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Saudi Arabia 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 Region, Opportunities and Forecast, 2018-2032F

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Report description:

Saudi Arabia mobile point-of-sale (mPOS) market is projected to witness a CAGR of 10.67% during the forecast period 2025-2032, growing from USD 1.08 billion in 2024 to USD 2.44 billion in 2032, owing to rising e-commerce and SME digitization, government push for cashless economy, tourism and fintech partnerships. Saudi Arabia's mPOS ecosystem is undergoing fast-paced transformation. Government-backed digitization, rising smartphone usage, and the normalization of contactless payments, have pushed mPOS into the mainstream. Today, businesses of all sizes, from urban cafes to logistics hubs, are shifting to mobile-based POS setups.

As contactless infrastructure expands and soft-POS models lower hardware barriers, the mPOS market is no longer limited to retail. Healthcare, food delivery, and even religious tourism services are starting to rely on it.

Soft-POS Innovation Reducing Hardware Dependency Supporting mPOS Market

A major boost to Saudi Arabia's mPOS market is the shift toward Soft-POS systems, solutions that eliminate the need for dedicated terminals and allow merchants to accept payments directly through smartphones. This is especially crucial in a market where

micro, small, and mobile-first businesses dominate service delivery.

For instance, in February 2024, PayTabs partnered with Nearpay to integrate tap-to-phone capabilities into its platform. This lets businesses use any Android or iOS device to accept contactless cards, wallets, and wearables, securely and instantly. The rollout targeted food vendors, field agents, logistics operators, and SME retailers across the Kingdom.

This technology reduces upfront hardware costs and expands mPOS access to regions with limited traditional POS coverage. In a digitally ambitious economy like Saudi Arabia's, this unlocks broader merchant participation while aligning with Vision 2030's financial inclusion agenda.

National NFC Contactless Expansion Fuels mPOS Uptake

Saudi Arabia's move toward country-wide contactless readiness is directly boosting mPOS adoption. Public transport adoption serves as both instigator and legitimizer of contactless commerce. It signals a complete payments ecosystem-mobile devices, infrastructure, and consumer behavior are aligned, making mPOS expansion smoother and more reliable.

For instance, in February 2025, the Riyadh Metro and Bus network introduced Apple Pay Express Transit, letting users tap their iPhones or Apple Watches for fare payments-without opening an app or entering a PIN. MADA's national POS infrastructure now supports tapped fares, retail, and transit payments, with 99% of terminals NFC-enabled.

For mPOS systems, this infrastructure means every mobile merchant such as cafes, kiosk vendors, pop-ups, can immediately support contactless payments via smartphone or wearable. This reduces friction, speeds up transactions, and raises consumer trust. With NFC acceptance now mainstream, merchants can deploy compact, mobile POS solutions with confidence in both consumer familiarity and terminal coverage.

Retail Sector Dominates mPOS Usage

The retail industry is leading the charge in Saudi Arabia's mPOS expansion. For mobile earner sectors like pop-up retailers and urban grocery chains, mPOS delivers portability, faster checkouts, and instant inventory sync-all via tablets or phones. This versatility fuels deployment and volume, solidifying retail as the primary vertical for mPOS transactions by value and number.

When retail dominates terminal installations and payments flow through mobile channels, mPOS becomes central to everyday economics, not a niche tool. Retailers effectively define usage trends and ecosystem direction in the market.

For instance, Geidea Solutions Company revealed it used sdk.finance's ledger and payments API across its mPOS platform, enabling real-time settlement, remote device management, and financial reporting. This backend tech upgrade powers over 700,000 devices and supports 150,000+ merchants, including cafes, FMCG, and e-tailers. Merchants can use live transaction data, batch monitoring, secure receipt management, and VAT compliance, all through one app.

Impact of U.S Tariffs on Saudi Arabia Mobile Point-of-Sale (mPOS) Market

-⬚The U.S. tariff policy has created significant ripple effects across the Saudi Arabia mobile point-of-sale market, reshaping supply chains, pricing strategies, and competitive dynamics.

-⬚US tariffs, particularly those affecting global trade and major economies like China and Europe, can contribute to a broader slowdown in global economic growth. As a significant global industrial activity (such as oil and gas) hub, the Saudi Arabia's economy is sensitive to global economic health. A general global slowdown could lead to reduced tourist spending, lower consumer confidence, and a more cautious outlook among Saudi Arabia retailers, potentially delaying or reducing their investment in new technologies like mPOS solutions.

Key Players Landscape and Outlook

The mPoS sector in Saudi Arabia is sharpening into two pillars' technology-enabled mobility and regulatory endorsement. Soft?PoS removes hardware barriers for SMEs. Companies integrated merchant loyalty through analytics and device management. Further, NFC-based public transit and MADA coverage solidify the infrastructure. Combine that with Saudi Central Bank (SAMA)'s support for cross-border rails and contactless rollouts, healthcare, e-mobility, pilgrim services, and other industries are expected to adopt mPoS. Fintechs and established acquirers are deepening cooperation to meet rising demand for fast, flexible, and secure mobile payment solutions.

The competitive landscape within Saudi Arabia mPoS market is vibrant and characterized by both global payment technology giants and agile local fintechs. Major international players maintain a strong presence, offering a wide array of PoS hardware and integrated solutions. However, domestic champions such as Geidea Solutions Company, Saudi Digital Payment Company, and specialized PoS software providers are increasingly capturing market share. These local entities often have the advantage of

tailored solutions, deep understanding of the Saudi Arabia market's unique needs, and strong alignment with national digital transformation initiatives like Vision 2030, fostering a dynamic and rapidly evolving competitive environment.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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