

Food Traceability Market (Tracking Technologies) Global Industry Analysis, Size, Share, Trends, Opportunities and Forecast, 2012 - 2020

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Abstracts

The Food traceability (tracking technologies) market is growing at a healthy rate with increasing awareness about food safety among governments and consumers. Governments across the globe are making regulations to track food as it is directly concerned with consumer health. An outbreak of food borne disease can have a direct impact on the national budget and the governments want to avoid. In the U.S., the Food and Drug Administration is responsible for making food traceability laws as it is estimated that 3,000 people die every year due to food borne diseases.

However, the food traceability requires some investment on the part of the various stakeholders of the supply chain. It has been observed that small stakeholders are not actively participating in the traceability which disrupts the flow of food tracking. It is a challenge for big players to create awareness to encourage participation from these small players.

KEY BENEFITS

To enable informed decision-making process and offer market analysis based on current market situation, expected future trends and market intelligence

To analyze the market based on various segments and also forecast the market from 2013 to 2020 with 2012 as base year

To identify key investment pockets for various applications, technologies, equipments, end-users and geographies

To identify key players and their strategic moves

To offer implications of the regulations across countries and their impact on the market

To assess and rank the top factors that are expected to affect the growth of the market

To examine and evaluate market trends to provide deep-dive intelligence into every market segment

Competitive analysis to effectively plan and execute business plan

Micro level analysis based on application, technology, equipment, end-users and geography

MARKET SEGMENTS

GLOBAL FOOD TRACKING AND TRACEABILITY TECHNOLOGIES APPLICATION MARKET, 2012-2020, \$million

Meat

Fresh food produce

Dairy products

Beverages

Fisheries

Other

GLOBAL FOOD TRACEABILITY (TRACKING TECHNOLOGIES) MARKET, 2012-2020, \$million

RFID/RTLS

GPS

Barcodes

Infrared

Biometrics

GLOBAL FOOD TRACKING AND TRACEABILITY TECHNOLOGIES EQUIPMENT MARKET, 2012-2020, \$million

Smart PDAs

Thermal printers

Two dimensional and 1D scanners

Tags and labels

Sensors

Other

GLOBAL FOOD TRACEABILITY (TRACKING TECHNOLOGIES) END-USER MARKET, 2012-2020, \$million

Food manufacturers

Warehouse/pack farms

Food retailers

Defense and security departments

Other government departments

Others

GLOBAL FOOD TRACEABILITY (TRACKING TECHNOLOGIES) GEOGRAPHIC ANALYSIS, 2012-2020, \$million

North America

Europe

Asia

ROW

KEY AUDIENCES

Food traceability technology manufacturers, dealers, and wholesalers

Food manufacturers, retailers, warehouses, defense & security departments and other government departments

System integrators and software vendors

Research institutes

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