Interactive Kiosks Market by Type (ATMs, Self Service Kiosks, and Vending Machines), Industry (Retail, Healthcare, Banking Finance Service, Government, Entertainment, Transportation, & Hospitality), Component, & Geography - Global Forecast to 2020

Description: The global interactive kiosks market was estimated to be worth USD 44.17 billion in 2014 and is expected to reach USD 73.35 billion by 2020, growing at a CAGR of 9.2% between 2015 and 2020. The interactive displays have gained high demand owing to decreasing prices and more customer engagement because of interactive nature. The deployment of kiosks in the high traffic areas has led to easy access to the services and reduced the waiting time for the buyers.

Healthcare industry is recorded to have highest growth rate during the forecast period

The interactive kiosks market is segmented on the basis of industry as retails, healthcare, banking & finance services, government, transportation, hospitality, hospitality, entertainment, and others including corporate offices and educational institutes. Of these industries, interactive kiosks market in healthcare industry is expected to grow at the highest growth rate because of the increasing demand of the interactive kiosks in this growing industry. The interactive kiosks in healthcare industry were used in the applications such as pharmaceutical kiosks, diagnostic kiosks and hospital management kiosks and based on the function of interactive kiosks in this industry, it is further divided.

North America held highest market share in the interactive kiosks market during 2014

The report gives an overview of the major geographic regions in the interactive kiosks market such as the North America, Europe, Asia-Pacific (APAC), and the Rest of the World (RoW). The report discusses about the recent happenings in the market and the impact analysis of the market dynamics.

Among all the geographic regions, North America is considered to be the strongest market for interactive kiosks. The market in North America for interactive kiosks is driven by various factors such as the customers’ need for enhanced services; the need to save time, need for accuracy, high living standard as compared to other developing countries, and efficiency in retail services among others. The American interactive kiosks product manufacturers are focused on manufacturing more precise, faster, and qualitative automated equipment and products.

The APAC region is one the potential market for the growth of interactive kiosks market, and a result many companies are expanding their reach to this region. The market in APAC is expected to grow at the highest rate, followed by Europe.

The breakup of primaries conducted during the study is depicted in below.
By Company type: Tier1 Companies - 48%, Tier 2 Companies – 36%, and Tier 3 Companies – 16%
By Designation: C-level - 43%, Director Level- 22%, and Others- 35%
By Region: North America- 50%, Europe- 25%, and Asia-Pacific- 25%

The key players in the interactive kiosks market are KIOSK Information Systems Inc. (U.S.), NCR Corp. (U.S.), International Business Machines Corporation (IBM) Corp. (U.S.), EMBROSS Group Pty Ltd. (Australia), IER SAS (France), Phoenix Kiosk Inc. was (U.S.), SlabbKiosks (U.S.), Wincor Nixdorf Ag (Germany), Meridian Kiosks LLC (U.S.), and RedyRef Interactive Kiosks (U.S.).

Reasons to buy the report:
- This report includes the market statistics pertaining to components, type, industry, and geography along with their respective market size.
- The Porter’s Five Forces framework has been utilized along with the value chain analysis to provide an in-depth insight into the interactive kiosks market.
- Major drivers, restraints, and opportunities for the interactive kiosks market have been detailed in this report.
- Illustrative segmentation, analysis, and forecast for the markets on the basis of components, type, industry, and geography have been conducted to give an overall view of the interactive kiosks market.
- A detailed competitive landscape includes key players, in-depth analysis, and ranking of key players.

The available customizations for the report can offer further country-wise segmentation of the interactive kiosks market in terms of value, further breakdown of the industry can be provided, and profiling of any additional companies in the report.

Contents: 1 Introduction
6.3.5 Threat of New Entrants

7 Interactive Kiosk Market, By Component
7.1 Introduction
7.2 Hardware Components
7.2.1 Displays
7.2.2 Printers
7.2.3 Others
7.3 Software Components & Services

8 Interactive Kiosk Market, By Type
8.1 Introduction
8.2 Automated Teller Machines (ATMs)
8.3 Self-Service Kiosks
8.3.1 Information Kiosk
8.3.2 Ticketing Kiosk
8.3.3 Photo Kiosk
8.3.4 Patient Interactive Kiosks
8.3.5 Check-In Kiosks
8.3.6 Employment Kiosks
8.3.7 Others
8.4 Vending Kiosks
8.4.1 Food & Beverage Vending
8.4.2 Others

9 Interactive Kiosk Market, By Industry
9.1 Introduction
9.2 Retail
9.3 Healthcare
9.3.1 Medical Reports
9.3.2 Hospital Management
9.3.3 Medicines
9.4 Banking & Financial Services
9.5 Government
9.6 Transportation
9.6.1 Roadway Transport
9.6.2 Railway Transport
9.6.3 Airway Transport
9.7 Hospitality
9.8 Entertainment
9.9 Others

10 Geographic Analysis
10.1 Introduction
10.2 North America
10.2.1 U.S.
10.2.2 Canada
10.2.3 Mexico
10.3 Europe
10.3.1 U.K.
10.3.2 Germany
10.3.3 France
10.3.4 Rest of Europe
10.4 Asia-Pacific
10.4.1 China
10.4.2 Japan
10.4.3 India
10.4.4 Rest of APAC
10.5 Rest of the World

11 Competitive Landscape
11.1 Introduction
11.2 Market Ranking for Interactive Kiosks Market, 2014
11.3 Competitive Scenario
11.4 Developments
11.4.1 New Product Launches
11.4.2 Partnerships, Agreements, Contracts & Collaborations
11.4.3 Acquisition and Mergers

12 Company Profiles
12.1 Kiosk Information Systems
12.1.1 Business Overview
12.1.2 Products
12.1.3 Recent Developments
12.1.4 View
12.1.4.1 SWOT Analysis
12.2 NCR Corp.
12.2.1 Business Overview
12.2.2 Products & Services
12.2.3 Recent Developments
12.2.4 View
12.2.4.1 SWOT Analysis
12.3 Slabbkiosks
12.3.1 Business Overview
12.3.2 Products & Services
12.3.3 Recent Developments
12.3.4 View
12.3.4.1 SWOT Analysis
12.4 IBM Corp.
12.4.1 Business Overview
12.4.2 Products
12.4.3 Recent Developments
12.4.4 View
12.4.4.1 SWOT Analysis
12.5 Wincor Nixdorf AG
12.5.1 Business Overview
12.5.2 Products & Services
12.5.3 Recent Developments
12.5.4 View
12.5.4.1 SWOT Analysis
12.6 Embross Group Pty Ltd.
12.6.1 Business Overview
12.6.2 Products
12.6.3 Recent Developments
12.7 IER SAS
12.7.1 Business Overview
12.7.2 Products
12.7.3 Recent Developments
12.8 Phoenix Kiosk Inc.
12.8.1 Business Overview
12.8.2 Products & Services
12.8.3 Recent Developments
12.9 Meridian Kiosks LLC
12.9.1 Business Overview
12.9.2 Products & Services
12.9.3 Recent Developments
12.10 Redyref Interactive Kiosks
12.10.1 Business Overview
12.10.2 Products
12.10.3 Recent Developments
12.11 Advantech Co., Ltd.
12.11.1 Business Overview
12.11.2 Products
12.11.3 Recent Developments
12.12 Nexcom International Co., Ltd.
12.12.1 Business Overview
12.12.2 Products
12.12.3 Recent Developments
12.13 Asrock Inc.
12.13.1 Business Overview
12.13.2 Products
12.13.3 Recent Developments
12.14 Kontron AG
12.14.1 Business Overview
12.14.2 Products
12.14.3 Recent Developments
12.15 Siemens AG
12.15.1 Business Overview
12.15.2 Products

13 Appendix
13.1 Insights From Industry Experts
13.2 Discussion Guide
13.3 Introducing RT: Real-Time Market Intelligence
13.4 Available Customizations
13.5 Related Reports

List of Tables
Table 1 Market Segmentation: By Component
Table 2 Market Segmentation: By Type
Table 3 Market Segmentation: By Industry
Table 4 Market Segmentation: By Geography
Table 5 Kiosk Providers Have Registered Growth in the Sales and Roi
Table 6 Strict Government Regulation is the Major Inhibiting Factor Responsible for Low Growth Rate
Table 7 Integration of Technology Will Lead to the Improved Interactive Kiosk Systems
Table 8 Global Interactive Kiosks Market Size, By Component,2013-2020 (USD Billion)
Table 9 Global Market Size, By Type, 2013-2020(USD Billion)
Table 10 Global Market Size, By Type,2013-2020(Million Units)
Table 11 Interactive Kiosk Market Size for Automated Teller Machine,By Industry, 2013-2020(USD Billion)
Table 12 Market Size for ATMs, By Region,2013-2020 (USD Billion)
Table 13 Market Size for Self-Service Kiosks, By Sub-Type, 2013-2020(USD Million)
Table 14 Interactive Kiosks Market Size for Self-Service Kiosks, By Sub-Type, 2013-2020(Thousand Units)
Table 15 Interactive Kiosk Market Size for Self-Service Kiosks, By Industry, 2013-2020(USD Billion)
Table 16 Market Size for Self-Service Kiosks, By Region, 2013-2020(USD Million)
Table 17 Self-Service Kiosks Market Size for Information Kiosks, By Industry, 2013-2020(USD Million)
Table 18 Self-Service Kiosks Market Size for Ticketing Kiosks, By Industry, 2013-2020(USD Million)
Table 19 Self-Service Kiosks Market Size for Photo Kiosks, By Industry,2013-2020 (USD Million)
Table 20 Self-Service Kiosks Market Size for Patient Interactive Kiosks,By Industry, 2013-2020 (USD Million)
Table 21 Self-Service Kiosks Market Size for Check-In Kiosks, By Industry, 2013-2020(USD Million)
Table 22 Self-Service Kiosks Market Size for Employment Kiosks, By Industry, 2013-2020 (USD Million)
Table 23 Self-Service Kiosks Market Size for Other Kiosks, By Industry,2013-2020 (USD Million)
Table 24 Interactive Kiosks Market Size for Vending Machine Kiosks,By Sub-Type, 2013-2020(USD Billion)
Table 25 Interactive Kiosk Market Size for Vending Machine, By Industry,2013-2020(USD Billion)
Table 26 Market Size for Vending Machines, By Region,2013-2020(USD Billion)
Table 27 Global Market Size, By Industry,2013-2020 (USD Million)
Table 28 Interactive Kiosk Market Size for Self-Service Kiosks, By Industry, 2013-2020 (USD Million)
Table 29 Market Size for Retail, By Type,2013-2020 (USD Million)
Table 30 Self-Service Kiosks: Interactive Kiosks Market Size for Retail,By Sub-Type, 2013-2020 (USD Million)
Table 31 Interactive Kiosks Market Size for Retail, By Region,2013-2020 (USD Million)
Table 32 Retail: Interactive Kiosks Market Size for ATMs, By Region,2013-2020 (USD Million)
Table 33 Retail: Market Size for Self-Service Kiosks,By Region, 2013-2020 (USD Million)
Table 34 Retail: Market Size for Vending Machines, By Region, 2013-2020 (USD Million)
Table 35 Market Size for Healthcare Industry,By Sub-Segment, 2013-2020 (USD Million)
Table 36 Self-Service Kiosks: Interactive Kiosks Market Size for Healthcare,By Sub-Type, 2013-2020 (USD Million)
Table 37 Market Size for Healthcare, By Region,2013-2020 (USD Million)
Table 38 Market Size for Banking & Financial, By Region, 2013-2020 (USD Million)
Table 39 Market Size for Government, By Type,2013-2020 (USD Million)
Table 40 Self Service Kiosks: Interactive Kiosks Market Size for Government, By Sub-Type, 2013-2020 (USD Million)
Table 41 Market Size for Government, By Region,2013-2020 (USD Million)
Table 42 Market Size for Transportation, By Sub-Segment, 2013-2020 (USD Million)
Table 43 Market Size for Transportation, By Type, 2013-2020 (USD Million)
Table 44 Self-Service Kiosks: Market Size for Transportation, By Sub-Type, 2013-2020 (USD Million)
Table 45 Interactive Kiosks Market Size for Transportation, By Region, 2013-2020 (USD Million)
Table 46 Market Size for Hospitality, By Type, 2013-2020 (USD Million)
Table 47 Self-Service Kiosks: Interactive Kiosks Market Size for Hospitality, By Sub-Type, 2013-2020 (USD Million)
Table 48 Market Size for Hospitality, By Region, 2013-2020 (USD Million)
Table 49 Market Size for Entertainment, By Type, 2013-2020 (USD Million)
Table 50 Self-Service Kiosks: Interactive Kiosks Market Size for Entertainment, By Sub-Type, 2013-2020 (USD Million)
Table 51 Market Size for Entertainment, By Region, 2013-2020 (USD Million)
Table 52 Market Size for Others, By Type, 2013-2020 (USD Million)
Table 53 Self-Service Kiosks: Interactive Kiosks Market Size for Others, By Sub-Type, 2013-2020 (USD Million)
Table 54 Market Size for Others, By Region, 2013-2020 (USD Million)
Table 55 Global Interactive Kiosks Market Size, By Region, 2013-2020 (USD Million)
Table 56 North America: Interactive Kiosks Market Size, By Country, 2013-2020 (USD Million)
Table 57 North America: Market Size, By Industry, 2013-2020 (USD Million)
Table 58 North America: Market Size, By Type, 2013-2020 (USD Million)
Table 59 Europe: Interactive Kiosks Market Size, By Geography, 2013-2020 (USD Million)
Table 60 Europe: Market Size, By Industry, 2013-2020 (USD Million)
Table 61 Europe: Market Size, By Type, 2013-2020 (USD Million)
Table 62 APAC: Interactive Kiosks Market Size, By Country, 2013-2020 (USD Million)
Table 63 APAC: Market Size, By Industry, 2013-2020 (USD Million)
Table 64 APAC: Market Size, By Type, 2013-2020 (USD Million)
Table 65 RoW: Interactive Kiosks Market Size, By Industry, 2013-2020 (USD Million)
Table 66 RoW: Market Size, By Type, 2013-2020 (USD Million)
Table 67 Market Rank Analysis of the Top Players in the Market, 2014
Table 68 New Product Launches, 2013-2015
Table 69 Partnerships, Contracts, and Collaborations, 2013-2015
Table 70 Acquisition & Merger, 2013-2015

List of Figures

Figure 1 Interactive Kiosks Market
Figure 2 Research Design
Figure 3 Research Methodology
Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
Figure 5 Market Size Estimation Methodology: Top-Down Approach
Figure 6 Data Triangulation
Figure 7 Software & Services to Hold Major Market Share for the Interactive Kiosks During the Forecast Period
Figure 8 Self Service Kiosks Type Expected to Grow at the Highest Rate In The Market During the Forecast Period
Figure 9 Patient-Service Kiosks in Self-Service Interactive Kiosk Held Major Market Share in 2014
Figure 10 Retail Industry Would Continue to Hold Major Market Share In The Market During the Forecast Period
Figure 11 North America Held Major Market Share in the Market During 2014
Figure 12 The Interactive Kiosk Market in the APAC Region Expected to Grow at the Highest Rate During the Forecast Period
Figure 13 Patient-Interactive Kiosks Held the Largest Market Share in Terms of Value in 2014
Figure 14 U.S. Held Largest Market Share in North America Followed By Canada in 2014
Figure 15 U.S. Held the Largest Share in the Interactive Kiosk Market Globally Followed By U.K. in 2014
Figure 16 APAC Expected to Witness the Highest Growth Rate Followed By Europe During the Forecast Period
Figure 17 Interactive Kiosk Evolution
Figure 18 Interactive Kiosks Market: Segmentation
Figure 19 Improved Efficiency of the System is Driving the Market
Figure 20 Regional Comparison for the Digital Signage Display
Figure 21 In-Store: Consumer Digital Behaviour Trends
Figure 22 Major Value Added During the Hardware and Software Integration Phase of Market
Figure 23 Market: Porter's Five Forces Analysis, 2015
Figure 24 Bargaining Power of Suppliers in the Market Expected to Have A High Impact on the Interactive Kiosks Market in 2015
Figure 25 Intensity of Competitive Rivalry: Moderate Competition in the Market Owing to High Growth of the Market During the Forecast Period
Figure 26 Threat of Substitute Expected to Be Low Due to Substitute Cost
Figure 27 Bargaining Power of Buyers Expected to Be Medium Owing to Product Differentiation
Figure 28 Bargaining Power of Suppliers Expected to Be High Owing to More Dependence of Players Revenue on Interactive Kiosks Industry
Figure 29 Medium Impact of New Entrants Owing to Stringent Government Regulations
Figure 30 Interactive Kiosks Market Segmentation: By Component
Figure 31 Global Interactive Kiosks Market Size, By Component, 2015 Vs. 2020 (USD Billion)
Figure 32 Market Segmentation: By Hardware Components
Figure 33 Market Segmentation: By Type
Figure 34 ATMs Expected to Hold the Highest Market Share of Interactive Kiosks During the Forecast Period
Figure 35 North America Expected to Hold the Largest Market Size for ATMs By 2020
Figure 36 Interactive Kiosks Market Size for Self-Service Kiosks, By Sub-Type, 2015 vs. 2020 (USD Million)
Figure 37 Market Size for Self-Service Kiosks, By Region, 2015 vs. 2020 (USD Billion)
Figure 38 Self-Service Kiosks: Interactive Kiosk Market Size for Information Kiosks, By Industry, 2015 vs. 2020 (USD Million)
Figure 39 Self-Service Kiosks Market Size for Ticketing Kiosks, By Industry, 2015 vs. 2020 (USD Million)
Figure 40 Self-Service Kiosks Market Size for Photo Kiosks, By Industry, 2015 vs. 2020 (USD Million)
Figure 41 Self-Service Kiosks Market Size for Patient Interactive Kiosks, By Industry, 2015 vs. 2020 (USD Million)
Figure 42 Self-Service Kiosks Market Size for Check-In Kiosks, By Industry, 2015 vs. 2020 (USD Million)
Figure 43 Self-Service Kiosks Market Size for Employment Kiosks, By Industry, 2015 vs. 2020 (USD Million)
Figure 44 Interactive Kiosk Market Segmentation: By Vending Machine
Figure 45 Interactive Kiosks Market Size for Vending Machines, By Region, 2015 vs. 2020 (USD Billion)
Figure 46 Market Segmentation: By Industry
Figure 47 Global Interactive Kiosks Market Size, By Industry, 2015 vs. 2020 (USD Billion)
Figure 48 Market Segmentation: By Healthcare Industry
Figure 49 Market Size for Healthcare, By Region, 2015 vs. 2020 (USD Million)
Figure 50 Market Size for Banking & Financial, By Region, 2015 vs. 2020 (USD Million)
Figure 51 Market Size for Government, By Region, 2015 vs. 2020 (USD Million)
Figure 52 Market Size for Transportation, By Region, 2015 vs. 2020 (USD Million)
Figure 53 Market Size for Hospitality, By Region, 2015 vs. 2020 (USD Million)
Figure 54 Market Size for Entertainment, By Region, 2015 vs. 2020 (USD Million)
Figure 55 Market Size for Others, By Region, 2015 vs. 2020 (USD Million)
Figure 56 Global Interactive Kiosks Market, By Region
Figure 57 Geographic Snapshot (2015-2020): APAC Interactive Kiosks Market Estimated to Grow at the Highest Rate During the Forecast Period
Figure 58 Indian Interactive Kiosks Market Estimated to Grow at the Highest Rate During the Forecast Period
Figure 59 Global Interactive Kiosks Market Size, By Region, 2015 vs. 2020 (USD Million)
Figure 60 North America Interactive Kiosks Market Segmentation: By Country
Figure 61 North America Interactive Kiosks Market Size, By Type, 2015 vs. 2020 (USD Million)
Figure 62 Europe Interactive Kiosks Market Snapshot
Figure 63 Europe Interactive Kiosks Market, By Country
Figure 64 Europe: Market Size, By Type, 2015 vs. 2020 (USD Million)
Figure 65 APAC Interactive Kiosks Market
Figure 66 APAC: Market Size, By Type, 2015 vs. 2020 (USD Million)
Figure 67 RoW Interactive Kiosks Market
Figure 68 RoW: Market Size, By Type, 2015 vs. 2020 (USD Million)
Figure 69 Companies Adopted Product Innovation as the Key Growth Strategy During 2012-2014
Figure 70 Market Evaluation Framework-New Product Launches Drive Growth and Innovation in 2015
Figure 71 Battle for the Market Share: New Product Launches Was the Key Strategy
Figure 72 Kiosk Information Systems: SWOT Analysis
Figure 73 NCR Corp.: Company Snapshot
Figure 74 NCR Corp.: SWOT Analysis
Figure 79 Slabbkiosks: SWOT Analysis
Figure 80 IBM Corp.: Company Snapshot
Figure 81 IBM Corp.: SWOT Analysis
Figure 82 Wincor Nixdorf AG: Company Snapshot
Figure 83 Wincor Nixdorf AG: SWOT Analysis
Figure 84 Advantech Co., Ltd.: Company Snapshot
Figure 85 Nexcom International Co., Ltd.: Company Snapshot
Figure 86 Asrock Inc.: Company Snapshot
Figure 87 Kontron AG: Company Snapshot
Figure 88 Siemens AG: Company Snapshot

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