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## Epson maintains lead for Point-of-Sale Printer Category in Southeast Asia in 2019

**SINGAPORE, 17 November 2020** – For the 11<sup>th</sup> year running, Epson has been named the number one Point-of-Sale (POS) Printer vendor in Southeast Asia\* by global market intelligence provider, International Data Corporation (IDC)[\[1\]](#). Retaining the pole position in the SEA POS category is testament to Epson’s continued market leadership and superior POS product innovation.

Reliability, which is at the core of Epson technology, is cited as one of the primary reasons that Epson POS printers continue to lead the category. In the

fast-moving, dynamic retail space, the consistent dependability and reliable performance of Epson's POS printers is a key success factor. Across the breadth of Epson's POS products designed with the customer's needs in mind, product adaptability, and flexibility allows users to design and customize printing output to align with their desired customer experience and meet the unique requirements of its partners.

Strong platform versatility and the unique value proposition of Epson's POS printers also contributed to the brand's leadership position in 2019 with more than 300,000 units sold in Southeast Asia\*\*. In Singapore, IDC1 statistics show that Epson dominated the market as the number one POS printer vendor in 2019 with 60% share despite a decline in the POS market due to economic challenges. Epson was also ranked number one in POS printers that year in the Philippines (58% market share), Indonesia (49%); and Thailand (38%), according to the IDC report<sup>1</sup>

Epson's precision technology drives the continued development of its POS line in response to customer needs, offering robust and value-added functionality as the central point of difference.

Ms. Tan May Lin, Director – Sales, Marketing and Customer Service of Epson Sales division, Epson Singapore said, "In our fast-changing business landscape, there is a greater need to support the evolving requirements of merchants in Southeast Asia. Epson will continue to innovate to create the ideal POS solution, so businesses can keep up with the demands of customers and ensure that the technology is future-proof."

\*Indonesia, Philippines, Singapore, and Thailand

\*\* Indonesia, Philippines, Singapore, Thailand, Malaysia, and Vietnam

[1] Source: IDC Market Opportunity Assessment for Point of Sale Printers

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## About Epson

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on

driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations' Sustainable Development Goals.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than JPY 1 trillion.

<http://global.epson.com/>

### **About Epson Singapore**

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities.

<http://www.epson.com.sg>