China Financial POS Terminal Industry Report, 2016-2020

Description: With the development of electronic information technology and Internet technology, emerging payments like online payment, mobile payment and fixed-line phone payment have produced certain shunting effect on e-payment in the traditional consumption areas as well as exerted an influence on POS terminal-based e-payments.

However, POS terminal manufacturers have taken the initiative to adapt to the market environment by constantly launching the products with Bluetooth, USB, NFC, QR code and other payment functions, so as to keep the sustained and steady development of the industry. By the end of 2015, 22.82 million units of POS terminals joined the UnionPay network in China, up 43.2% YoY.

After years of development, China's POS acquiring environment has been further improved. In 2015, each POS terminal corresponded to 240 bankcards; POS terminal ownership per 1,000 people rose to 16.66 units. But compared with major developed countries, the number of bank cards corresponding to a POS terminal in China is still high.

In the next few years, as emerging technologies are introduced, POS payments will be safer and more convenient, and the POS terminal market potential will be gradually released. By 2020, there will be 58.85 million POS terminals joining the UnionPay network in China, registering a CAGR of 20.9% during 2015-2020.

In terms of competition, due to strict certification system, POS terminal industry has high barriers to entry and thus a relatively high market concentration. Leading POS terminal brands in the Chinese market include LANDI Commercial Equipment, PAX Global, Xinguodu, New POS Technology, VeriFone, Newland and Justtide. In 2015, Fujian LANDI Commercial Equipment Co., Ltd sold roughly 3.2 million units, still ahead of its counterparts, followed by PAX Global Technology Limited with 2.05 million units and Shenzhen Xinguodu Technology Co., Ltd with 1.724 million units.

Fujian LANDI Commercial Equipment Co., Ltd is a wholly-owned subsidiary of the France-based Ingenico (100% shareholding in 2012). Relying on the latter's technical support, Fujian LANDI Commercial Equipment have shaped a complete product line covering financial payment terminals, mobile payment terminals as well as smart payment terminals. As of March 2016, the company sold a total of 10 million units of POS terminals. In May 2016, it launched a new generation of financial security POS terminal product named E8 Family.

The Hong Kong Stock Exchange-listed PAX Global Technology Limited mainly develops and sells EFT-POS products as well as provides related services, with a rich product line. The company has shipped more than 14 million units since its inception, ranking third worldwide in 2015. With respect to market development, it has been adhering to the business at home and abroad, boasting remarkable achievements in the United States, EMEA, Brazil, APAC, etc., which accounts for 55% of total revenue.

As a listed company in China's A share market, Shenzhen Xinguodu Technology Co., Ltd specializes in the R&D, production and sales of payment terminal products; featured products include desktop POS, wireless handheld POS, telephone POS, multimedia POS, etc. In 2015, as its new production line went into production, about 2.42 million units of POS terminals were produced each year.

In addition, the company has developed the “terminal + Internet + finance + big data” strategy, according to which, Internet payment technology will be used in the cloud computing and cloud storage technology based transaction data processing and storage capacity building, so as to provide customers and merchants with the one-stop integrated payment service solutions containing smart payment terminals, online and offline payment technology operation services.

The report provides the following:

- Overview of Chinese financial POS terminal market, embracing definition & classification, category of technology, industrial chain, policies and trends;

- Analysis on global payment industry, including card issuance, consumption, POS terminal shipments,
- Analysis on Chinese POS terminal industry, including market size, competition, import & export;
- Analysis on Chinese payment industry, involving non-cash payment, bank card payment, third-party payment, etc.;
- Analysis on Chinese acquiring industry, such as general situation, policies, market size, competition pattern, etc.;
- Analysis on five overseas companies (Ingenico, Verifone, Cybernet, Bitel, First Data) and eight Chinese peers (Fujian LANDI Commercial Equipment, PAX Global Technology, Shenzhen Xinguodu Technology, Fujian Newland Computer, SZZT Electronics Shenzhen, New POS Technology, Castles Technology, and Sunyard System Engineering), including their profile, financial conditions, featured products, R&D status, distribution of production bases, technical features, etc.

Contents:

1 Overview of Financial POS Terminal Industry
  1.1 Definition & Classification
    1.1.1 Definition
    1.1.2 Classification
  1.2 Primary POS Terminal Technologies
    1.2.1 Profile
    1.2.2 Fixed POS Terminal
    1.2.3 Mobile POS Terminal
    1.2.4 Imagpay
    1.2.5 NFC POS Terminal
    1.2.6 QR Code POS Terminal
    1.2.7 CMPOS (Commercial Management Point of Sale)
    1.2.8 Trends
  1.3 Industrial Chain & Value Chain
    1.3.1 Industrial Chain
    1.3.2 Value Chain
  1.4 Related Services & Fees
    1.4.1 Payment Process
    1.4.2 Related Services
    1.4.3 Related Fees

2 Global Financial POS Terminal Market
  2.1 Consumption via Bankcards
    2.1.1 Global Market
    2.1.2 Regional Market
  2.2 POS Terminal Shipments
    2.2.1 Global Market
    2.2.2 Competition Pattern
    2.2.3 POS Terminal Ownership
    2.3 Trends

3 China Financial POS Terminal Market
  3.1 Market Overview
  3.2 Market Size
    3.2.1 UnionPay Merchants
    3.2.2 UnionPay POS Terminals
    3.2.3 Shipments
  3.3 Competition Pattern
  3.4 Import & Export
    3.4.1 Import
    3.4.2 Export

4 China Payment Industry
  4.1 Non-Cash Payment
    4.1.1 Profile
    4.1.2 Market Size
4.2 Bank Card Payment
4.2.1 Bank Card Issuance
4.2.2 Financial IC Card
4.2.3 Bank Card Payment
4.3 Internet Payment
4.3.1 Profile
4.3.2 Internet Payment via Banking Institutions
4.3.3 Internet Payment via Third-Party Institutions

5 China Financial POS Terminal Acquiring Market
5.1 Market Overview & Related Policies
5.1.1 Market Overview
5.1.2 Related Policies
5.2 Market Situation
5.3 Market Size & Competition Pattern
5.3.1 Market Size
5.3.2 Competition Pattern
5.4 Main Acquirers
5.4.1 China UnionPay
5.4.2 Third-Party Acquirers

6 Key Players in the World
6.1 Ingenico
6.1.1 Profile
6.1.2 Business Performance
6.1.3 Revenue Structure
6.1.4 Gross Margin
6.1.5 R&D Costs
6.1.6 Financial POS Terminal Business
6.1.7 Business in China
6.1.8 Strategic Implementation
6.2 VeriFone
6.2.1 Profile
6.2.2 Business Performance
6.2.3 Revenue Structure
6.2.4 Gross Margin
6.2.5 R&D Costs
6.2.6 Financial POS Terminal Business
6.2.7 Development Strategy
6.3 Cybernet
6.3.1 Profile
6.3.2 POS Business
6.3.3 Principal Markets
6.4 Bitel
6.4.1 Profile
6.4.2 Main Products
6.5 First Data
6.5.1 Profile
6.5.2 Business Performance
6.5.3 Revenue Structure

7 Key Players in China
7.1 Fujian LANDI Commercial Equipment Co., Ltd
7.1.1 Profile
7.1.2 Business Performance
7.1.3 Main Products
7.1.4 Recent News
7.2 PAX Global Technology Limited
7.2.1 Profile
7.2.2 Business Performance
7.2.3 Revenue Structure
7.2.4 Gross Margin
7.2.5 R&D Costs
7.2.6 Financial POS Terminal Business
7.2.7 Strategic Planning
7.3 Shenzhen Xinguodu Technology Co., Ltd
7.3.1 Profile
7.3.2 Business Performance
7.3.3 Revenue Structure
7.3.4 Gross Margin
7.3.5 R&D Costs
7.3.6 Financial POS Terminal Business
7.3.7 POS Production & Marketing
7.3.8 Strategic Planning
7.4 Fujian Newland Computer Co., Ltd.
7.4.1 Profile
7.4.2 Business Performance
7.4.3 Revenue Structure
7.4.4 Gross Margin
7.4.5 R&D Costs
7.4.6 Financial POS Terminal Business
7.4.7 Acquisition of POSTAR, Gomtel and Newland Payment Technology
7.4.8 Merchant Service System & Network Construction Projects
7.5 SZZT Electronics Shenzhen Co., Ltd.
7.5.1 Profile
7.5.2 Business Performance
7.5.3 Revenue Structure
7.5.4 Gross Margin
7.5.5 R&D Costs
7.5.6 Financial POS Terminal Business
7.5.7 Strategic Planning
7.6 New POS Technology Limited
7.6.1 Profile
7.6.2 Business Performance
7.7 Castles Technology Co., Ltd.
7.7.1 Profile
7.7.2 Business Performance
7.7.3 Revenue Structure
7.7.4 Gross Margin
7.7.5 R&D Costs
7.7.6 Financial POS Terminal Business
7.7.7 Development Strategy
7.8 Sunyard System Engineering Co. Ltd
7.8.1 Profile
7.8.2 Business Performance
7.8.3 Revenue Structure
7.8.4 Gross Margin
7.8.5 R&D Costs
7.8.6 Financial POS Terminal Business

8 Summary & Forecasts
8.1 Global and China
8.1.1 Shipments Comparison
8.1.2 Market Share Comparison
8.2 Corporate Operation
8.2.1 Revenue
8.2.2 Net Income
8.2.3 Gross Margin
8.2.4 R&D Costs

List of Charts
- Classification, Advantages & Disadvantages of Financial POS Terminal
- Comparison of Offline Mobile Payments
- Imagpay Breakdown Products and Characteristics
- Product Characteristics of Major Imagpay Manufacturers in China
- Bankcard Consumer Value Chain on POS Terminal
- Process of General Bankcard E-Payment Transaction
- Global and China POS Transaction-related Business and Institutions Involved
- Bankcard Swipe Fees in China Paid by Merchants (by Card Issuing Banks, Acquirers, Clearing Organizations)
- Changes in Charging Body and Execution Rate for Bankcard Charges under the New Deal, 2016
- Global Bankcard Issuance by Bankcard Brand, 2012-2015
- Bankcard Issuance Volume (Payment Function) in CPSS Countries, 2010-2014
- Bankcard Issuance Volume (Payment Function) Growth in CPSS Countries, 2010-2014
- Bankcard Consumption Transaction Volume in CPSS Countries, 2010-2014
- Bankcard Consumption Transaction Value in CPSS Countries, 2010-2014
- Growth in Bankcard Consumption Transaction Volume in CPSS Countries, 2010-2014
- Growth in Bankcard Consumption Transaction Value in CPSS Countries, 2010-2014
- Global POS Terminal Shipments and YoY Growth, 2007-2020E
- Global NFC-enabled POS Terminal Shipments and YoY Growth, 2010-2020E
- Number of POS Terminals in CPSS Countries, 2010-2014
- YoY Growth in Number of POS Terminals in CPSS Countries, 2010-2014
- Number of POS Terminals per Million People in CPSS Countries, 2010-2014
- Development History and Characteristics of POS Terminal in China
- Number of Merchants Joining the UnionPay Network in China and YoY Growth, 2007-2020E
- Number of New Merchants Joining the UnionPay Network in China and YoY Growth, 2007-2020E
- Number of POS Terminals Joined the UnionPay Network in China and YoY Growth, 2007-2020E
- Number of New POS Terminals Joined the UnionPay Network in China and YoY Growth, 2007-2020E
- Number of Bankcards for Every POS Terminal in China, 2007-2020E
- POS Terminal Ownership per Thousand People in China, 2007-2020E
- China's POS Terminal Shipments and YoY Growth, 2009-2020E
- China's Top10 Manufacturers by POS Terminal Shipments, 2014-2015
- China's POS Terminal Import Volume and YoY Growth, 2010-2016
- China's POS Terminal Import Value and YoY Growth, 2010-2016
- China's POS Terminal Export Volume and YoY Growth, 2010-2016
- China's POS Terminal Export Value and YoY Growth, 2010-2016
- Non-Cash Payment Instruments
- China's Non-cash Payment Transaction Value and YoY Growth, 2007-2020E
- China's Cumulative Bankcard Issuance and YoY Growth, 2007-2020E
- China's Debit Card and Credit Card Issuance, 2007-2020E
- China's Bankcard and Financial IC Card Issuance, 2010-2020E
- China's Bankcard Payment Transaction Volume and YoY Growth, 2007-2020E
- China's Bankcard Payment Structure by Transaction Volume, 2007-2020E
- China's Bankcard Payment Transaction Value and YoY Growth, 2007-2020E
- China's Bankcard Payment Structure by Transaction Value, 2007-2020E
- Average Transaction Value of Each Bankcard Payment, 2007-2020E
- Number of Institutions Getting Third-party Payment License by Category as of Aug. 2016
- Internet Payment and Mobile Payment Transaction Volume Provided by China's Banking Institutions, 2012-2020E
- Internet Payment and Mobile Payment Transaction Value Provided by China's Banking Institutions, 2012-2020E
- Average Transaction Value of Each Internet Payment and Mobile Payment Provided by China's Banking Institutions, 2012-2020E
- Internet Payment and Mobile Payment Transaction Volume Provided by Third-party Payment Institutions in China, 2012-2020E
- Internet Payment and Mobile Payment Transaction Value Provided by Third-party Payment Institutions in China, 2012-2020E
- Average Transaction Value of Each Internet Payment and Mobile Payment Provided by Third-party Payment Institutions in China, 2012-2020E
- Models of POS Acquiring
- Average Value of Each Transaction via POS Terminal in China, 2007-2020E
- POS Acquiring Charges in China, 2007-2020E
- Number of Merchants Served by, YoY Growth and Market Share of China UMS, 2007-2016
- Number of POS Terminals Maintained by, YoY Growth and Market Share of China UMS, 2007-2016
- Ingenico’s Employees (by Country), 2013-2014
- Ingenico’s Revenue and YoY Growth, 2009-2016
- Ingenico’s Net Income and YoY Growth, 2009-2015
- Ingenico’s Revenue Structure (by Business), 2010-2016
- Ingenico’s Revenue Structure (by Region), 2015-2016
- Ingenico’s Gross Profit, YoY Growth and Gross Margin, 2009-2015
- Ingenico’s R&D Costs, YoY Growth and % of Total Revenue, 2009-2015
- Ingenico’s Main POS Terminals and Characteristics
- Ingenico’s POS Terminal Sales Volume Worldwide, 2009-2015
- Ingenico’s Subsidiaries in China
- Ingenico’s Strategy Implementation Progress, 2015
- Ingenico’s Revenue and YoY Growth, 2015-2020E
- VeriFone’s Subsidiaries
- VeriFone’s Revenue and YoY Growth, FY2009-FY2016
- VeriFone’s Net Income and YoY Growth, FY2009-FY2016
- VeriFone’s Revenue Structure (by Product), FY2009-FY2016
- VeriFone’s Revenue Structure (by Region), FY2009-FY2016
- VeriFone’s Gross Profit, YoY Growth and Gross Margin, FY2009-FY2016
- VeriFone’s Gross Margin (by Business), FY2009-FY2016
- VeriFone’s R&D Costs and YoY Growth, FY2009-FY2016
- VeriFone’s POS Terminal Sales Volume Worldwide, 2009-2015
- VeriFone’s Revenue and YoY Growth, FY2015-FY2020E
- Cybernet’s POS Terminal Sales Volume Worldwide and YoY Growth, 2009-2015
- Bitel’s Main Products and Parameters
- Bitel’s POS Terminal Sales Volume Worldwide and YoY Growth, 2009-2015
- First Data’s Revenue and YoY Growth, 2009-2016
- First Data’s Net Income, 2009-2016
- First Data’s Revenue Structure (by Business), 2012-2015
- LANDI Commercial Equipment’s POS Terminal Sales Volume and YoY Growth, 2009-2018E
- LANDI Commercial Equipment’s Main POS Terminals and Characteristics
- PAX Global’s Revenue and YoY Growth, 2009-2015
- PAX Global’s Net Income and YoY Growth, 2009-2015
- PAX Global’s Revenue Structure (by Business), 2008-2015
- PAX Global’s Revenue Structure (by Region), 2009-2015
- PAX Global’s Recent POS Terminal Business Expansion in Primary Regions
- PAX Global’s Gross Profit, YoY Growth and Gross Margin, 2009-2015
- PAX Global’s R&D Costs, YoY Growth and % of Total Revenue, 2008-2015
- PAX Global’s Main POS Terminals and Characteristics
- PAX Global’s POS Terminal Sales Volume, Sales and AUP, 2009-2015
- PAX Global’s Revenue and YoY Growth, 2015-2020E
- Revenue and Net Income of Xinguodu’s Major Subsidiaries, 2013-2015
- Xinguodu’s Revenue and YoY Growth, 2009-2016
- Xinguodu’s Net Income and YoY Growth, 2009-2016
- Xinguodu’s Revenue Structure (by Business), 2009-2015
- Xinguodu’s Revenue Structure (by Region), 2014-2015
- Xinguodu’s Gross Margin (by Business), 2009-2015
- Xinguodu’s Gross Margin (by Region), 2014-2015
- Xinguodu’s R&D Costs and YoY Growth, 2009-2015
- Xinguodu’s Main Financial POS Terminals
- Capacity, Output, Capacity Utilization, Sales Volume and Inventory of Xinguodu’s POS Terminals, 2014-2016
- Production and Marketing of Xinguodu’s POS Terminals by Product Type, 2014-2016
- Xinguodu’s Strategic Planning
- Xinguodu’s Revenue and YoY Growth, 2015-2020E
- Newland’s Three Main Businesses
- Newland’s Major Subsidiaries
- Newland’s Revenue and YoY Growth, 2009-2016
- Newland’s Net Income and YoY Growth, 2009-2016
- Newland's Revenue Structure (by Business), 2009-2015
- Newland's Revenue Structure (by Region), 2009-2015
- Newland's Gross Margin (by Business), 2009-2015
- Newland's Gross Margin (by Region), 2010-2015
- Newland's R&D Costs, YoY Growth and % of Total Revenue, 2010-2015
- Development History of Newland's POS Terminal Business, 2009-2016
- Newland's Main POS Terminals
- Newland's Ownership Structure in POSTAR, Gomtel and Newland Payment Technology
- Newland's Merchant Service System and Network Construction Project Investment Plan
- Newland's POS Terminal Promotion Plan
- Newland's Revenue and YoY Growth, 2015-2020E
- SZZT Electronics' Revenue and YoY Growth, 2009-2016
- SZZT Electronics' Net Income and YoY Growth, 2009-2016
- SZZT Electronics' Revenue Structure (by Business), 2009-2015
- SZZT Electronics' Revenue Structure (by Region), 2009-2015
- SZZT Electronics' Gross Margin (by Business), 2009-2015
- SZZT Electronics' Gross Margin (by Region), 2009-2015
- SZZT Electronics' R&D Costs, YoY Growth and % of Total Revenue, 2009-2015
- SZZT Electronics' Main POS Terminals
- SZZT Electronics' POS Fund-raising Projects
- SZZT Electronics' POS Terminal Sales Volume, 2009-2015
- SZZT Electronics' Revenue and YoY Growth, 2015-2020E
- Distribution of New POS Technology's Sales Outlets
- New POS Technology's Major Customers
- New POS Technology's Main POS Products
- New POS Technology's POS Terminal Sales Volume, 2011-2015
- Castles Technology's Revenue and YoY Growth, 2009-2015
- Castles Technology's Net Income and YoY Growth, 2009-2015
- Castles Technology's Revenue Structure (by Product), 2010-2015
- Castles Technology's Revenue Structure (by Region), 2010-2015
- Castles Technology's Gross Profit, YoY Growth and Gross Margin, 2009-2015
- Development Process of Castles Technology's POS Terminals
- Castles Technology's R&D Costs, YoY Growth and % of Total Revenue, 2009-2015
- Castles Technology's POS Terminal Sales Volume, Sales and AUP, 2010-2015
- Castles Technology's Revenue and YoY Growth, 2015-2020E
- Sunyard's Revenue and YoY Growth, 2009-2016
- Sunyard's Net Income and YoY Growth, 2009-2016
- Sunyard's Revenue Structure (by Business), 2009-2015
- Sunyard's Revenue Structure (by Region), 2009-2015
- Sunyard's Gross Margin (by Business), 2009-2015
- Sunyard's R&D Costs and % of Total Revenue, 2009-2015
- Sunyard's Main POS Terminals
- Comparison of Global and China's POS Terminal Shipments, 2009-2020
- Comparison of Global and China's POS Terminal Shipments Growth, 2010-2020
- China's POS Terminal Shipments as a Percentage in the World, 2010-2020
- Comparison of Global and Chinese Companies in POS Terminal Sales Volume, 2009-2015
- Comparison of Global and Chinese Companies in POS Terminal Sales Volume Growth, 2010-2015
- Comparison of Global and Chinese Listed POS Terminal Companies in Revenue, 2009-2015
- Comparison of Global and Chinese Listed POS Terminal Companies in Revenue Growth, 2010-2015
- Comparison of Global and Chinese Listed POS Terminal Companies in Gross Profit, 2009-2015
- Comparison of Global and Chinese Listed POS Terminal Companies in Gross Margin, 2009-2015
- Comparison of Global and Chinese Listed POS Terminal Companies in R&D Costs, 2009-2015
- Comparison of Global and Chinese Listed POS Terminal Companies in R&D Costs as a Percentage of Revenue, 2009-2015

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