

**Europe 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, 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 Countries, Opportunities and Forecast, 2018-2032F**

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**Report description:**

Europe mobile point-of-sale (mPOS) market is projected to witness a CAGR of 8.53% during the forecast period 2025-2032, growing from USD 9.04 billion in 2024 to USD 17.39 billion in 2032. Modern payment systems, including mobile point of sale (mPOS) have seen worldwide adoption because payment methods continue their transition from cash to electronic transactions. The growing acceptance of mPOS solutions across developed and developing countries has elevated its status as a preferred card acceptance method compared to other convenient payment methods.

The mobile point-of-sale (mPOS) market in Europe is experiencing steady growth, driven by the region's accelerated shift toward digital and contactless payments. Businesses primarily composed of small and medium-sized enterprises along with other companies are adopting mPOS solutions due to their flexible and affordable and user-friendly design. The systems enable merchants to process payments through smartphones or tablets which connect to portable card readers thus eliminating traditional POS terminal costs.

Mobile vendors along with independent retailers and food trucks and service-based professionals drive the highest demand

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because they obtain real-time transaction processing and better mobility. The UK together with Germany and France and the Nordic countries lead the adoption since they have extensive smartphone coverage and strong digital banking systems and regulatory frameworks such as PSD2 that promote open banking. Omnichannel commerce expansion and smooth payment options for physical stores and digital sales push the market forward. Digital transformation support will maintain its steady growth in the Europe mPOS market throughout the forecast period.

For instance, in January 2024, Jabil Inc. and Revolut Ltd collaborated to enhance the production volume of the Revolut Reader, a contemporary mobile POS device that delivers secure and fast payment processing for both in-person and mobile transactions. The quickly expanding mPOS industry continues to grow because digital payments and contactless solutions gain widespread acceptance.

#### Rising Adoption of Contactless and Digital Payments

The growing consumer preference for contactless and digital payment methods serves as a major driver for the expanding European mPOS market. The widespread availability of NFC-enabled cards and mobile wallets including Apple Pay, Google Pay and Samsung Pay along with QR-code-based solutions has created an expectation among consumers for quick and effortless payment experiences that maintain hygiene standards. The pandemic created a surge in digital payment adoption because both business owners and their customers wanted to avoid touching surfaces and speed up payment processes. Businesses find mPOS systems ideal for supporting payment shifts because they deliver portable and adaptable tap-and-go payment options throughout various locations starting with retail counters and cafes and extending to delivery services and pop-up stores. The simple setup process and affordable pricing of mPOS devices attract small and medium-sized businesses that need digital payment solutions to compete in today's market. The growing preference for technology-based payment methods among consumers will drive steady growth in mPOS system adoption throughout Europe.

For instance, in October 2024, Revolut Ltd launched its new Revolut Terminal in the UK and Ireland, offering fast, reliable payments with WiFi and SIM connectivity. Customers can use Revolut Pay through the app to receive loyalty rewards and merchants obtain swift fund access and better operations by connecting Revolut Business during the upcoming retail season.

#### Growing Preference for Flexible and Cost-Effective Payment Solutions Among SMEs

The European small and medium-sized enterprises (SMEs) have increased their use of mobile point-of-sale (mPOS) systems because they provide low-cost solutions along with easy deployment options and portability. The cost-effective nature of traditional POS terminals makes them less attractive since they need expensive installation and maintenance but mPOS devices function through smartphones or tablets with minimal hardware requirements. The payment needs of mobile vendors and pop-up shops as well as freelancers and home-service providers find their match in lightweight scalable payment solutions that work efficiently on the move.

The affordable price of mPOS systems provides extra features that deliver immediate transaction feedback and sales reports as well as inventory tracking and customer relationship management tools which enable small enterprises to enhance their operations without needing expensive IT systems. SMEs across the region adopt mPOS solutions because they need to digitize their operations for competitiveness and these solutions prove most popular in locations with advanced digital networks and high mobile device usage.

For example, in April 2025, SumUp Payments Limited. Beacon Event, a small retailer in Europe, started using SumUp's new Tap to Pay on Android feature, enabling them to accept contactless payments directly on their smartphone without extra hardware-making payments faster and easier for both the business and its customers.

#### Small and Medium-Sized Enterprises (SMEs) Represent the Leading Market for Future Growth

The Europe mobile point-of-sale market identifies small and medium-sized enterprises as the primary end users because they require cost-effective portable and easy-to-use payment solutions. Traditional point-of-sales systems often require significant infrastructure investment and technical support which can be prohibitive for smaller businesses. The flexible alternative of mPOS systems works through smartphones and tablets with minimal setup which attracts small retailers and cafes and salons and mobile vendors and service professionals. The growing popularity of contactless payments along with digital wallets throughout Europe drives SMEs to implement mPOS solutions to satisfy their customers' changing payment habits. Modern mPOS platforms combine business tools such as inventory tracking alongside sales analytics and invoicing features to assist small businesses in streamlining their operations and achieving better market competition. The combination of government support and fintech

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company initiatives which provide funding along with training and partnerships helps speed up SME digital adoption. The SME segment will hold its position as the primary driver of European mPOS market growth and innovation because of rising requirements for mobility and affordability and omnichannel payment options.

For instance, In March 2024, VeriFone Inc. released important upgrades to its Verifone Central platform which enhances usability alongside security and reporting capabilities. The platform received enhancements that include simplified navigation together with multi-factor authentication and improved role-based permissions which specifically target small and medium-sized enterprises (SMEs) needing adaptable secure payment management. The enhancements demonstrate Verifone's ongoing dedication to helping small businesses grow through flexible digital systems.

#### Dominance of Retail Segment in mPOS Deployment

Retail remains the strongest vertical for the Europe mPOS market, both in volume and innovation. The retail sector is driving not just usage, but ecosystem growth. From omnichannel syncing to personalized checkouts, retailers are leveraging mPOS to compete with eCommerce in physical settings.

For instance, the widespread adoption of EMV chip and contactless technologies across Europe is directly facilitated by the increasing deployment of mPOS solutions. Data from EMVCo, the global technical body that manages EMV specifications, indicates that in Q4 2024, 97% of all card-present transactions in Europe utilized EMV chip cards. This high adoption rate is significantly enabled by mPOS devices, which are designed to be EMV-compliant and support secure chip-and-PIN or chip-and-signature transactions.

#### Impact of U.S Tariffs on Europe Mobile Point-of-Sale (mPOS) Market

-□US tariffs imposed on goods imported from the European Union create significant ripple effects for the European mPOS market. Firstly, these tariffs can indirectly dampen European economic growth, as reduced exports to the US impact various European industries and overall business confidence. This economic slowdown often translates to decreased investment by European retailers in new technologies like mPOS systems, as they prioritize cost containment and navigate an uncertain consumer landscape, hindering market expansion.

-□The tariffs can lead to disruptions and increased costs within the global electronics supply chain, which European mPOS manufacturers heavily rely on.

#### Key Players Landscape and Outlook

Europe mPOS market is shaped by a competitive and rapidly evolving ecosystem of fintech providers, payment processors, and digital commerce platforms. Key players such as SumUp, Zettle by PayPal, Square (Block Inc.), and myPOS World Ltd. are driving innovation by offering integrated payment solutions tailored to the needs of small and medium-sized enterprises (SMEs), freelancers, and mobile merchants. These companies have positioned themselves not only as payment providers but as full-service business enablers, combining mPOS hardware with software tools for inventory management, analytics, digital receipts, and customer engagement. To maintain a competitive advantage, leading firms are expanding their service portfolios through strategic partnerships and embedded financial services. This includes offerings like real-time settlements, revenue-based financing, and integration with accounting tools□features that are particularly attractive to SMEs in need of flexible, tech-enabled business solutions. As contactless and mobile payments continue to gain popularity across Europe, market leaders are expected to double down on user-centric innovation, regulatory compliance, and omnichannel readiness to support the region's shift toward a cashless economy.

For instance, in May 2025, myPOS Europe Ltd established a partnership with YouLend Limited to provide revenue-based financing solutions for small businesses in France. The myPOS platform enables eligible merchants to obtain rapid flexible funding through revenue-based repayments which draw from daily card sales percentages since they maintain at least 12 months of operational activity. The simplified capital access through this service enables SME expansion while the company intends to extend its reach throughout European territories.

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