GLOBAL RETAIL AUTOMATION MARKET

By POS Products (Kiosk, SCO, Cash Register, Receipt Printer, Currency Counter, Weight Scale, Barcode Reader), Supply Chain Products (Belt Conveyor, Scissor Lift, Electronic Shelf Label) & Geography (2013 – 2018)

Report Description

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Key Take-aways

- Intensive analysis and revenue forecasts of the retail automation Market.
- All the major markets are covered across all the geographies.
- Impact analysis of market dynamics that describe factors currently driving and restraining growth of the market, along with their impact in the near, medium, and long term.

Report Description

The global retail industry is developing and growing with unprecedented changes. Retailers require advanced and developed systems to meet current market needs such as reducing the cost, accurate results and fast processing. Retail automation is a solution to these needs by providing the automated machines. The Retail Automation Market is expected to grow by leaps & bounds over the next 5-6 years on account of the presence of various drivers such as increasing need for fast process completion, growing automation market and developing retail market. Retail automation is a burning trend in some of the major economies such as in the U.S., Germany, China, and so on. Future retail market will rely on automated systems to cherish the market opportunities because of its accuracy and speed.

The report covers major retail automation equipments which are being used across various retail outlets around the world. The retail automation market has been segmented by two categories such as: Physical electronic POS (Point of Sales)

- Burning issues and opportunities with respect to retail automation market.
- Company profiles and market share analysis state the competitive intelligence of market.
- Revenue growth strategies are devised from the market size and forecasts statistics for the next five years.
- Key growth strategies for companies in the field of retail automation are provided through analysis of the competitive landscape.

terminals and unattended terminals. These two categories have been further divided into various sub-categories such as stationary/fixed POS terminals, mobile/portable POS terminals, contactless POS terminals, and kiosks/vending machines.

The report also includes retail supply chain automation market, which covers the major components such as belt conveyors, auto scissor lifts and automated dispensing cabinets.

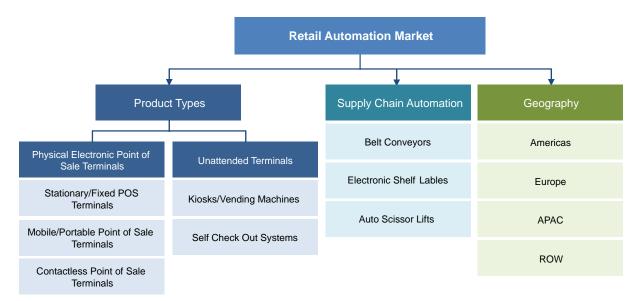
Geographically, the entire market is segmented into four geographical regions such as Americas, Europe, Asia-Pacific and Rest of the World, with current and future trends for each region analyzed in the report. The report includes all the driving factors and restraints; it also describes the opportunities in the retail automation market. It highlights the burning issues as well as winning imperatives to gain competitive edge in this industry. It also profiles all the major companies involved in the field of retail automation, covering their entire product offerings, financial details, strategies and recent developments.



Markets Covered

The retail automation market is segmented into following categories:-

Overview Of Retail Automation Market



Stakeholders

- Kiosk Manufacturers
- Self-Checkout System Manufacturers
- Cash Register Manufacturers
- Bill Receipt Printer Manufacturers
- Weight Scale Manufacturers
- Currency Counter Manufacturers
- Barcode Reader Manufacturers
- Card Reader Manufacturers
- PIN pad Manufacturers
- Contactless Card Reader Manufacturers

Research Methodology

Research methodology for this report includes primary as well as secondary research sources. The description of these sources is as follows:

- Belt Conveyor Manufacturers
- Electric Shelf Label Manufacturers
- Scissor Lift Manufacturers
- Retail Automation System integrators
- Retail Automation component manufacturers
- Investment bankers
- Researchers
- Governments
- Investors (Private Equity, Venture Capital, etc.)

Secondary Research

• Various secondary sources, directories, and databases such as Factiva and OneSource have been used to



identify and collect information useful for this extensive study.

- Additional commercial insight has been extracted from various market reports, whitepapers, research presentation, articles, and professional experts.
- Companies' news and their financial reports were analyzed.

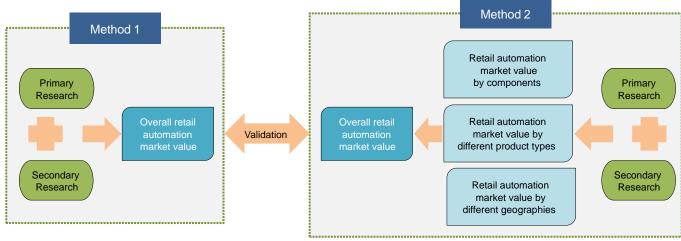
Primary Research

Telephonic conversations and discussions were

conducted with industry experts, researchers and retail automation products manufacturers and suppliers to gain the information from original sources.

 Gained information related to market share of the players, geographical analysis, components market, product market, and growth prospects of the industry from primary research.

The following illustrative figure shows the market research methodology applied while making this report on the global retail automation market.



Research Methodology for Retail Automation Market

We have used secondary sources: directories, and databases such as Hoovers, Bloomberg, Businessweek, Factiva, and companies' annual reports to identify and collect information useful for this extensive technical, marketoriented, and commercial study of the global retail automation market. The primary sources are mainly experts from core and related industries and preferred suppliers, manufacturers, distributors, administrators from organizations related to all the segments of this industry who have been interviewed to obtain and verify critical information as well as assess the future prospects. The above-mentioned illustrative figure shows the market research methodology applied in making this report.

As shown in the figure, the data of the value for the overall market is calculated directly from the primary and the secondary data sources called as method 1.Another method to calculate the market value for components, product types, geographies of the retail automation market from data sources are also used; this is termed as method 2.

Thus, if the overall market value of the retail automation market which is calculated from the market by components, product types, and geographies obtained from method 2 matches with the overall market value of the retail automation market obtained from method 1, then validation is done. In the extensive secondary research process for this research study, several hundreds of secondary sources such as certified publications, articles from recognized authors; whitepapers, annual reports of companies, gold standard & silver standard websites, directories, and databases are used to identify and collect information useful for this extensive technical and commercial study of this global market.



Extensive primary research study was conducted for this research study with– industry experts such as CEOs, Vice Presidents, Marketing Director, Technology &Innovation Directors, Marketing managers, and related key executives from various key companies, organizations in the retail automation products manufacturing industry and primary research also conducted with the allied supply chain industry to obtain and verify both qualitative and quantitative aspects of this research study.

Secondary research was mainly used to obtain key information such as industry's value chain, total pool of key players, market classification & segmentation, and so on. The complete market engineering is done by secondary research with calculations to market statistics, such as market size, and market forecast. Data triangulation is done basically by extensive primary research, which was mainly used to gather

Market Size

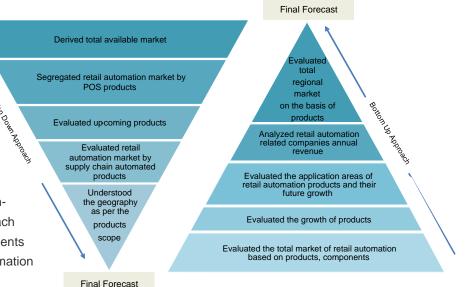
 Size of the overall market was derived from primary research. Forecasts are based on the analysis of various product types, various components and the trend for various geographies. extensive information, to verify and validate critical numbers we arrived at, related to segmentation types, industry trends, key players, competitive landscape of each product market. Primary research is also beneficial to understand Key market dynamics such as drivers, restraints, opportunities, burning issues, winning imperatives, key player strategies, industry life cycle, evolutions and timelines.

For the entire market engineering done for the total market crackdown, top-down, and bottom-up approaches were used extensively along with several data triangulation methods to perform market estimation and market forecasting for the overall market, segments, and sub-segments listed in this report. Extensive qualitative and further quantitative analysis was also done from all the numbers arrived at in the market engineering process, to list key information throughout the report.

The geographical split is determined using secondary sources and verified by primary sources. It is based on the factors such as retail market of that region, players present in that region and the activity related to the automation.

Retail Automation Market Research Strategy

Both – "top-down" and "bottomup" procedures were used and data triangulation procedure was implemented for market crackdown with respect to retail automation report. The overall size (revenue) of retail automation market was used in the topdown procedure, so as to arrive at the market sizes of all individual sub-markets in the retail automation market segmentation. In the bottomup procedure, the market of all products for each segment is calculated from different sub- segments and we arrived at the total global retail automation market size.





Key Data Points from Secondary Sources

- Overall market structure, breakdown, and value chain
- Industry overview & growth prospects
- Segmentation of the market by POS (point of sale) automated products, supply chain automated products, and geographies
- Key strategies of the companies' active in the industry
- Revenue and other major details of the companies from annual reports and other source
- Major areas of global retail automation market where developments are taking place.

Key Data Points Taken from Primary Sources

- Verification of data collected by secondary research.
- Latest technological developments.
- Market trends and forecast estimates. Industries key insights.

Assumptions Made for this Report

- Quantitative data is analyzed on the basis of qualitative information entirely based on experts understanding of the market.
- All market values are in U.S. dollar.
- All USD exchange rates are as of 2013.
- In this report, product category includes two segments such as physical electronic point of sales (POS) terminals and unattended terminals.
- Physical electronic POS Terminals category includes three segments such as Stationary/Fixed POS terminals (which covers Cash Registers, Bill/Receipt Printers, Weight Scales, Currency/Money Counters/Counting Machines, and Barcode Readers/Scanners), Mobile/Portable POS Terminals(which includes Card Readers and PIN pads), Contactless POS Terminals (which includes Contactless Card Readers).
- Unattended terminals category covers two products such as kiosks/vending machines and self-checkout

- Key strategies of the companies' active in the industry
- Estimates of the growth rates, revenue, historical data, and predictions of the industry
- Qualitative data in terms of new product launch, mergers, acquisitions, agreements, contracts, associations, and so on
- Industry experts' opinions, suggestions, and thoughts on the industry roadmap through annual reports, press releases, interview experts, and so on
- Company's strength and their expansion plans.
- Market segmentation.
- Geographical markets and their contributions, major players, and their market share in the retail automation market.

systems.

- The products/equipments considered under supply chain automation segment are belt conveyors, scissor lifts, and electronic shelf labels.
- The global retail automation market is segmented on the basis of four geographical regions such as Americas, Europe, APAC, and ROW.
- Prices of the retail automation products are taken on average basis for global and regional markets.
- The price of the different retail automation products/components is considered on the basis of the different secondary sources and primary interviews.
- Only product vending kiosks are included under kiosk category.
- Prices for retail automation products are constant for one particular year, inflation is not part of it
- A particular year average is considered while calculating the exchange rates.



• Report does not include retail automated products for hospitality and food industry such as restaurant, hotels, and banks. The market size has been calculated on the basis of sales trends.

List of Companies covered during Study

- Casio Computer Company, Limited (Japan)
- CTS (Connected Technology Solutions) (U.S.)
- Eltrade (Bulgaria)
- First Data Corporation (U.S.)
- FUJITSU (Japan)
- Honeywell Scanning and Mobility (U.S.)
- Ingenico (France)
- Intermec Technologies Corporation (Acquired by Honeywell) (U.S.)
- Motorola Solutions, Inc. (U.S.)
- NCR Corporation (U.S.)

- Regarding the global economy landscape, no recessions, downturns, economic collapses of any sort are considered while forecast of any market in this research study
- Posiflex Technology, Inc (Taiwan)
- Pricer (Sweden)
- SEIKO EPSON CORP. (Japan)
- Signifi Solutions Inc. (Canada)
- Store Electronic Systems (France)
- TOSHIBA Global Commerce Solutions (U.S.)
- Unitech Electronics Co., Ltd (Taiwan)
- VeriFone Systems Inc (U.S.)
- Wincor Nixdorf (Germany)
- Zebra Technologies Corporation (U.S.)

Executive Summary

Retail automation is an emerging market, which includes two different types of markets such as: retail point of sale automation and retail supply chain automation. Retail automation market is completely depended on retail industry growth. In future, retail automation will control the growth of retail market because of its high quality service offerings.

Retail automation market depends on the economic condition of a country. GDP is the economic factor which has a great impact on the growth of automation. This indicator affects the customer/consumer buying behavior. Automation is beneficial for inventory control of a retail store whether that is a departmental store, hypermarket, or a shopping mall. It improves the inventory visibility and accuracy in inventory management. Use of automation helps to improve customer satisfaction as well as retailers' satisfaction by reducing the cost of operation.

Various innovations are taking place to develop the retail automation market such as touch screen kiosk to, use of tablets and smart phones at POS (point of sale). Various big corporate entities are interested in manufacturing automated products such as Google (U.S.), and Apple (U.S.).

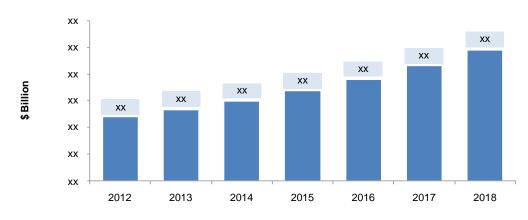
Retail automation market includes many products such as cash register, card reader, barcode reader, and self-service machines. The continuous growth of self service products such as Kiosk, and self-checkout system is driving the overall retail automation market. Other point of sale terminals such as Cash registers, barcode scanners, and receipt/bill printer are also contributing strongly in retail automation market growth. Supply chain automation market has products like electronic shelf label, auto scissor lift, and belt conveyor. Supply chain automation

helps to save the work time and improves the retailers' service quality. Although supply chain automation is not directly related to customers, but indirectly it enhances customer satisfaction.

Growing retail market and customers' increasing need for advanced services are the major drivers of retail automation market. On the other hand, some of the restrains are creating difficulty in retail automation market growth such as high dependence on power, and operational difficulty to manage selfservice machines. Apart from these challenges, retail automation market has growth opportunity in various geographies such as in the Middle East countries.

Americas is a developed region, it covers xx% of global retail automation market. Americas market growth is majorly driven by the U.S.. On the other hand, it is also driven by various factors such as developed retail sector, presence of major retailers such as Wal-Mart (U.S.), Kroger (U.S.), Costco (U.S.), Target (U.S.), Walgreens (U.S.) and customers need for sophisticated services in retail. Europe is increasing its foothold in retail automation due to development in some of the specific countries such as Germany, U.K., and France. At present APAC market is small but expected to grow in next 5-6 years. Countries such as Japan, China and India will drive the automation in APAC retail market

Some of the major companies dominating the retail automation market are Verifone (U.S.), Pricer (Sweden), SES (France), Toshiba (U.S.), NCR (U.S.), First Data (U.S.), Zebra Technologies, Motorola, Casio, Posiflex (Taiwan), Wincor-Nixdorf (Germany), ELTRADE (Bulgaria), Fujitsu (Japan), CTS (U.S.), and Ingenico (France).



Global Retail Automation Market Revenue, 2012 - 2018 (\$Billion)



Executive Summary

Global retail automation market is expected to show a growth rate of 13.09% in next five years (2013 - 2018) to reach \$xx billion. At present in 2013, the market is \$xx billion and the

growth of kiosk market is the major contributor towards the retail automation market.

Global Retail Automation Market Revenue, By Geography, 2012 - 2018 (\$Billion)								
Region	2012	2013	2014	2015	2016	2017	2018	CAGR% (2013 - 2018)
Americas	xx	ХХ	XX	XX	xx	xx	хх	ХХ
Europe	xx	хх	xx	хх	xx	xx	xx	хх
APAC	xx	хх	xx	хх	xx	xx	хх	ХХ
ROW	xx	хх	xx	хх	xx	xx	хх	хх
Total	xx	хх	xx	xx	xx	xx	xx	хх

Americas covers around xx% of global retail automation market in 2013, due to its advanced and developed retail sector, which creates a high demand for automated products. Americas market is expected to reach \$xx billion in 2018 from \$xx billion in 2013 at a CAGR of xx% in next five years (2013-2018) due to the strong growth in Americas kiosk market.

The European market is expected to grow from \$xx billion in 2013 to \$xx billion in 2018, at an estimated CAGR of xx% from 2013 to 2018 due to the growth in some of the specific countries

such as the U.K., Germany, and France. APAC market covers xx% share of total retail automation market in 2013 but it is expected to show a high growth rate of xx% in next five years (2013 – 2018), which is a result of growing organized retail market in Asia. ROW is a small market as compared to other regions and is expected to reach xx billion in 2018 at a CAGR of xx% in next five years (2013 – 2018) due to growth in countries such as Brazil.



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Global Retail Automation Market Volume, By Product, 2012 – 2018 (Million Units)								
Products	2012	2013	2014	2015	2016	2017	2018	CAGR% (2013 - 2018)
Cash Register								
Bill Printer								
Weight Scale								
Currency Counter								
Barcode Reader						1	9	
Card Reader					12			
PIN pad			1	RE				
Contactless Card Reader	S	an						
Kiosk								
SCO								
Belt Conveyor								
Auto Scissor Lift								
Electronic Shelf Label								
Total								

Global Retail Automation Point of Sale Terminals Market Revenue, By Geography, 2012 - 2018 (\$Billion)								
Region	2012	2013	2014	2015	2016	2017	2, 18	CAGR% (2013 - 2018)
Americas				1	19			
Europe				9				
APAC		-11	N P					
ROW								
Total								



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