Global Electronic Cash Register Market: by Type (Stationary, Portable), Product (Standard ECRs, Checkout or POS Systems, Personal ECRs, Mobile POS Systems), End User (Retail, Hospitality) – Global Forecast till 2023

Market Synopsis of Electronic Cash Register Market:
Market Scenario:
Electronic cash register refers to a device used for scanning packages in order to read the symbols imprinted on the labels and hence can be registered and converted to readable form. It serves as a long term approach to deploy mobility. It serves as a device used to scan and keep records of sales and inventories.

Technology giants such as Toshiba Corporation, Foxconn Technologies, Casio Computer Co., Ltd., Dell, Inc. and Olivetti are some of the major players in the electronic cash register market. Toshiba Corporation is one of the leading vendors of the electronic cash register market. They own a range of Toshiba TEC electronic cash registers and offer products with quality, reliability and with low cost of ownership. The company focuses on designing electronic cash registers for small scale retail and hospitality environments. Whereas, Sharp Corporation focuses on serving with electronic registers that are used in order to reduce operating errors. Casio, Dell and Olivetti focus on manufacturing commercial electronics and also offers various services to the customers. Casio also offers electronic cash registers with LCD displays, printers, compact flash cards and different backlight color options to customers.

Increasing demand for mobile applications and growing popularity of e-commerce and online shopping are other major factors driving the growth of the global electronic cash register market. Furthermore, increasing awareness regarding tracking customer transactions, recording sales and calculating bills is boosting the growth of the market.

The global electronic cash register market has been segmented on the basis of type, product and end user. The product segment is further classified into standard ECRs, checkouts or POS systems, personal ECRs and mobile POS systems. However, standard electronic cash registers segment is expected to hold the major share of the market owing to the increasing use of credit card and debit card payments. High adoption of contactless payments is one major factors driving the growth of electronic cash register market. Standard electronic cash register sub segment is also expected to continue its dominance over the forecast period.

The North American region holds the largest share of the market across the globe followed by Europe, and Asia Pacific region. U.S. and Canada are dominating the North America market due to rising technological enhancements and increasing popularity of GPRS and server-cloud enabled electronic cash registers in the region. The region also has a well-established infrastructure, which allows faster implementation of advanced technologies. Additionally, the growing use of NFC enabled mobile devices for contactless payments is another major factor driving the growth of electronic cash register market in the region.

The global electronic cash register market is expected to grow at a CAGR of approximately 11% during the forecast period 2017-2023.
Global Electronic Cash Register Market

Key Players:
Some of the prominent players in the global electronic cash register market are Toshiba Corporation (Japan), Foxconn Technologies (China), Casio Computer Co., Ltd. (Japan), Dell, Inc. (U.S.), Olivetti S.p.A. (Italy), Citaq Co. Ltd. (Germany), Fujitsu Ltd. (Japan), Hewlett-Packard (U.S.), Forbes Technosys (India) and Posiflex Technology Pvt. Ltd. (Taiwan).

Segments:
The global electronic cash register market is segmented by type, product and application. Based on the type, the market is segmented into stationary and portable. Based on product, the market is segmented into standard ECRs, checkouts or POS systems, personal ECRs and mobile POS systems. Whereas, based on end user, the market is segmented into retail and hospitality.

Regional Analysis:
The global electronic cash register market is studied for Asia Pacific, North America, Europe, and Rest of the World. It has been observed that North America is estimated to account for the largest share of the market, whereas Europe is projected to grow at the fastest rate during the forecast period. The North American market growth is attributed to technological advancements and increased adoption of mobile devices enabled with NFC services across various industry verticals.

Intended Audience
• Technology Investors
• Research/Consultancy firms
• Technology Solution Providers
• Government Bodies
• Retailers
• Hospitality Sector
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