



# Global EMV POS Terminals Market 2017-2021: To Grow At 9.9% CAGR, Europe and America Largest Markets

*this report, Orbis Research sheds light on the various factors and trends impacting market growth in During the Forecast Period 2017 to 2021.*

DALLAS, TEXAS, U.S.A, May 30, 2017 /EINPresswire.com/ -- Transactions through the EMV standard are fast, secure, and compatible with POS terminals. Hence it should not come as a surprise that according to the latest global EMV POS terminals market report, the market is touted to keep expanding at a healthy CAGR of 9.9% for the forecast period of 2017 – 2022.

## Europe and Americas Mature EMV POS Terminals Market Regions

The global EMV POS terminals have found market across the globe with almost all major and mid-level banking and financial institutions pushing the use of electronic payments to their customers, especially more so in the developing regions of Asia Pacific such as the south-east Asia and in the MEA. In comparison the Americas and Europe as quite mature markets. The global EMV POS terminals market report has covered the market quite extensively in terms of regional segmentation. The market has been segmented into the Americas, APAC, and EMEA. You can find a horde of information about each region and its analysis in the report.

The EMV standard has a healthy competition from other payment services such as American Express who unlike the EMV also issues their own cards to the customers. Yet, the EMV has still managed to stay on top. While the case is so, the global EMV POS terminals market report covers a list of major players from across the globe that are into manufacturing the EMV POS terminals. The report covers a detailed company profile and the activities of the players. The list of top global players in the global EMV POS terminals market includes Ingenico, PAX Technology, SZST Technology, Verifone, ATOS Worldline, CyberNet, Equinox, First Data, Keycorp, NCR, Spire Payments, and other prominent vendors.

## Increase in E-commerce Transactions, Improved Security Major Drivers

The global EMV POS terminals market has faced many challenges during the initial years of its inception and it faces some even today. Yet the drivers and trends have been a tad stronger that has allowed the market to grow at the rate it has been growing and hence the strong growth expectations of 9.9% CAGR for the forecast period of 2017 – 2022.

Major drivers of the global EMV POS terminals market includes as follows:

- Regulatory intervention for secure payments,
- Increasing penetration of contactless payments,
- Increased card transactions,
- Large potential end-user base,
- Increased e-commerce transactions, and
- Strong value position for EMV card users and merchant.

The market also faces challenges till date which are:

- Reaching out to MSMEs,
- Growing number of online transactions,
- Misconceptions regarding EMV POS terminals,
- Low transactions speed of EMV POS terminals, and
- Software development, upgrading, and licensing expenses.

But, the growth of the market has mainly been possible owing to favorable trends across the globe which are as follows:

- Increasing number of mobile devices with NFC,
- Mobile phone OEMs coming up with magnetic secure transmission (MST) technology,
- Big data management, and
- Shift from card providers to business solution providers.

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The global EMV POS terminals market report for the forecast years of 2017 – 2022 also covers in detail the market across various segmentations such as the applications where the market is segmented into retail and hospitality segmentation. The report comes with a SWOT analysis of the market along with other key statistics and which allows the customers gain key actionable insights into the global EMV POS terminals market.

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