



STAFF REPORT

U.S. Self-Service Kiosks Market

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BCC Publishing Staff



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Additional segmentations and data sets available upon request. Email custom@bccresearch.com.

Table of Contents

Chapter 1: Introduction	1
Study Goals and Objectives.....	2
Scope of Report.....	2
Reasons for Doing the Study.....	2
Intended Audiences	3
Information Sources.....	3
Methodology.....	4
Analyst’s Credentials.....	7
BCC Custom Research	7
Related BCC Research Reports.....	7
Chapter 2: Summary and Highlights	9
Chapter 3: U.S. Self-Service Kiosks: Market Overview	12
History of Self-Service Kiosks	12
Adoption of Kiosks in Non-Traditional Industries	12
Further Popularity of Small-Sized Models.....	12
Period of Acquisitions, Mergers and Partnerships.....	13
Future of Self-Service Kiosks	13
Development of Artificial Intelligence-Based Self-Service Kiosks	13
Tablet Kiosks: Future of Self-Service	14
Impact of COVID-19	14
Consumer Perception Towards Touchscreen Kiosks.....	16
Growth in Demand for Touchless Kiosks.....	16
Increase in Usage of Mobile Phones for Self-Ordering	17
Regulatory Impacts	17
ADA & Accessibility.....	17
Access Board Regulations.....	18
PCI Regulations.....	19
EMV Regulations	20
HIPPA Regulations	21
FDA Regulations	22
Market Drivers	22
Self-Service Kiosks Enhance Consumer Experience in the QSR and Retail Segments.....	23
Self-Service Kiosks Increase Revenue and Reduce Operating Costs	23
Growth of Smart City Kiosks.....	24
Increasing Demand for Contactless Payment	24
Market Restraints.....	25
Increasing Cyberattacks	25
High Initial Costs.....	26
Chapter 4: U.S. Self-Service Kiosks Market by Application	28
Introduction	28
Check-In Kiosks	30
Check-Out Kiosks.....	31
Ticketing Kiosks	32

Self-Ordering Kiosks	33
Financial Services Kiosks	35
Bill Payment Kiosks	36
Digital Signage Kiosks	37
Bitcoin Kiosks	39
Temperature Screening Kiosks	40
Others	41
Chapter 5: U.S. Self-Service Kiosks Market by End-User Industry.....	44
Introduction	44
Hospitality & Entertainment	46
Financial Services	47
Medical/Healthcare	49
Benefits of Kiosk-Enabled Healthcare System.....	49
Applications of Self-Service Kiosks for Telemedicine	49
Retail	50
Restaurants & Quick Service Restaurants.....	52
Travel & Transportation.....	54
Government.....	55
Educational Institutions	57
Others	58
Chapter 6: Competitive Landscape	60
Market Share Analysis.....	60
Strategic Analysis	61
Key Developments	63
Chapter 7: Company Profiles	69
About BCC Research.....	120
About BCC Research.....	121
BCC Membership	121

Additional segmentations and data sets available upon request. Email custom@bccresearch.com.

List of Tables

Summary Table: U.S. Self-Service Kiosks Market, by Application, Through 2025 (\$ Millions)	10
Table 1 U.S. Self-Service Kiosks Market, by Application, Through 2025 (\$ Millions)	29
Table 2 U.S. Self-Service Kiosks Market, by End-User Industry, Through 2025 (\$ Millions).....	45
Table 3 U.S. Self-Service Kiosks Key Developments Market, 2019 and 2020	63
Table 4 22Miles Inc.: Products and Solutions	70
Table 5 Acquire Digital Inc.: Products and Services	72
Table 6 Acquire Digital Inc.: Recent Developments, 2020	73
Table 7 Alveni LLC: Products and Services	74
Table 8 KioWare: Products and Services.....	75
Table 9 KioWare: Recent Developments, 2019	76
Table 10 AU Optronics Corp.: Products and Services	77
Table 11 AU Optronics Corp.: Recent Developments, 2019 and 2020	77
Table 12 Burroughs Inc.: Products and Services	79
Table 13 Burroughs Inc.: Recent Developments, 2020.....	79
Table 14 DynaTouch: Products and Services	80
Table 15 Evoke-Creative: Products and Services	82
Table 16 Evoke-Creative: Recent Developments, 2019.....	83
Table 17 Frank Mayer and Associates Inc.: Products and Services.....	84
Table 18 Frank Mayer and Associates Inc.: Recent Developments, 2019 and 2020	85
Table 19 Honeywell International Inc.: Net Revenue, 2017-2019 (\$ Millions).....	86
Table 20 Honeywell International Inc.: Products and Services.....	88
Table 21 Honeywell International Inc.: Recent Developments, 2020	88
Table 22 Kiosk Group Inc.: Products and Services	89
Table 23 Kiosk Group Inc.: Recent Developments, 2019	90
Table 24 Kiosk Innovations: Products and Services	91
Table 25 Kiosk Information Systems: Products and Services.....	92
Table 26 Kiosk Information Systems: Recent Developments, 2019 and 2020	92
Table 27 Lilitab LLC: Products and Services	94
Table 28 Marathon Deployment Inc.: Products and Services.....	95
Table 29 Mimo Monitors: Products and Services	96
Table 30 Mimo Monitors: Recent Developments, 2020.....	97
Table 31 Nanonation Inc.: Products and Services.....	98
Table 32 Nanonation Inc.: Recent Developments, 2020	99
Table 33 Olea Kiosks Inc.: Products and Services	101
Table 34 Olea Kiosks Inc.: Recent Developments, 2019	102
Table 35 Parabit Systems: Products and Services.....	103
Table 36 Peerless Industries Inc.: Products and Services	104
Table 37 Provisio LLC.: Products and Services	106
Table 38 Pyramid Computer GmbH: Products and Services.....	107
Table 39 Pyramid Computer GmbH: Recent Developments, 2019 and 2020	108
Table 40 Qwick Media Inc.: Products and Services.....	109
Table 41 Qwick Media Inc.: Recent Developments, 2019 and 2020	110
Table 42 Self-Service Networks: Products and Services	111
Table 43 Storm Interface: Products and Services	112
Table 44 Storm Interface: Recent Developments, 2019 and 2020.....	113
Table 45 TEAMSable POS: Products and Services.....	114
Table 46 TEAMSable POS: Recent Developments, 2019	114

Table 47 Tech For All Inc.: Products and Services.....	115
Table 48 Vispero: Products and Services	116
Table 49 Zebra Technologies Corp.: Net Revenue, 2017-2019 (\$ Millions).....	117
Table 50 Zebra Technologies Corp.: Products and Services	119
Table 51 Zebra Technologies Corp.: Recent Developments, 2019	119

List of Figures

Summary Figure: U.S. Self-Service Kiosks Market, by Application, 2019-2025 (\$ Millions).....	10
Figure 1 U.S. Self-Service Kiosks Market, by Application, 2019-2025 (\$ Millions)	29
Figure 2 U.S. Check-In Kiosks Market, 2019-2025 (\$ Millions)	31
Figure 3 U.S. Check-Out Kiosks Market, 2019-2025 (\$ Millions)	32
Figure 4 U.S. Ticketing Kiosks Market, 2019-2025 (\$ Millions).....	33
Figure 5 U.S. Self-Ordering Kiosks Market, 2019-2025 (\$ Millions).....	34
Figure 6 U.S. Financial Services Kiosks Market, 2019-2025 (\$ Millions).....	36
Figure 7 U.S. Bill Payment Kiosks Market, 2019-2025 (\$ Millions)	37
Figure 8 U.S. Digital Signage Kiosks Market, 2019-2025 (\$ Millions).....	39
Figure 9 U.S. Bitcoin Kiosks Market, 2019-2025 (\$ Millions).....	40
Figure 10 U.S. Temperature Screening Kiosks Market, 2020 and 2021 (\$ Millions)	41
Figure 11 U.S. Other Types of Kiosks Market, 2019-2025 (\$ Millions)	42
Figure 12 Global U.S. Self-Service Kiosks Market, by End-User Industry, 2019-2025 (\$ Millions)	45
Figure 13 U.S. Hospitality & Entertainment Kiosks Market, 2019-2025 (\$ Millions).....	47
Figure 14 U.S. Financial Services Kiosks Market, 2019-2025 (\$ Millions).....	48
Figure 15 U.S. Medical/Healthcare Kiosks Market, 2019-2025 (\$ Millions)	50
Figure 16 U.S. Retail Kiosks Market, 2019-2025 (\$ Millions).....	52
Figure 17 U.S. Restaurants & Quick Service Restaurants Kiosks Market, 2019-2025 (\$ Millions)	54
Figure 18 U.S. Travel & Transportation Kiosks Market, 2019-2025 (\$ Millions).....	55
Figure 19 U.S. Government Kiosks Market, 2019-2025 (\$ Millions).....	56
Figure 20 U.S. Educational Institutions Kiosks Market, 2019-2025 (\$ Millions).....	57
Figure 21 U.S. Other Types of Industry Kiosks Market, 2019-2025 (\$ Millions).....	58
Figure 22 U.S. Self-Service Kiosks Market Share Analysis, by Company, 2019 (%).....	61
Figure 23 U.S. Self-Service Kiosks Market Strategic Share Analysis, 2019.....	62
Figure 24 Honeywell International Inc.: Revenue Share, by Segment, 2019 (%)	87
Figure 25 Honeywell International Inc.: Sales Share, by Country/Region, 2019 (%)	87
Figure 26 Zebra Technologies Corp.: Revenue Share, by Business Segment, 2019 (%)	118
Figure 27 Zebra Technologies Corp.: Revenue Share, by Region, 2019 (%)	118



Chapter 1

Introduction

Chapter 1: Introduction

A self-service kiosk is an interactive device that enables a customer to conduct some sort of transaction or to facilitate a service at their convenience. For example, by using a self-service kiosk a consumer can buy a ticket for a train or bus trip by just going to the device, paying their fare and getting a ticket, all without waiting in line or asking for help. Self-service kiosks are being used more and more at quick-service restaurants, where they can help reduce ordering and waiting time. Kiosks are also very useful for checking in and out of hotels; offices use them to check in their inventories; and airports deploy them to enable consumers to check in to a flight to save the consumers and the airlines time. Prior to kiosk technology being widely adopted, cost-conscious businesses had to choose between slower service with fewer employees or more employees to provide quicker service. Now, kiosks make it possible to both provide quick service and limit the number of employees providing service. Self-service kiosks provide a convenient alternative for consumers to the full-service counter.

The intent of a self-service kiosk is to speed up customer interaction, ensuring a fast and convenient exchange on both sides. Four basic services are normally offered by self-service kiosks: payment options, check-in services, branding/promotion, and product management. Near-field communication (NFC) and other safe payment options are provided by some self-service kiosks, enabling users to purchase a vast range of digital services via an automated system. With self-service kiosks, check-in for hotels and flights can be done very quickly, saving a lot of time compared to other types of check-in. Without any extra effort from the company, branding and marketing are easily done because any ads can be shown on the kiosks for a large number of people to see. Finally, if a product needs to be delivered rapidly, kiosks can do this, handling heavy foot traffic while ensuring accurate service.

In this report, the U.S market for self-service kiosks is segmented based on the application and end-user industry. Based on applications, the self-service kiosks market has been categorized into Check-in Kiosks, Check-out Kiosks, Ticketing Kiosks, Self-ordering kiosks, Financial Services Kiosks, Bill Payment Kiosks, Digital Signage Kiosks, Bitcoin Kiosks, Temperature Screening Kiosks, and Others. Check-in Kiosks accounted for the largest share of the market in 2019.

Based on the end-user industry, the self-service kiosks market has been segmented into Hospitality & Entertainment, Financial Services, Medical/Healthcare, Retail, Food Service, Travel & Transportation, Government, Education Institutions, and Others.

In this report, ATMs and vending machines are excluded.

Study Goals and Objectives

The goals and objectives of this study are to:

- Define the U.S self-service kiosks market.
- Analyze the market by application and end-user industry.
- Estimate the market revenues for the self-service kiosks market, by application and end-user verticals.
- Identify market drivers, restraints and other forces impacting the U.S. self-service kiosks market.
- Profile major players and discuss solutions and strategies.
- Analyze the current regulations in the self-service kiosk market.

Scope of Report

In this report, the market has been segmented based on the application and end-user industry. The report provides an overview of the U.S self-service kiosks market and analyzes market trends. Using 2019 as the base year, the report provides estimated market data for the forecast period, 2020-2025. Revenue forecasts for this period are segmented based on the application and end-user industry. Market values have been estimated based on the total revenue of self-service kiosks OEMs, software providers and service providers.

The report covers the market for self-service kiosks with regards to the user base, across different end-user industries. It also highlights major trends and challenges that affect the market and the vendor landscape. The report estimates the U.S market for self-service kiosks in 2019 and provides projections for the expected market size through 2025.

Note: Market projections for 2021 were estimated based on the assumption that the distribution of COVID-19 vaccines will be largely completed by the end of the second quarter of 2021.

Reasons for Doing the Study

The report provides important information on the current size and anticipated growth of the U.S self-service kiosks market and its related market segments. It also covers the characteristics of the market, leading solution providers, trends in consumer preferences, and various other market opportunities. The self-service kiosks industry has been growing at a significant rate in the U.S over the last decade. BCC Research is publishing this study because it has identified self-service technologies as a growing market that presents strong growth opportunities for all stakeholders. The market is dynamic and growing with new developments and adoption from new industries and sectors.

Intended Audiences

The report will interest the following audiences:

- Technology providers.
- Self-service kiosks solution developers.
- Display manufacturers.
- Tablet kiosk developers.
- Academic institutions.
- Advertising agencies.
- Cloud solution providers.
- Software developers.
- Research institutions.
- Private organizations.
- Government agencies.
- Independent consultants.
- Investors.

Information Sources

The following sources were used to obtain the information required for the study:

- Primary sources:
 - Selected experts from related industries.
 - Market leaders.
- Secondary sources:
 - Industry publications.
 - Company websites.
 - Directories.
 - Research papers.
 - White papers.
 - Databases such as OneSource, Factiva and Bloomberg.
 - SEC filings.

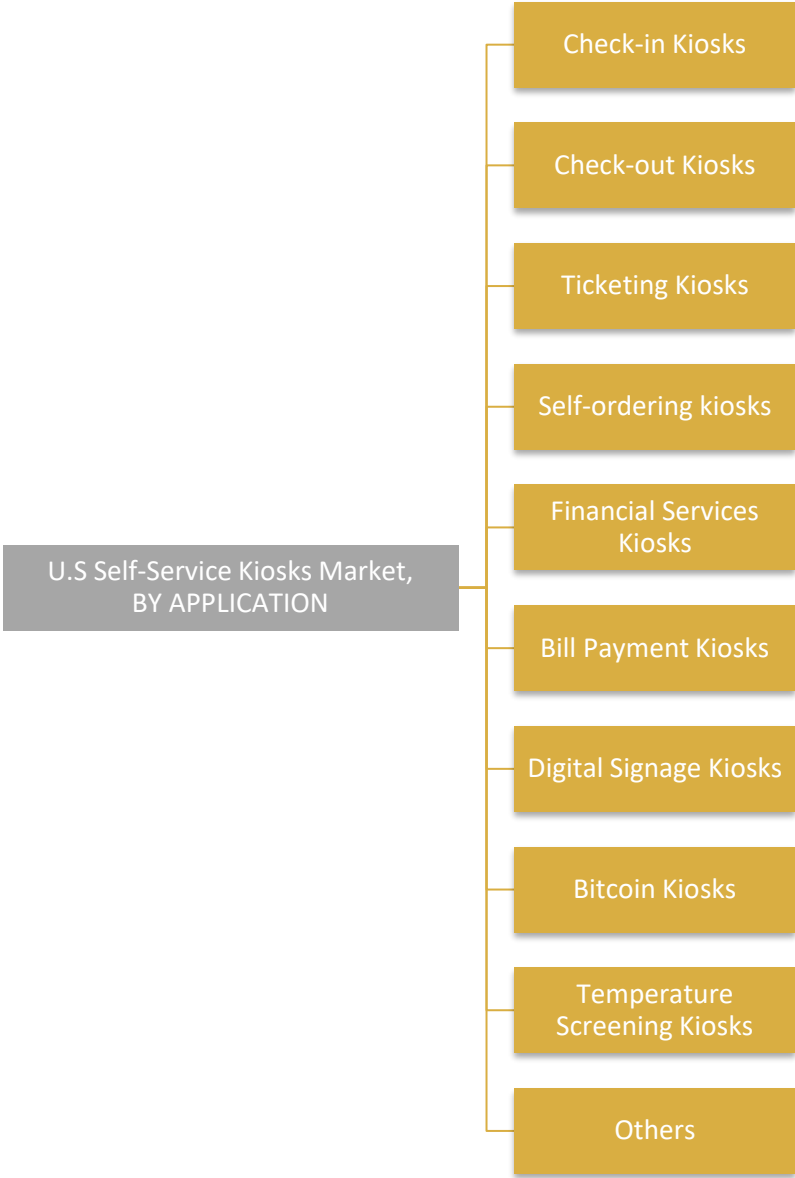
Methodology

To produce this report, BCC Research used both primary and secondary sources. Primary sources included industry experts from core and related industries, as well as affiliates such as kiosk manufacturers, platform providers, software providers, private consultants, and other related segments of the value chain. All primary sources were interviewed to obtain and verify critical qualitative and quantitative information and to assess prospects. Secondary sources included various directories, white papers, technology blogs, and databases.

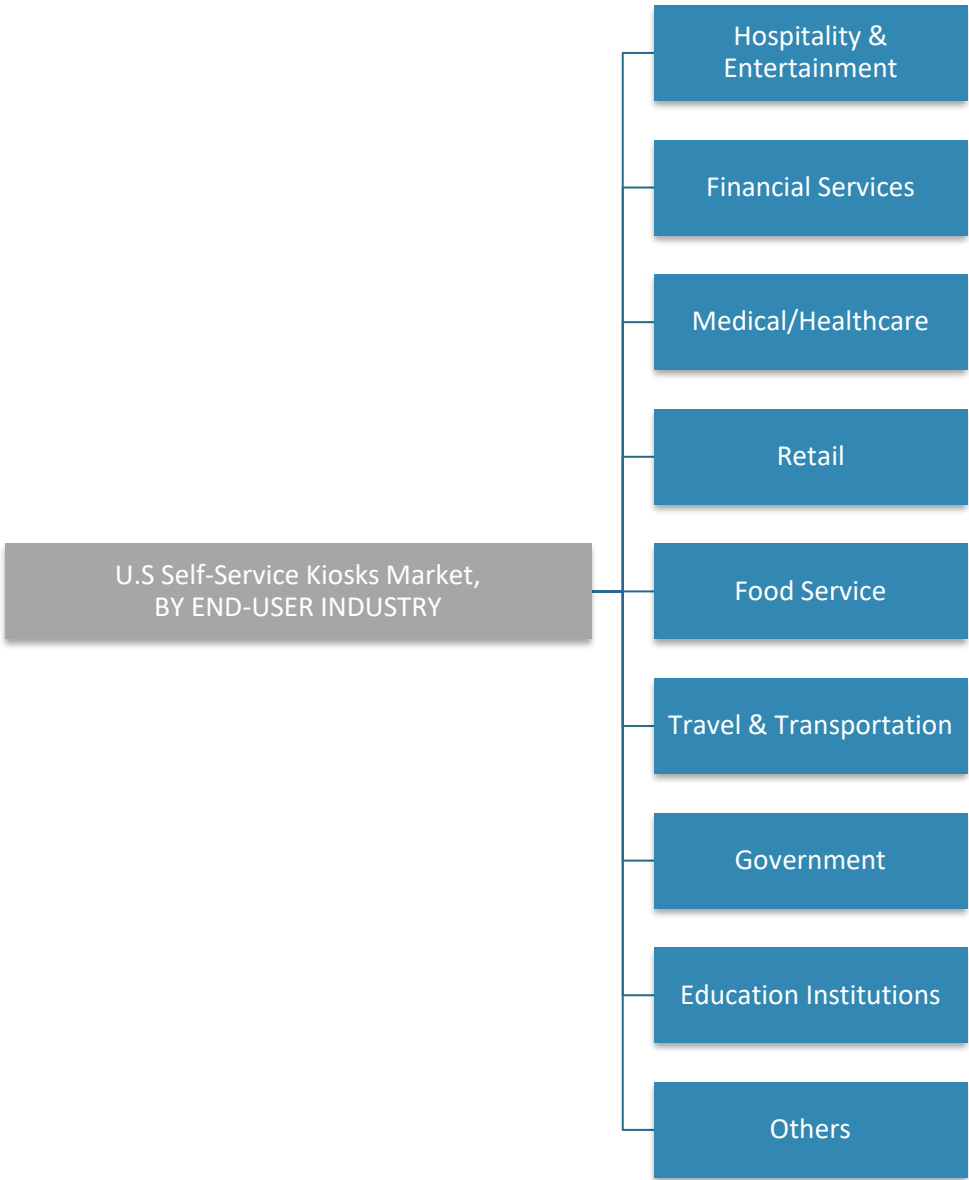
A mixture of top-down and bottom-up approaches were used to estimate and validate the size of the U.S. self-service kiosks market. Key players were identified through secondary research. Industry value chain and the market revenue of players were determined through primary and secondary research. This includes the analysis of annual business and financial reports from top market players, as well as extensive interviews with CEOs, directors, vice presidents, and marketing executives.

Market estimates were determined using secondary sources and verified through primary sources. These are based on various parameters: the presence of key players, sales partners and distribution networks. Research also included an analysis of R&D activity. The total market size was established and validated based on revenue and revenue shares of companies in the self-service kiosks market. Based on the overall market size, a top-down approach was used to determine the market size of each individual segment.

U.S Self-Service Kiosks Market, by Application



U.S Self-Service Kiosks Market, by End-User Industry



Analyst's Credentials

BCC Publishing Staff comprises expert analysts who are skilled in conducting primary research, secondary research and data analysis and have decades of combined experience covering a wide range of industries, including healthcare, advanced materials and emerging technologies. Collectively, the team represents a diverse set of educational achievements with individual graduate work completed in fields such as microbiology, electrical engineering, business administration and surgery, among others.

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Chapter 2

Summary and Highlights