

**UAE 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:**

UAE mobile point-of-sale (mPOS) market is projected to witness a CAGR of 11.43% during the forecast period 2025-2032, growing from USD 0.66 billion in 2024 to USD 1.58 billion in 2032, owing to government cashless initiatives, tourism boom, SME digitization, fintech innovation and banking sector partnerships. The UAE's mPOS ecosystem is rapidly maturing, powering mobile vendors, pop-up events, clinics, and on-the-go services. As smartphone penetration hits 99%, traditional terminals are being sidelined for agile, cloud-based mPOS tools. Local banks and fintechs are enabling merchants with lightweight hardware and integrated apps.

For instance, the UAE Central Bank's Al Etihad Payments launched "Aani" in October 2024, offering instant, QR-based transfers that bypass card networks and reduce merchant fees. Aani promotes frictionless QR acceptance, nudging businesses away from traditional POS and accelerating mPOS adoption-especially for small merchants and everyday use cases.

Cloud-Native mPOS Software Adoption Underpins mPOS Market Growth

Retailers and service providers in the UAE are moving toward cloud-first mPOS platforms that blend payments with inventory,

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analytics, and CRM. Cloud-native mPOS reduces overhead, enables multi-location management, and gives merchants actionable insights. As adoption rises, merchants benefit from better business intelligence, while the mPOS providers gain stickiness and scale.

For instance, in August 2024, Astra Tech's fintech arm PayBy introduced a multi-functional cloud based mPOS device across the UAE. Unlike traditional terminals, this unit allows merchants to generate QR codes and payment links directly from the device, accepting payments through Alipay+, WeChat Pay, Apple Pay, Samsung Pay, Google Pay, and regional e-wallets.

The solution blends offline and online payments into a single channel, ideal for cafes, pop-ups, retail outlets, and tourism vendors. For merchants, it means simplified checkout, faster onboarding, and increased acceptance from international customers. For the market, it signals a shift toward borderless, frictionless payments.

#### Connectivity Innovations Boost Flexibility Aiding Market Growth

mPOS systems in the UAE are leveraging hybrid connectivity, Wi Fi, Bluetooth devices tethered to phones, and standalone cellular units. Reliable connectivity across urban and remote zones empowers mPOS adoption in sectors like tours, logistics, events, and mobile clinics. Merchants are no longer constrained by signal blackspots, making real-time payment processing and settlement more consistent.

For instance, in July 2024, Neopay (Mashreq) integrated India's Unified Payments Interface (UPI) into UAE mPOS networks, especially across LuLu retail chains and large-format merchants. Indian tourists can now scan QR codes and pay in INR via UPI apps like PhonePe and GPay, eliminating currency hassles. The UAE remains a top destination for Indian travelers. This interoperability enhances spend potential across retail, hospitality, and mobility sectors, while demonstrating mPOS's growing role in cross-border and multi-currency convenience.

#### Hospitality Sector Leads mPOS Volume Growth

The hospitality vertical, encompassing hotels, cafes, food trucks, and pop-ups, is at the forefront of mPOS adoption in the UAE, driven by demand for flexibility and seamless guest experiences. For instance, in January 2025, a major Dubai hotel chain piloted mobile POS tablets across 50 outlets (bars, poolside lounges, in-room service), enabling staff to take payments tableside or poolside-reducing queuing time and improving service. The tablets support cards, NFC, QR, and payment links within a unified interface, giving guests faster checkout and higher convenience.

This increased hospitality mPOS usage aligns with the UAE's booming tourism and food and beverages expansion. As hospitality businesses scale mPOS solutions across seasonal venues and high-traffic sites, they significantly contribute to terminal growth and transaction volume, making this sector the backbone of the UAE's mPOS ecosystem.

#### Impact of U.S Tariffs on UAE Mobile Point-of-Sale Market

-□The U.S. tariff policy has created significant ripple effects across the UAE 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 trade and tourism hub, the UAE'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 UAE retailers, potentially delaying or reducing their investment in new technologies like mPOS solutions.

#### Key Players Landscape and Outlook

The UAE mPOS market is defined by dual momentum, institutional trust via banks and software-led agility from fintechs. Banks and acquirers anchor merchant trust with compliance and settlement support, while agile software providers deliver user-friendly experiences and analytics. The trend is clear that providers are shifting toward bundled solutions with inventory, loyalty, and reporting features. As mPOS profitability grows, expect deeper vertical specialization, platform partnerships, and regional expansion, making mPOS not just a payment tool, but a full commerce enabler.

For instance, in May 2025, RAKBANK's Business Banking Group (BBG) has been awarded the prestigious title of UAE's Best Bank for SMEs at the Euromoney Awards for Excellence 2025. This accolade highlights RAKBANK's ongoing commitment to supporting small and medium enterprises across the country. The Euromoney Awards, regarded as the benchmark for excellence in the global banking sector, recognize institutions that excel in performance, innovation, and leadership. This latest recognition cements RAKBANK's position as the leading bank for SMEs in the UAE, underscoring its role in empowering business growth and fostering innovation within the sector.

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