including cloud mPOS. Additionally, cybersecurity advancements such as tokenization (mandated by PCI DSS 4.0 in 2023) are making cloud POS more secure, addressing earlier merchant concerns about data breaches. The shift toward subscription-based pricing models is also reducing upfront costs, making cloud mPOS accessible to microbusinesses.

Asia-Pacific Dominates the Global Mobile Point-of-Sale Market Size

The Asia-Pacific is seeing high take-up of mPOS solutions, supported by the growth in smartphone penetration and digital payment system adoption. China, India, and Japan are among the countries in which many businesses are adopting mPOS solutions to meet changing consumer needs.

Government efforts towards the adoption of digital payments and financial inclusion are also contributing significantly to the market growth in this region. The portability and affordability of mPOS terminals make them particularly suitable for businesses in rural or underbanked regions, where the traditional banking and payment infrastructure would be weak. As these markets further adopt digitalization, the growth of mPOS technology has the potential to become a defining factor in economic growth and financial inclusion.

For instance, in April 2025, NEXGO (Shenzhen Xinguodu Technology Co., Ltd.), a global leader in smart POS technology and payment solutions based in China, expanded its partnership with Factor4 to integrate omnichannel gift card and loyalty solutions directly into its smart POS devices, including the N82, N96, and N6 models. This collaboration allows merchants to offer seamless, secure, and intuitive gift card and loyalty services natively on Android-based terminals, enhancing customer engagement and retention. The move underscores NEXGO's commitment to delivering flexible, scalable payment ecosystems and adds significant value for ISOs, acquirers, and retailers. NEXGO also plans to extend these value-added services to more device models, supporting innovation and growth for merchants worldwide.

Key Players Landscape and Outlook

The global mPOS market is extremely competitive, as major industry players compete for market leadership through innovation, pricing, and integration of ecosystems. Technology differentiation is a primary competitive factor among companies as they invest in sophisticated features such as AI-powered analytics, offline payment support, and multi-channel compatibility to engage merchants. Pricing and affordability are also crucial factors, with vendors providing flexible subscription plans (e.g., SaaS-based POS) or affordable hardware to target SMBs. Strategic alliances, for example, cooperation with banks, fintech companies, and e-commerce companies, assist in increasing market reach, while security and compliance are still paramount in gaining trust. Yet, such players have massive hurdles to overcome in sustaining their competitive advantage. Accelerating technological obsolescence necessitates ongoing R&D expenditure, compressing profitability margins within an already price-conscious market. Regulatory diversity between nations generates complicated compliance requirements, especially for international growth. Fierce local competition from lower-cost, region-specific solutions by emerging market players endangers market share. Moreover, cybersecurity risks and data privacy issues necessitate ongoing monitoring and expenditure on protective mechanisms. The requirement to balance technological innovation with affordability in the face of these challenges renders the mPOS environment especially complex and challenging to the leaders in the industry.

For instance, in February 2025, PayPal, Inc. and Verifone, Inc. announced a major global partnership to deliver comprehensive omnichannel payment solutions for enterprise merchants. The collaboration combines Verifone's in-person payment technology

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with PayPal's Braintree e-commerce platform, enabling seamless payment acceptance across online and offline channels. This marks PayPal's first large-scale omnichannel engagement, aiming to support merchants in sectors like retail, restaurants, ticketing, and more. The partnership is set to help businesses worldwide expand and streamline their payment operations.

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