India Point of Sale (POS) Terminal Market (2017-2023): Forecast by Types, End Users, Regions and Competitive Landscape

Description: India Point of Sale (POS) Terminal Market (2017-2023): Forecast by Types (Portable, Countertop, mPOS, PIN Pad and Multimedia), End Users (Healthcare & Hospitality, Retail & e-Commerce, Government & Transportation and Others), Regions (Northern, Southern, Eastern and Western) and Competitive Landscape

POS terminal market in India is registering healthy growth year-over-year. POS terminal market in India is buoyed by several factors mainly increasing penetration of plastic currency on account of financial inclusion initiative led by the Central Government under ‘Pradhan Mantri Jan Dhan Yojna’ and a relentless drive of the Government towards cashless economy. The market is also witnessing significant demand owing to banks pushing to gain advantage in merchant acquisition business through procurement of large number of POS terminals.

According to research, India POS terminal market is projected to grow at a CAGR of over 16% from 2017 to 2023. In POS terminal market, portable POS terminal segment recorded highest revenue share in the year 2016 owing to its major deployment in several end user markets such as hospitality, government, and retail. Other POS terminals consist of countertop, mPOS, PIN Pad, and multimedia, wherein mPOS is registering positive growth year-over-year owing to its ease of accessibility and low cost of installation and availability on a monthly rental basis.

In 2016, several end user markets such as hospitality, retail, and government & transportation registered increase in demand for POS terminals owing to demonetization (occurred in the last quarter of 2016) which resulted in cash crunch. Retail segment accounted for the majority of the market revenues while hospitality and healthcare accounted for the highest growth.

The report thoroughly covers India POS terminal market by type, end user, and region. The report provides an unbiased and detailed analysis of the on-going trends, opportunities/ high growth areas, market drivers which would help the stakeholders to decide and align their market strategies according to the current and future market dynamics.

Key Highlights of the Report:
- Historical Data of India POS Terminal Market for the Period 2015-2016
- Market Size & Forecast of India POS Terminal Market until 2023
- Historical Data of India Portable POS Terminal Market for the Period 2015-2016
- Market Size & Forecast of India Portable POS Terminal Market until 2023
- Historical Data of India Countertop POS Terminal Market for the Period 2015-2016
- Market Size & Forecast of India Countertop POS Terminal Market until 2023
- Historical Data of India mPOS Terminal Market for the Period 2015-2016
- Market Size & Forecast of India mPOS Terminal Market until 2023
- Historical Data of India PIN Pad Terminal Market for the Period 2012-2016
- Market Size & Forecast of India PIN Pad Terminal market until 2023
- Historical Data of India Multimedia Terminal Market for the Period 2015-2016
- Market Size & Forecast of India Multimedia Terminal Market until 2023
- Regional Data Analysis of India POS Terminal Market until 2023
- End User Data Analysis of India POS Terminal Market until 2023
- Market Drivers, Restraints, and Market Trends
- Industry Life Cycle and Value Chain Analysis
- Players Market Share
- Key Company Profiles
- Recommendations

Markets Covered

The report provides the detailed analysis of the following market segments:
POS Terminal Type:

- Portable
- Countertop
- mPOS
- PIN Pad
- Multimedia

End Users:

- Hospitality & Healthcare (Hotels, Restaurants, Pubs & Bars, QSRs, Hospitals & Healthcare Clinics)
- Retail & e-Commerce (Shopping Malls, Retail Outlets, Supermarkets, and Hypermarkets)
- Government & Transportation (Municipalities, Electricity Boards, PSKs, Petrol Pumps, and Ticket Counters)
- Others (Education, Multiplexes, Entertainment, Sports Complexes, Fitness & Wellness Clubs)

Regions:

- Northern
- Southern
- Eastern
- Western

Contents:

1 Executive Summary

2 Introduction
   2.1 Key Highlights of the Report
   2.2 Report Description
   2.3 Market Scope & Segmentation
   2.4 Research Methodology
   2.5 Assumptions

3 India POS Market Overview
   3.1 India POS Market Revenues (2015-2023F)
   3.2 India POS Market Volume (2015-2023F)
   3.3 India POS Terminal Industry Life Cycle By Product
   3.4 Value Chain Analysis
   3.5 Time Frame Analysis
   3.6 Porter's Five Force Analysis
   3.7 India POS Revenue Share, By Types, 2016 & 2023F
   3.8 India POS Revenue Share, By Technology, 2016 & 2023F
   3.9 India POS Revenue Share, By End User, 2016 & 2023F
   3.10 India POS Revenue Share, By Region, 2016 & 2023F

4 India POS Market Trends & Regulations

5 India Portable POS Terminal Market Overview
   5.1 Overview & Analysis
   5.2 India Portable POS Terminal Market Revenues & Volume (2015-2023F)
   5.3 India Portable POS Terminal Market Price Trend (2015-2023F)

6 India Countertop POS Terminal Market Overview
   6.1 Overview & Analysis
   6.2 India Countertop POS Terminal Market Revenues & Volume (2015-2023F)
   6.3 India Countertop POS Terminal Market Price Trend (2015-2023F)

7 India mPOS Terminal Market Overview
   7.1 Overview & Analysis
   7.2 India mPOS Terminal Market Revenues & Volume (2015-2023F)
   7.3 India mPOS Terminal Market Price Trend (2015-2023F)

8 India PinPad Terminal Market Overview
   8.1 Overview & Analysis
8.2 India PinPad Terminal Market Revenues & Volume (2015-2023F)
8.3 India PinPad Terminal Market Price Trend (2015-2023F)

9 India Multimedia Terminal Market Overview
9.1 Overview & Analysis
9.2 India Multimedia Terminal Market Revenues & Volume (2015-2023F)
9.3 India Multimedia Terminal Market Price Trend (2015-2023F)

10 India POS Market Opportunity Assessment, By Type

11 India POS Market Overview, By End User
11.1 Overview & Analysis
11.2 Hospitality & Healthcare Market Revenues (2015-2023F)
11.3 Retail Market Revenues (2015-2023F)
11.4 Government & Transportation Market Revenues (2015-2023F)
11.5 Other End User Market Revenues (2015-2023F)

11 India POS Market Overview, By Region
12.1 Overview & Analysis
12.2 Northern and Southern Market Revenues (2015-2023F)
12.3 Eastern and Western Market Revenues (2015-2023F)

13 India POS Market - Competitive Landscape
13.1 Market Players Revenue Share Analysis
13.2 Top POS Terminal Models, By Company (2016)
13.3 Competitive Benchmarking, By Product

14 Company Profile
14.1 Ezetap Mobile Solutions Pvt. Ltd
14.2 Ingenico India International Pvt. Ltd
14.3 Mswipe Technologies Pvt. Ltd
14.4 PAX Technologies Pvt. Ltd
14.5 Verifone India Pvt. Ltd

15 Recommendations

16 Disclaimer

List of Figures
Figure 1 India POS Terminal Market Revenues, 2015-2023F ($ Million)
Figure 2 India POS Terminal Market Volume, 2015-2022F (Thousand Units)
Figure 3 India POS Terminal Industry Life Cycle (2016)
Figure 4 India POS Terminal Market Value Chain Analysis
Figure 5 India POS Terminal Market Time Frame Analysis
Figure 6 India POS Terminal Market Revenue Share, By Type (2016)
Figure 7 India POS Terminal Market Revenue Share, By Type (2023)
Figure 8 India POS Terminal Market Revenue Share, By Technology (2016)
Figure 9 India POS Terminal Market Revenue Share, By Technology (2023)
Figure 10 India POS Terminal Market Revenue Share, By End User (2016)
Figure 11 India POS Terminal Market Revenue Share, By End User (2023)
Figure 12 India POS Terminal Market Revenue Share, By Region (2016)
Figure 13 India POS Terminal Market Revenue Share, By Region (2016)
Figure 14 Number of Debit and Credit Cards POS Transactions in India, 2012-16 (Million Units)
Figure 15 Number of Debit and Credit Cards in India, 2012-16 (Million Units)
Figure 16 Value through Debit and Credit Cards POS Transactions in India, 2012-16 (Million Units)
Figure 17 India Portable POS Terminal Market Revenues, 2015-2023F ($ Million)
Figure 18 India Portable POS Terminal Market Volumes, 2015-2023F ($ Million)
Figure 19 India Portable POS Terminal Average Selling Price, 2015-2023 (USD)
Figure 20 India Countertop POS Terminal Market Revenues, 2015-2023F ($ Million)
Figure 21 India Countertop POS Terminal Market Volumes, 2015-2023F (Units)
Figure 22 India Countertop POS Terminal Average Selling Price, 2015-2023 (USD)
Figure 23 India mPOS Terminal Market Revenues, 2015-2023F ($ Million)
Figure 24 India mPOS Terminal Market Volumes, 2015-2023F (Units)
Figure 25 India mPOS Terminal Average Selling Price, 2015-2023 (USD)
Figure 26 India PIN Pad Terminal Market Revenues, 2015-2023F ($ Million)
Figure 27 India PIN Pad POS Terminal Market Volumes, 2015-2023F (Units)
Figure 28 India PIN Pad POS Terminal Average Selling Price, 2015-2023 (USD)
Figure 29 India Multimedia POS Terminal Market Revenues, 2015-2023F ($ Million)
Figure 30 India Multimedia POS Terminal Market Volumes, 2015-2023F (Units)
Figure 31 India Multimedia POS Terminal Average Selling Price, 2015-2023 (USD)
Figure 32 India Hospitality & Healthcare POS Terminal Market Revenues, 2015-2023F ($ Million)
Figure 33 Number of Hotels in India, 2014-2023F (Units)
Figure 34 Number of Restaurants in India, 2014-2023F (Units)
Figure 35 India Retail POS Terminal Market Revenues, 2015-2023F ($ Million)
Figure 36 India Government& Transportation POS Market Revenues, 2015-2023F ($ Million)
Figure 37 India Other End Users POS Market Revenues, 2015-2023F ($ Million)
Figure 38 Number of Schools in India, 2014-2023F (Units)
Figure 39 Number of Restaurants in India, 2014-2023F (Units)
Figure 40 Number of Universities in India, 2014-2023F (Units)
Figure 41 Number of Multiplex in India, 2014-2023F (Units)
Figure 42 India Northern Region POS Terminal Market Revenues, 2015-2023 ($ Million)
Figure 43 India Southern Region POS Terminal Market Revenues, 2015-2023F ($ Million)
Figure 44 India Eastern Region POS Terminal Market Revenues, 2015-2023 ($ Million)
Figure 45 India Western Region POS Terminal Market Revenues, 2015-2023F ($ Million)
Figure 46 India POS Terminal Market Revenue Share, By Company (2016)
Figure 47 BRICS Countries POS Terminal Penetration (POS Per Million Inhabitants)

List of Tables
Table 1 State Wise Number of Establishments Engaged in Food & Accommodation Service Activities in India (Units)
Table 2 State Wise Number of Establishments Engaged in Human Health & Social Care Activities in India (Units)
Table 3 State Wise Number of Establishments Engaged in Retail Activities in India, 2014-2023F (Units)
Table 4 State Wise Number of Establishments Engaged in Transport & Storage Activities in India (Units)
Table 5 State Wise Number of Establishments Engaged in Entertainment Activities in India, 2014-2023F (Units)
Table 6 State Wise Number of Establishments Engaged in Education Service in India (Units)

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