



Interactive Kiosk Market 2023

E-book



Interactive Kiosk Market 2023: Interactive kiosk is bound to make an impact on your business

In the era of digital transformation, kiosks are becoming increasingly popular. A kiosk is a self-service terminal that provides interactive computing and information retrieval services to users. They come in all shapes and sizes and can be used for a variety of purposes. In this blog post, we will take a look at the different types of kiosks that are currently on the market and discuss their respective benefits and drawbacks. We will also provide an outlook for the **global interactive kiosk market for 2023**.

So without further ado, **let's get started!**

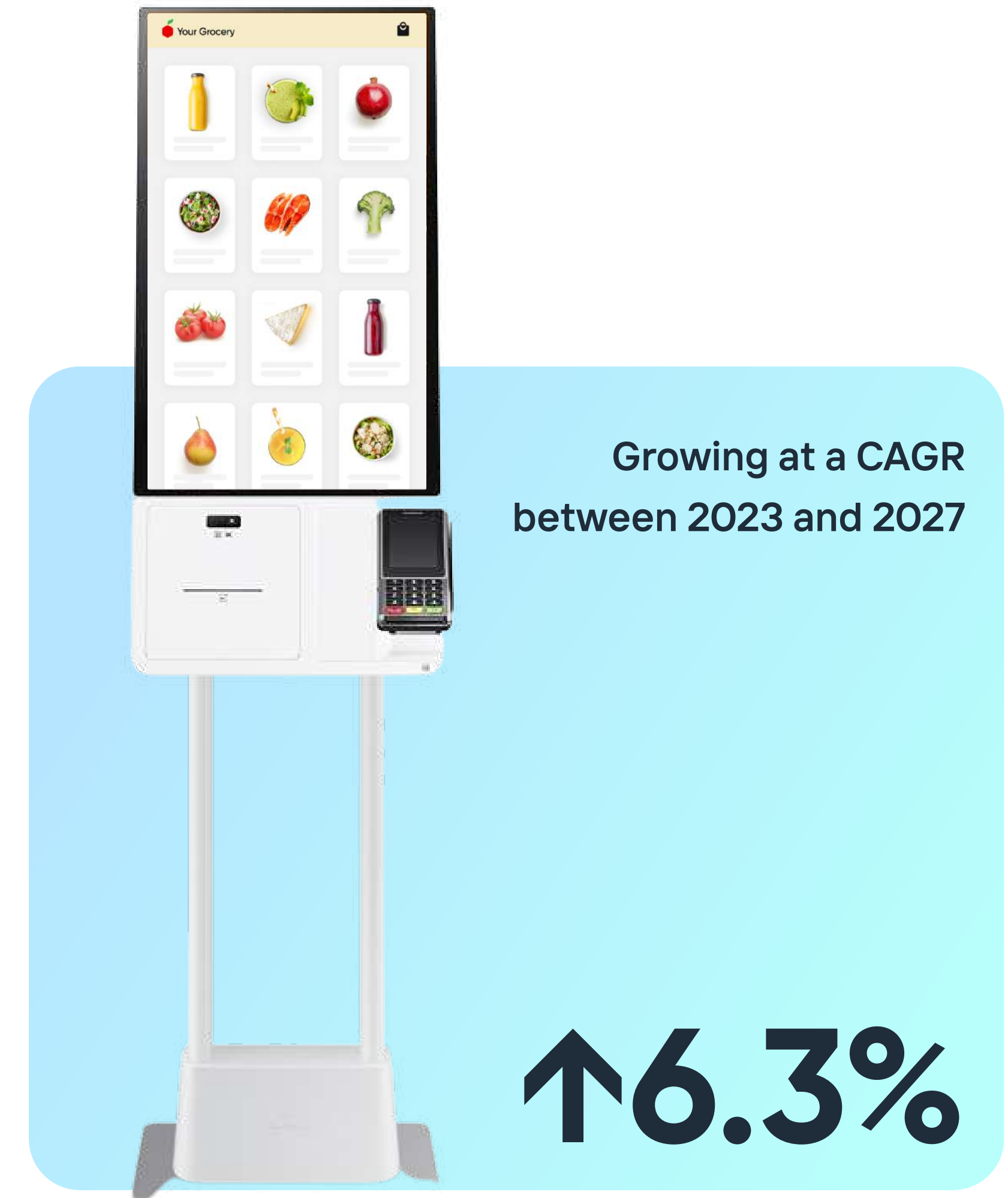
The next big thing: Interactive kiosks

The interactive kiosk market is predicted to rise from USD 28.8 billion in 2023 to USD 39.1 billion by 2027, growing at a CAGR of 6.3 percent* between 2023 and 2027. This growth can be attributed to the increasing demand for kiosks from the retail sector and government organizations worldwide.

To provide an enhanced shopping experience and a quick return on investment, retailers are increasingly adopting interactive kiosks in their stores.

The expansion of this market is being fueled by a number of factors, including the improvement of the shopping experience for customers, the growing demand for self-service in banking and financial services, the enhancement of applications over traditional services, and the introduction of innovations in touch screen display and glass technology.

*Source: globenewswire.com



Vending kiosks

In 2021, the interactive kiosk market was dominated by vending machine kiosks. For example, in the transportation, retail, and entertainment industries, vending kiosks are implemented as an **effective means of reducing expenses* and increasing customers' happiness.**

Vending kiosks are convenient for consumers because they don't have to wait in big lines to acquire the services they need. The market for vending kiosks is being driven by a growing demand for vending machines, technological developments, and remote management. These considerations have contributed to the broad adoption of **self-service technologies** by customers in rural, as well as urban, locations.



Supermarkets



Grocery Stores



Butcher Shops



Fish Stands



Liquor Stores



Supply Chains

Outdoor kiosks

Forecasts indicate* a higher CAGR in the outdoor interactive kiosks market between 2023 and 2027. In entertainment and theme parks, sporting events, and other institutional settings, **kiosks are becoming increasingly popular, which may open up new markets for them.**

Installing an outside kiosk, on the other hand, is more difficult due to the possibility of theft and fraud. In addition, it should be equipped with a mechanism to protect it from dust, rain, temperature, and humidity, among other things. Outdoor kiosks can only employ a limited number of peripherals due to their exposed location.



Kiosks in retail: a new level of convenience to consumers

Retail kiosks have the largest market share because they are widely used in supermarkets, grocery stores, and specialty stores. Information and retail kiosks provide consumers with necessary services such as product searching and ordering, navigation assistance, and information about companies and targeted offers.

Customers' interactions with brands are changing as a result of changes in the retail industry. Because of advancements in interactive equipment **technology, store owners can now show a specific range of products to individual customers, run promotions, and provide quick payment methods.** Companies can use interactive terminals to improve service quality and increase return on investment in a variety of ways (ROI).

Kiosks are actively used in shops, airports, and hotels, as well as in the hospitality industry, for selling goods, food, and beverages, digital advertising, taking orders, paying bills, conducting surveys, and navigation. Along with retail kiosks, the banking, financial, and entertainment sectors are **expected to grow rapidly in the coming years.**



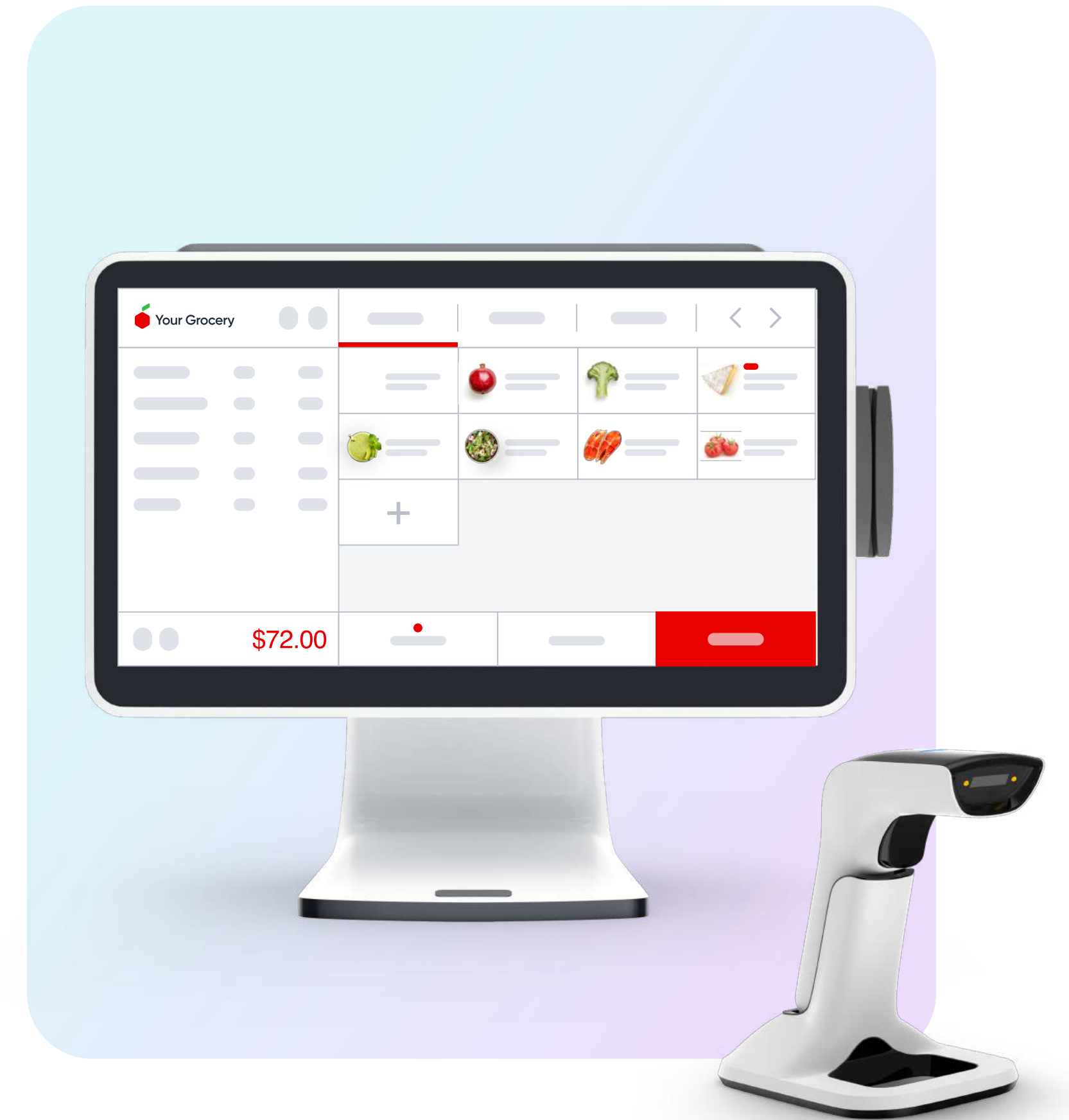
Why is the United States a hotspot for interactive kiosk demand?

High adoption rates and strong economic conditions in North America are expected to lead to a market share of **42 percent** in 2023. The increased demand in the financial, travel, entertainment, healthcare, and retail sectors is expected to raise the value of the United States to \$9.2 billion by 2023.

Regional digital kiosk management market* growth is projected to be fueled by a growing focus on client happiness by store owners. Customer experience is a top priority for interactive kiosk vendors as it helps to increase sales and achieve a quick return on investment (ROI).

To provide an enhanced shopping experience, interactive kiosks are being deployed in **various retail applications** such as product information, customer feedback/surveys, interactive digital signage, and loyalty programs. Also, they aid in reducing queuing time and increasing the accuracy of orders.

As interactive kiosks are interactive in nature, they engage customers and help **retailers to promote their brand** image and products/services. In the next few years, it is expected that interactive kiosks will be increasingly deployed in various end-use industries such as healthcare, retail, hospitality, banking, etc.



Conclusion

Interactive kiosks are becoming increasingly popular due to their many benefits. They are being deployed in a variety of industries such as retail, healthcare, hospitality, and banking. In the coming years, it is expected that the demand for interactive kiosks will continue to grow.

You can increase your sales starting from today with a Self-Serve Kiosk System, cross-platform solution that provides the right tools to instantly sell and update products on any device **at any location.** **Talk to our experts today** and learn how Local Express can help your business.





**Sign up for a Demo and we'll assist you
with upgrading your eCommerce store**

Get Demo

