

Saudi Arabia POS Terminal - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 109 pages | Mordor Intelligence

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Report description:

Saudi Arabia POS Terminal Market Analysis

The Saudi Arabia POS terminal market is expected to grow from USD 458 million in 2025 to USD 505.86 million in 2026 and is forecast to reach USD 831.52 million by 2031 at 10.45% CAGR over 2026-2031. Momentum springs from Vision 2030's cashless mandate, rapid rollout of the mada contactless network, and smartphone penetration that already exceeds 85% of adults. Retail modernization across giga-projects, healthcare digitalization under the Fatoora e-invoicing law, and pilgrimage tourism spikes in Mecca and Medina further broaden the Saudi Arabia POS terminal market opportunity. Competitive intensity remains moderate, with global suppliers VeriFone, PAX Technology, Ingenico, NCR, Toshiba, Diebold Nixdorf, and domestic champion Geidea balancing scale, local know-how, and compliance expertise. Infrastructure gaps persist: elevated merchant discount rates (MDRs), rising cyber-fraud, uneven 4G/5G coverage outside Tier-1 cities, and a shortage of certified field technicians dampen full-scale adoption in rural segments.

Saudi Arabia POS Terminal Market Trends and Insights

Vision 2030 Cashless Transaction Mandate Accelerates Terminal Deployment

Saudi Arabia targets 70% cashless retail activity by 2030, compelling every merchant class from micro-retailers to large chains to install compliant payment terminals. Government entities must accept only digital payments by 2025, catalyzing immediate procurement cycles across hospitals, universities, and utility offices. Digital payment value surged 47% year-over-year in 2024 to

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SAR 891 billion, while cash usage fell to 21% of retail volume, the fastest decline in the Gulf . Private merchants also link business-license renewals to proof of POS installation, turning regulatory compliance into a commercial imperative. As a result, the Saudi Arabia POS terminal market sees sustained orders, especially from mobile POS vendors catering to previously cash-only SMEs.

Nationwide Rollout of Saudi Payments' "mada" Contactless Network

Saudi Payments expanded mada to 2.1 million active terminals by July 2025, a 17% uplift from 2024. Integration with Apple Pay, Google Pay, and Samsung Pay lifted contactless transactions to 34% of all POS spend in 2024 versus 18% in 2022. Mandatory NFC compliance triggers replacement cycles for legacy hardware, while instant settlement improves merchant cash flow, shortening payment delays from two days to real time. Cross-border functionality introduced in 2024 lets Saudi-issued cards work in the UAE, Bahrain, and Kuwait, adding tourist utility and enriching the Saudi Arabia POS terminal market.

High MDR and Hardware Cost Sensitivity among SMEs

Card MDRs range 1.8%-3.2%, materially higher than cash handling outlays, discouraging micro-merchants from adopting POS hardware. Entry-level terminals cost SAR 800-2,500, a steep front-end spend for shops earning under SAR 10,000 monthly. Annual PCI-DSS and Fatoora compliance averages SAR 5,000-15,000, pushing total cost of ownership higher. Subsidies cover only 30% of hardware outlay, leaving a funding gap that tempers Saudi Arabia POS terminal market penetration among traditional grocery stores and family restaurants.

Other drivers and restraints analyzed in the detailed report include:

Retail Modernization via Giga-Projects Creates Premium Terminal Demand
Soaring NFC-Enabled Smartphone Penetration Drives Contactless Adoption
Escalating Cyber-Fraud and PCI-DSS Compliance Burden

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

Segment Analysis

Contact-based systems commanded 58.12% of the Saudi Arabia POS terminal market share in 2025, anchored by entrenched chip-and-PIN habits. Contactless transaction value leaped 89% year-over-year in 2024 and is projected to grow at a 12.15% CAGR over 2026-2031, elevating the segment's share within the Saudi Arabia POS terminal market size. Retail giants Carrefour, Lulu, and Tamimi completed nationwide NFC upgrades, while quick-service restaurants reported 45% faster checkout speeds after switching to tap-to-pay systems.

Lower interchange fees on sub-SAR 100 NFC payments, announced by SAMA in late 2024, enhance merchant economics and reinforce adoption. Urban millennials, representing 78% of contactless users, rate safety and speed as primary drivers, solidifying long-run growth. Continuous wallet integration with new devices smartwatches, fitness bands, and in-car systems will sustain segment outperformance through 2030.

The Saudi Arabia POS Terminal Market Report is Segmented by Mode of Payment Acceptance (Contact-Based, and Contactless), POS Type (Fixed Point-Of-Sale Systems, and Mobile/Portable Point-Of-Sale Systems), End-User Industry (Retail, Hospitality, Healthcare, Transportation and Logistics, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

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VeriFone Inc. PAX Technology Limited Ingenico SA (Worldline) Urovo Technology Co. Ltd. Spire Payments Limited Toshiba Global Commerce Solutions Inc. Geidea Ltd. Oracle Corporation (Micros POS) Castles Technology Co. Ltd. NCR Corporation Diebold Nixdorf Incorporated FIS Inc. (Worldpay) Fiserv Inc. Newland Payment Technology Co. Ltd. Sunmi Technology Co. Ltd. BBPOS Limited HP Inc. Honeywell International Inc.

Additional Benefits:

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

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