ATM Machine Market in Brazil 2015-2019

Description: ATM Machine Market in Brazil – Market Analysis 2015-2019
This report segments the ATM machine market in Brazil by revenue generated and the unit shipment. It also includes the competitive analysis of key vendors, including Itautec S/A, NCR Brazil, Diebold Brazil and Wincor Nixdorf Brazil.

Market scope of the ATM machine market in Brazil
Technavio’s market research analyst predict that the ATM machine market in Brazil will continue to grow at CAGR of 18.72%. The key growth drivers in this market are the participation of government in new sharing deals. Brazilian government is strongly committed to strengthening the transparency of government actions, by fostering the democratic ideals with the participation of the citizens in decision making and improving public services and use of upgraded technology for more openness. Brazilian banks are very efficient due to the use of SISBACEN (Information Database System) and Brazilian Payments System and on the other hand it is supported by the Central Bank of Brazil which is equivalent of the US Federal Reserve Bank. This has brought about technological advancements, supervision and reliability to the interbank operations.

Competitive landscape and leading companies in the ATM machine market in Brazil
Over the last decade, ATMs were considered to be a source of the cash dispenser. But with lot of technological advancements of the banking and financial institutions, it has become a definite advantage for the customers which has made convenient way to handle huge number of transaction including withdrawal of funds and deposits to be made in the accounts, and enquiring the balance updates. Countries like India, China and Brazil, are witnessing tremendous growth opportunity in the ATM market. The recent technological advancements are bill payment, travel booking, and mobile ATMs. There has been an increase in the automation and security standards which will boost the growth of ATM market. ATM industry will bring in new avenues for the customers that can be continuously explored for revenue opportunities and customer relationship services. Key vendors are targeting Convenience stores, gas stations and even fast-food chains for installing the ATMs on their premises. Many nonbank ATMs that are located at different places are typically lacking in depositories and this in turn is saturating the landscape with cash dispensing machines in this region.

Key highlights
Many investments in real estate are aimed at diversifying one's portfolio which is forcing investors to think of an alternate diversification option. If we take an example of any Commercial real estate business which is considered to have a very lucrative investment pattern as it has higher rate of return.

The leading companies in the ATM machine market in Brazil are -
- Itautec S/A
- NCR Brazil
- Diebold Brazil
- Wincor Nixdorf Brazil.

The other prominent vendors in the market include Perto, Hitachi-Omron Terminal Solutions Corp., Fujitsu and Oki.

Segmentation of the ATM machine market in Brazil by unit shipment
Many Financial institutions have introduced innovative functionality and revenue-generating services via the ATM channel. This has led to the change in the competitive growth of ATM machines. Customers always focus on three things which includes convenience, efficient services and availability of cost saving measures. This would provide a better customer experience such as the Transaction personalization, Envelope-less deposits etc. The key vendor in the Brazilian markets are focusing more on technological knowhow which will offer new features to support customers over the forecast period. Many customers also are cutting down the use of cash therefore bankers and manufacturers are focusing more to enhance the use of more cash dispensers over the forecast period.

Key questions answered in the report include
- What will the market size and the growth rate be in 2019?
- What are the key factors driving the ATM machine market in Brazil?
- What are the Key Market trends impacting the growth of the ATM machine market in Brazil?
- What are the challenges to market growth?
- Who are the key vendors in the ATM machine market in Brazil?
- What are the market opportunities and threats faced by the vendors in the ATM machine market in Brazil?
- What are the key outcomes of the five forces analysis of the ATM machine market in Brazil?

Related reports
- General Lighting Market in Brazil 2015-2019
- Education ICT Market in Brazil 2015-2019
- Set-Top Box Market in Brazil 2015-2019

Contents:

PART 01: Executive summary
Highlights

PART 02: Scope of the report
Market overview
Top-vendor offerings

PART 03: Market research methodology
Research methodology
Economic indicators

PART 04: Introduction
Key market highlights
ATM description

PART 05: Market landscape
Market overview
Market size and forecast by unit shipment
Market size and forecast by revenue
Market size and forecast by average selling price
Five forces analysis

PART 06: Market drivers

PART 07: Impact of drivers

PART 08: Market challenges

PART 09: Impact of drivers and challenges

PART 10: Market trends

PART 11: Vendor landscape
Competitive scenario
Market share analysis 2014
Other prominent vendors

PART 12: Key vendor analysis
Diebold
Itautec
NCR
Wincor Nixdorf Brazil

PART 13: Appendix
List of abbreviation

PART 14: About the Author
List of Exhibits
Exhibit 01: Product offerings
Exhibit 02: ATM one menu tree structure
Exhibit 03: Primary uses of ATM
Exhibit 04: Types of ATM machines
Exhibit 05: ATM machine market in Brazil 2014-2019 (thousand units)
Exhibit 06: ATM machine market in Brazil 2014-2019 ($ billions)
Exhibit 07: ATM machine market in Brazil ($)
Exhibit 08: Five forces analysis
Exhibit 09: Channels used by customers annually
Exhibit 10: Benefits of ATM-based ROI
Exhibit 11: Impact of drivers
Exhibit 12: Impact of drivers and challenges
Exhibit 13: Itautec: Product segmentation
Exhibit 14: NCR: Business segmentation by revenue 2014
Exhibit 15: NCR: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 16: NCR: Geographical segmentation by revenue 2014
Exhibit 17: Wincor Nixdorf Brazil: Business segmentation

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