



**2020**

KIOSK MARKETPLACE

**CENSUS REPORT**

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**KIOSK**  
marketplace

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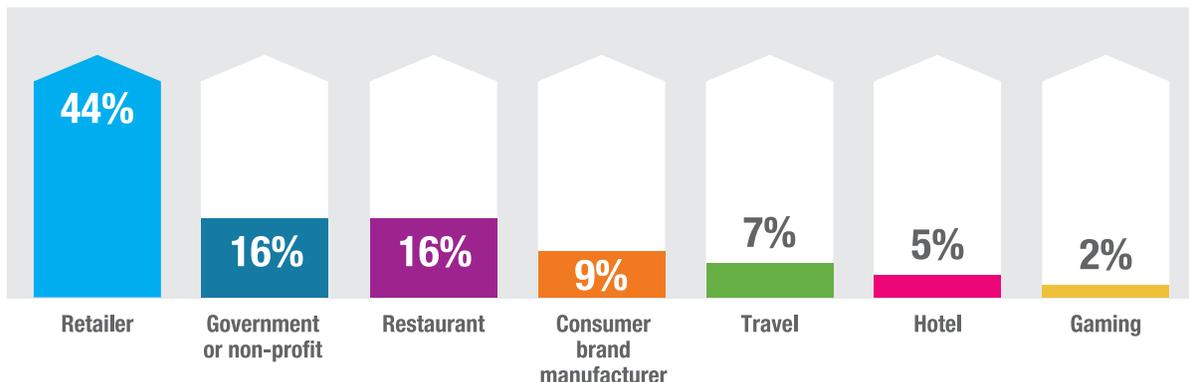
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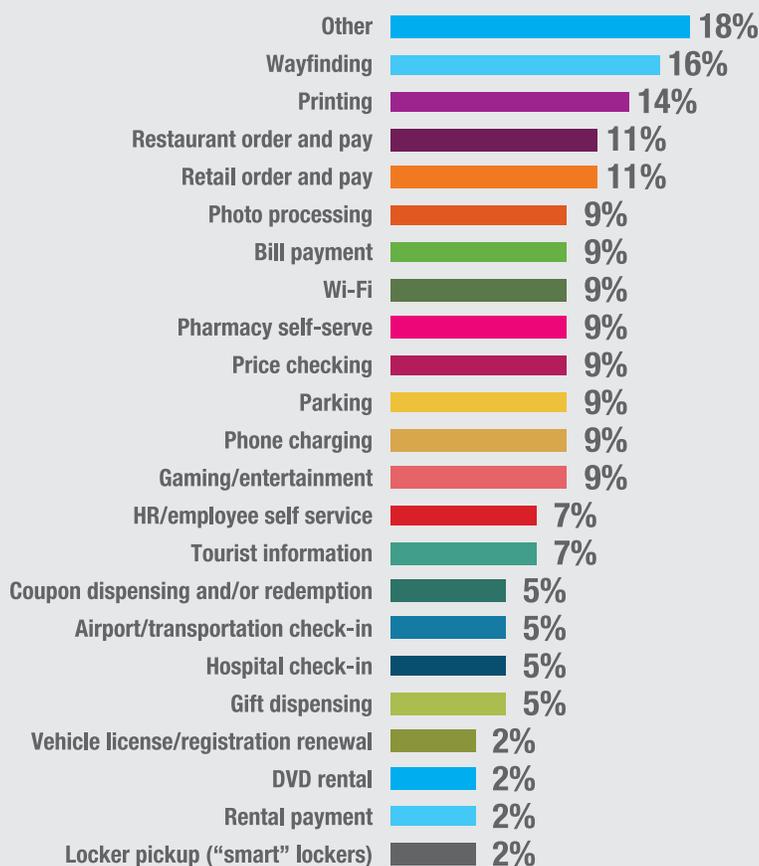
## Retailers, locations and consumer brands that have kiosks

2. Which best describes your organization type?

Note: Not all data will equal 100% due to rounding



3. From the list below, which type of kiosks do you operate?



(Other includes interactive teller machines and financial services, appointment check-in, tanning beds, advertising, copy and scan for college students, parcel shipping and water dispensing.)

# Kiosk component manufacturers

## KIOSK COMPONENT MANUFACTURERS

Touchscreens and printers were once again the most common components that kiosk component providers offered, although in 2019, just as many manufacturers also cited card readers (chart 43).

RFID/NFC readers, cameras and heaters also gained importance in 2019 compared to the prior year.

The growth in RFID/NFC readers can be attributed to a growing interest in mobile payment acceptance for kiosks that accept payment.

Restaurant order-and-pay was cited as the top growth opportunity among kiosk component manufacturers (chart 44), marking a gain over the prior year when gaming/entertainment was cited as the top opportunity, followed by parking.

Restaurant drive-thru was cited second top growth opportunity in 2019, marking a significant gain over the number that cited it as such the prior year.

Locker pickup, gaming/entertainment, hospital check-in, pharmacy self-serve, HR/employee self-service and pickup all were cited as top opportunities by a third of the respondents.

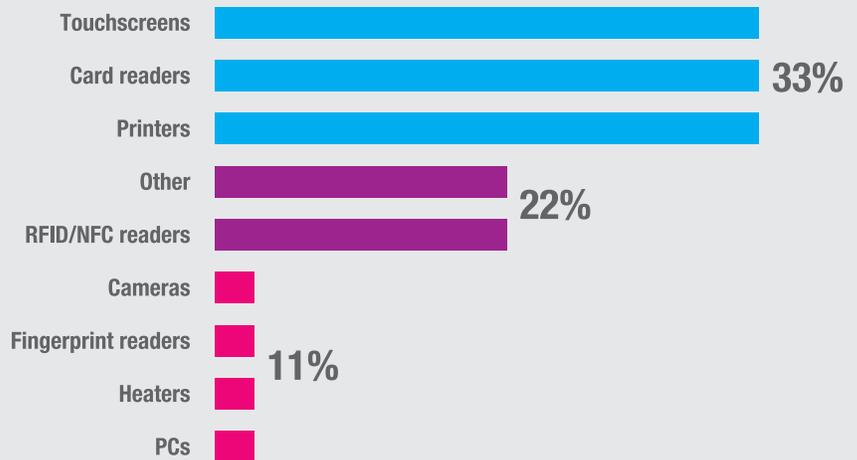
Remote management was cited as the most promising technology among kiosk component manufacturers (chart 47), displacing touchscreens in the prior year. In 2019, integration with mobile order-and-pay, data analytics and cloud technology all tied with touchscreens as the second most promising technologies.

Biometric ID verification rose as the third most promising technology from sixth place in the prior year, when it held that position along with smart card readers.

Proximity detectors also rose in importance, rising to fourth place along with Internet of Things, from 11th place the prior year.

### 43. Components provided: *Participants selected all that applied*

*Other includes: Thermal kiosk paper, debit/credit card dispensers, air conditioners*



# INDUSTRY INSIGHTS

## Kiosk market 2020: an ocean of opportunities

As a revolution continues in the kiosk market, the kiosk market has more and more challenges to overcome. There are good short-term opportunities and a potential medium term “slump” if companies do not choose to adapt to future trends.

In relation to the world market, retail, hospitality, financial services, healthcare, media, communication, entertainment and government are leading the largest investments in this technology.

The adoption of interactive kiosks is growing modestly worldwide and is being led by Asia where market segments are increasingly independent of foreign investment as they have the world’s largest suppliers of these products, low costs and the ever-increasing profile of local users demanding interactive kiosks for all industry segments.

### Fast food picks up pace

In the U.S., major players in fast food chains began experimenting with kiosks in 2006, but greater adoption in the restaurant space (not just fast foods) has been slow to gain momentum; it is happening faster at airports, supermarkets and casinos.

However, in recent years large fast food chains have started to invest more in self-service kiosks. We are talking about tens of thousands of units being purchased in the next years in this segment.

This will certainly drive industry growth for 2020 through 2022, but we are talking about an investment that is expected to occur again in five to 10 years, when we specifically talk about hardware.



Marcos Fugulin is business development director at Apek International.



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