

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

Market Report | 2025-06-01 | 100 pages | Mordor Intelligence

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### **Report description:**

POS Terminal Market Analysis

The global POS terminal market is valued at USD 121.35 billion in 2025 and is forecast to reach USD 178.49 billion by 2030, advancing at an 8.02% CAGR. Growth stems from merchants replacing legacy cash registers with cloud-enabled, analytics-driven systems that blend payment acceptance with inventory, customer, and compliance management. Contactless capability, biometric authentication, and artificial intelligence are moving the POS terminal market beyond transaction handling toward real-time business intelligence. Supply-chain pressure on semiconductor components continues to constrain hardware output, but software subscriptions and hybrid deployment models are lifting adoption despite hardware bottlenecks. Vendors that can combine omnichannel payments, regulatory compliance, and low total cost of ownership are best placed to capture incremental demand across retail, hospitality, healthcare, and transportation.

Global POS Terminal Market Trends and Insights

Growing Adoption in the Retail Sector

Retailers now deploy unified commerce platforms that connect in-store and online transactions, generating 15-20% efficiency gains and cutting queues by 40%. Inventory linked to the POS terminal market enables real-time stock visibility, which trims stockouts by 30% and excess inventory costs by 25%. Small merchants are bypassing legacy registers and embracing enterprise-grade cloud systems, a pattern most visible across Asia-Pacific where retail POS roll-outs outpace global averages by

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1.5 times. The momentum reinforces demand for terminals that merge payment, promotion and fulfilment functions. Suppliers that tailor pricing and support to smaller retailers gain share as brick-and-mortar stores pivot toward omnichannel models.

#### Rising Adoption of Cloud-Based POS Platforms

Cloud solutions account for 73% of new installations in 2025, up sharply among small and mid-sized enterprises that convert capital expense to operating outflow. Continuous software updates extend terminal life by as much as 60% compared with traditional systems and allow rapid alignment with changing fiscal rules. Hospitality operators highlight the advantage; real-time menu and table management using cloud POS typically lifts average ticket values by 12-18%. Multi-jurisdiction retailers value the ability to roll out new tax rules through a single update rather than hardware swaps. The trend accelerates penetration of the POS terminal market, where broadband quality supports always-on cloud connectivity.

#### Data-Security and Cyber-Fraud Concerns

A 37% rise in fraud attempts during 2024 heightens scrutiny of POS environments. Mobile POS broadens attack surfaces through wireless links, prompting annual security outlays of USD 18,000-25,000 per merchant for compliance and monitoring. Hardware refresh cycles lag evolving threats, creating gaps that require software patches, which may erode performance. Biometrics harden authentication yet introduce privacy issues that differ across regions, complicating global roll-outs within the POS terminal market.

Other drivers and restraints analyzed in the detailed report include:

Accelerating Demand for Contactless & Mobile Payments / Integration of POS Data with Advanced Analytics and CRM / Hardware Reliability and Maintenance-Cost Issues /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Contact-based devices retained 71% of the POS terminal market share in 2024, but contactless solutions are scaling at a 14.9% CAGR through 2030. The POS terminal market size for contactless-enabled hardware is set to widen rapidly as 78% of 2025 deployments include NFC. Consumer preference is clear: more than 51% regularly choose tap-and-go cards or wallets, especially for purchases below USD 25. Hybrid terminals that process both chip-and-PIN and contactless help merchants manage the transition without alienating security-minded shoppers.

Wearables, mobile devices and biometric taps expand authentication options and open the door to frictionless journeys in transit, hospitality and healthcare. Fingerprint-secured contactless payments cut fraud by 60% versus standard NFC. Such capability positions vendors to cross-sell analytics subscriptions tied to tokenised identity data. As regulations tighten around strong customer authentication, contactless solutions that embed biometric checks are expected to outperform generic NFC in the POS terminal market.

Fixed units still account for 54% of the POS terminal market size in 2024, yet mobile systems are accelerating at 12.8% CAGR. Retail chains deploying handheld devices report 28% shorter queues and 15-20% higher associate productivity. Cellular-enabled terminals operating with integrated SIM cards guarantee connectivity even where Wi-Fi falters.

In healthcare, bedside payment devices cut billing delays by up to 35% and improve collection rates by 25%. Mobility also underpins curbside pickup and event-based commerce. Security remains an issue, with 43% of merchants flagging data protection as the top hurdle when evaluating mobile platforms, but progress in encrypted communication and device management is

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gradually closing the gap. Providers that lock in government-grade security protocols can unlock further growth in the POS terminal market.

Point of Sale Terminal Market is Segmented by Mode of Payment Acceptance (Contact-Based, Contactless), POS Type (Fixed Point-Of-Sale Systems, Mobile / Portable Point-Of-Sale Systems), Component (Hardware, Software, Services), Deployment Mode (Cloud-Based, On-Premise), End-User Industry (Retail, Hospitality, Healthcare, and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

## Geography Analysis

Asia-Pacific leads the POS terminal market, propelled by government campaigns for cashless economies and a mobile-first consumer culture. China, Japan, and South Korea supply high transaction volumes, while India and Singapore climb rapidly under Digital India and Smart Nation initiatives, respectively. Regional card payments are expected to reach USD 24.7 trillion in 2025. Biometric verification adoption is rising, smoothing identity checks across densely populated cities. Yet, rural connectivity gaps and heterogeneous regulations require flexible architectures that support offline processing.

South America represents the fastest-growing region with a 10.4% CAGR forecast to 2030. Brazil drives momentum through partnerships between terminal makers and digital acquirers such as Stone and Pagseguro. Financial inclusion programmes create demand for devices that manage alternative payments, as 70% of adults remain unbanked in several countries. Fiscal e-invoicing laws across Mexico, Costa Rica, and others compel rapid hardware or software upgrades.

North America maintains scale through early adoption of contactless and AI-driven analytics. The United States alone accounted for a USD 29.11 billion POS segment in 2025. Europe progresses under mandatory fiscalisation; Spain's Verifactu rollout is a prominent trigger for replacements. The Middle East and Africa offer pockets of high growth where smartphone penetration and urbanisation intersect, though infrastructure limitations continue to slow rural uptake.

## List of Companies Covered in this Report:

Ingenico SA (Worldline) / VeriFone Systems Inc. / PAX Technology Ltd. / NCR Corporation / Diebold Nixdorf Inc. / Toshiba Global Commerce Solutions / HP Inc. / Panasonic Corporation / Fujitsu Ltd. / Samsung Electronics Co. Ltd. / Newland Payment Technology / BBPOS Ltd. / Square Inc. (Block) / Fiserv Inc. (Clover) / Lightspeed Commerce Inc. / Shopify Inc. (Shopify POS) / Toast Inc. / Revel Systems Inc. / Oracle Corporation (MICROS) / Agilysys Inc. / Aptos Inc. / GK Software SE / NEC Corporation / NEXGO (Shenzhen Xinguodu Technology) / Qashier Pte Ltd. / Cegid Group / Cow Hills Retail BV / PCMS Group Ltd. /

## Additional Benefits:

The market estimate (ME) sheet in Excel format /  
3 months of analyst support /

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