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)

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1 INTRODUCTION

1.1 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) 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.

2   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 self-service 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).

FIGURE 1

GLOBAL RETAIL AUTOMATION MARKET REVENUE, 2012 – 2018 ($BILLION)
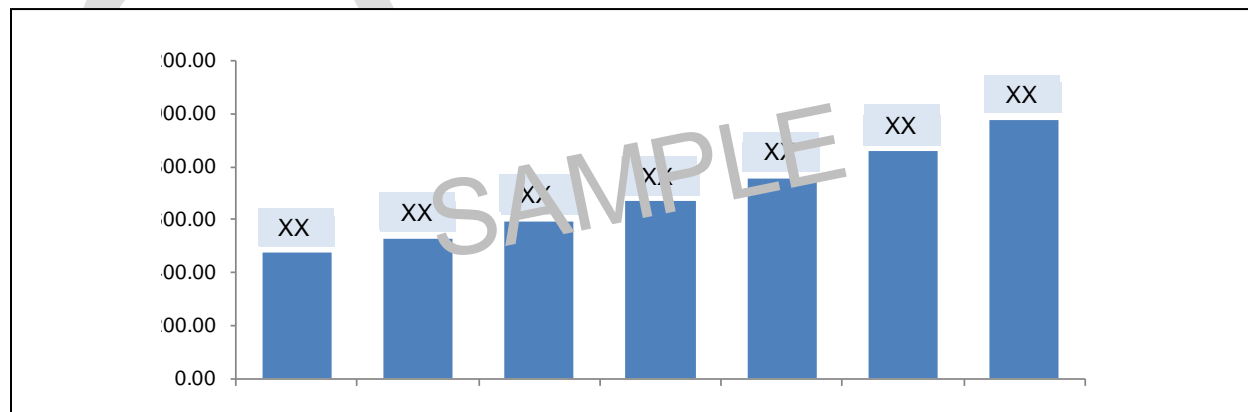
Source: MarketsandMarkets Analysis

Global retail automation market is expected to show a growth rate of XX% in next five years (2013 – 2018) to reach $XX billion. At present the market is $XX billion and the growth of kiosk market is the major contributor towards the retail automation market.

TABLE 1

GLOBAL RETAIL AUTOMATION MARKET REVENUE, BY GEOGRAPHY, 2012 - 2018 ($BILLION)

Region	2012	2013	2014	2015	2016	2017	2018	CAGR% (2013 - 2018)
Americas	XX	XX	XX	XX	XX	XX	XX	XX
Europe	XX	XX	XX	XX	XX	XX	XX	XX
APAC	XX	XX	XX	XX	XX	XX	XX	XX
ROW	XX	XX	XX	XX	XX	XX	XX	XX
Total	XX	XX	XX	XX	XX	XX	XX	XX

Source: MarketsandMarkets Analysis

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.

TABLE 2

GLOBAL RETAIL AUTOMATION MARKET REVENUE, BY PRODUCT, 2012 – 2018 ($BILLION)

Product	2012	2013	2014	2015	2016	2017	2018	CAGR% (2013 - 2018)
Cash Registers	XX	XX	XX	XX	XX	XX	XX	XX
Bill Printer	XX	XX	XX	XX	XX	XX	XX	XX
Weight Scale	XX	XX	XX	XX	XX	XX	XX	XX
Currency Counting Machine	XX	XX	XX	XX	XX	XX	XX	XX
Barcode Scanner/Reader	XX	XX	XX	XX	XX	XX	XX	XX
Card Reader	XX	XX	XX	XX	XX	XX	XX	XX
PIN pads	XX	XX	XX	XX	XX	XX	XX	XX
Contactless Card Reader	XX	XX	XX	XX	XX	XX	XX	XX
Kiosks/Vending Machines	XX	XX	XX	XX	XX	XX	XX	XX
Self Check Out Systems	XX	XX	XX	XX	XX	XX	XX	XX
Total	XX	XX	XX	XX	XX	XX	XX	XX

Source: MarketsandMarkets Analysis

The global retail automation market is expected to reach to $XX billion in 2018 from $XX billion in 2013, at a CAGR of XX% in next five years (2013-2018). It covers various products such as Kiosk, cash registers, card reader, barcode reader, PIN pad, and so on as mentioned in above table. Some of the products are expected to show a high growth rate in next five years (2013 - 2018) such as cash register, weight scale, barcode reader, kiosk, self-checkout system, card reader and currency counter. Whereas some of the products are estimated to lead the retail automation market by value such as Kiosk. High demand for retail automated products in the U.S., and continuous growing demand in some of the countries such as

Canada, Germany, U.K., France, China, and India will drive the global retail automation market in near future. The global retail automation market is completely depended on growth of retail sector. At present in 2013, America covers the majority part of XX% in global retail automation market due to its advanced and developed retail sector, which creates a high demand for automated products.

TABLE 3

GLOBAL RETAIL AUTOMATION MARKET VOLUME, BY PRODUCT, 2012 – 2018 (MILLION UNITS)

Products	2012	2013	2014	2015	2016	2017	2018	CAGR% (2013 - 2018)
Cash Register	XX	XX	XX	XX	XX	XX	XX	XX
Bill Printer	XX	XX	XX	XX	XX	XX	XX	XX
Weight Scale	XX	XX	XX	XX	XX	XX	XX	XX
Currency Counter	XX	XX	XX	XX	XX	XX	XX	XX
Barcode Reader	XX	XX	XX	XX	XX	XX	XX	XX
Card Reader	XX	XX	XX	XX	XX	XX	XX	XX
PIN pad	XX	XX	XX	XX	XX	XX	XX	XX
Contactless Card Reader	XX	XX	XX	XX	XX	XX	XX	XX
Kiosk	XX	XX	XX	XX	XX	XX	XX	XX
SCO	XX	XX	XX	XX	XX	XX	XX	XX
Belt Conveyor	XX	XX	XX	XX	XX	XX	XX	XX
Auto Scissor Lift	XX	XX	XX	XX	XX	XX	XX	XX
Electronic Shelf Label	XX	XX	XX	XX	XX	XX	XX	XX
Total	XX	XX	XX	XX	XX	XX	XX	XX

Source: MarketsandMarkets Analysis

Retail automation product market covers various products such as Kiosk, cash registers, card reader, barcode reader, PIN pad, and so on as mentioned in above table. Retail automation market volume is expected to reach to XX million units in 2018 from XX million units in 2013, at a CAGR of XX% in next five years (2013-2018). This growth is driven by various factors such as increasing dependency on electronic machines, retailers' interest for faster work process, need to save the work data base, and so on. Some of the products are expected to show a high growth rate in next five years (2013 - 2018) such as cash register, card reader, barcode reader, and currency counter. Whereas, some of the products are estimated to lead the retail automation market by volume such as Kiosk, cash register, and electronic shelf label. Various drivers drive the global retail automation market in coming five years such as high demand for retail automated products in the U.S., and continuously growing demand in some of the countries such as Canada, Germany, U.K., France, China, and India.

3   MARKET OVERVIEW

3.1   INTRODUCTION

The term "automation" applies to the use of "automatic machines"; it's also used as a general term with the meaning of making the process easy by using automatic machines in the place of hiring labor to complete the task. Automation is used in retail to get a good quality output in various areas such as point of sales, and supply chain. It is the need of retailers and customers to get a quality output in a particular time without any time and energy wastage.

3.2   MARKET SEGMENTATION

To understand the retail automation market clearly, we need to understand every segment of it, which is helpful to provide a clear and brief outline about the global as well as regional retail automation market. The overall market for retail automation is classified into four major segments namely: retail automation products types, supply chain automation products types, and geographical regions. Each segment is further classified into various sub-segments.

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FIGURE 2

RETAIL AUTOMATION MARKET SEGMENTATION

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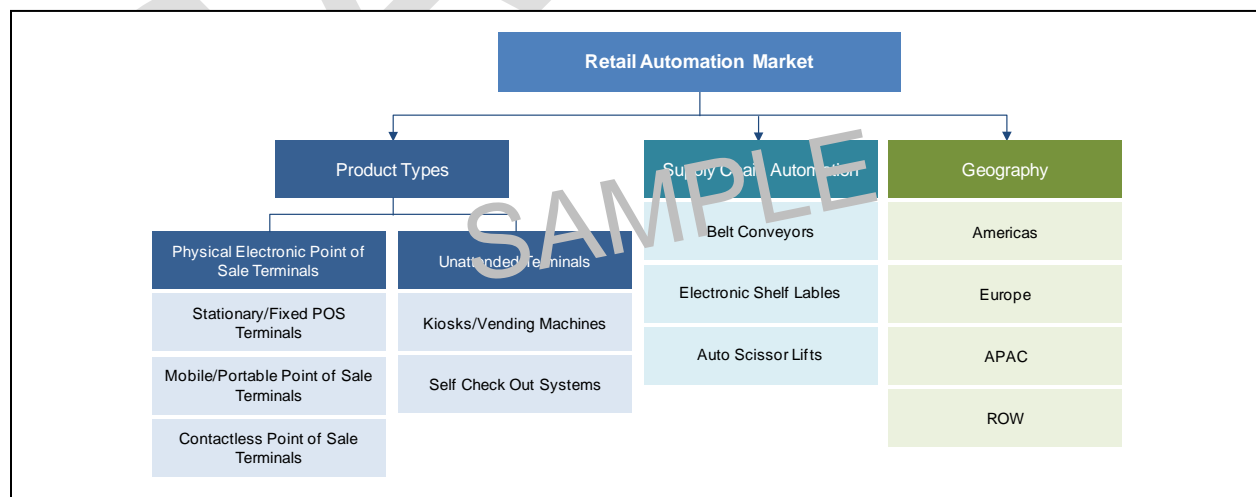
Source: MarketsandMarkets Analysis

The market by products is segmented into Physical Electronic POS Terminals and Unattended Terminals.

Physical Electronic POS Terminals are further segmented into three categories:

- Stationary/Fixed POS terminals which includes Cash Registers, Bill/Receipt Printers, Weight Scales, Currency/Money Counters/Counting Machines, Barcode Readers/Scanners)

- Mobile/Portable POS Terminals, which includes Card Readers and PIN pads

- Contactless POS Terminals which includes Contactless Card Readers

3.3   INDUSTRY LIFE CYCLE

The industry life cycle of the retail automation market is presented below. It shows the major developments in different phases of life cycle, which boosts the market.The life cycle of retail automation market by product categories includes five categories such as Stationary/fixed POS Terminals, Mobile/Portable POS Terminals, Contactless POS Terminals, Unattended Terminals, and Supply Chain Automation Equipments.

> **FIGURE 3**

INDUSTRY LIFE CYCLE
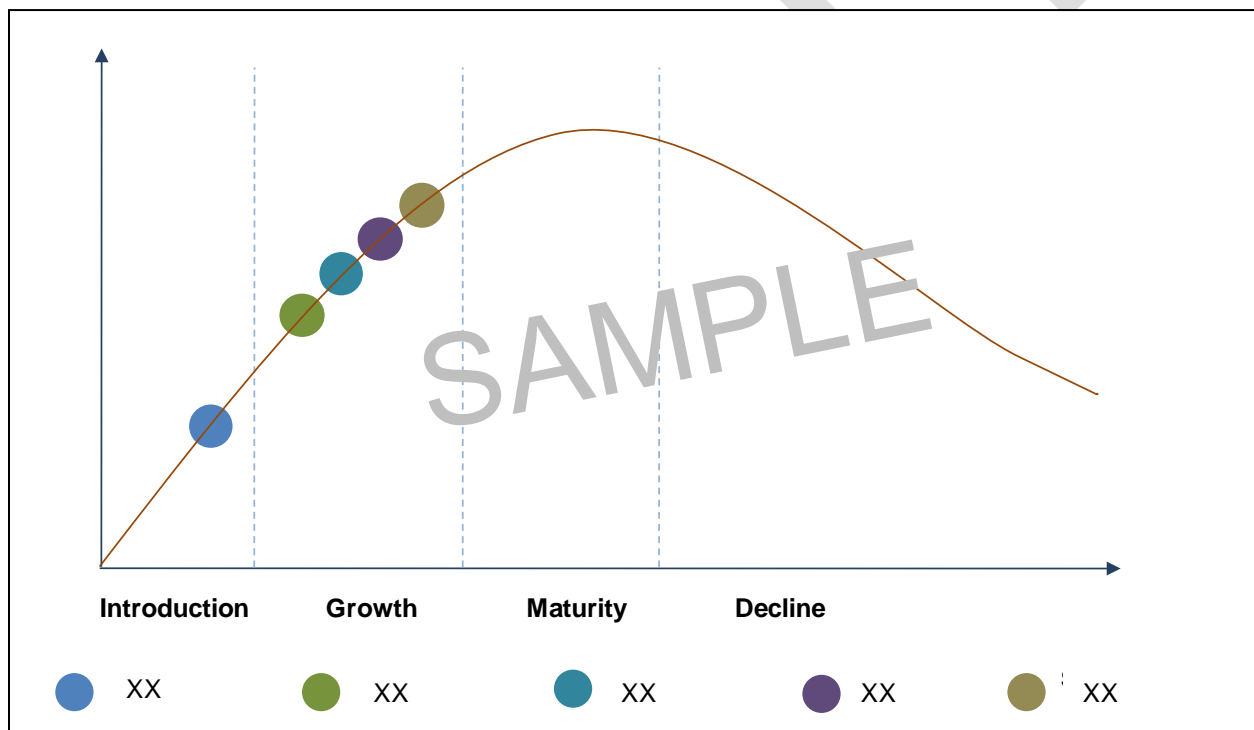
Source: MarketsandMarkets Analysis

Life cycle of retail automation market by product categories represents that supply chain automation products are in the introductory phase which includes belt conveyors, scissor lifts, electronic shelf labels but point of sales terminals such as cash counters, bill printers, weight scales, barcode readers, card readers, contactless card readers, PIN pads, kiosks, and self-checkout machines are in growth phase. It is expected that in the next five years, there will be

deployment strong growth of retail automation in these products. The major reasons behind the growth of retail automation are growing retail sector and customers needs for better services.

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