

# **Food Traceability (Tracking Technologies) Market by Equipment (PDA with GPS, Thermal Printers, 2D & 1D Scanners, Tags & Labels, Sensors), Technology (RFID/RTLS, GPS, Barcode, Infrared, and Biometrics), End-User (Food Manufacturers, Warehouse/Pack Farms, Food Retailers, Defense & Security Departments, Other Government Departments, and Others) and Application (Meat & Livestock, Fresh Produce & Seeds, Dairy, Beverages, Fisheries, and Others): Global Opportunity Analysis and Industry Forecast, 2018 - 2025**

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## **Abstracts**

Global food traceability market was valued at \$10,963.0 million in 2017, and is expected to reach \$22,274.1 million by 2025, registering a CAGR of 9.3% from 2018 to 2025. Food traceability is a risk-management tool used to check potential harms that may be associated with food, feed, food-producing animals, or substance. This is meant to ensure food safety through all stages of food production, processing, and distribution. Food traceability involves food business authorities to recall or drop out products considered unsafe, and allows provision of accurate information to the public. Food traceability prevents transmission of disease from animals to humans and controls the presence of certain chemicals above fixed limits, which when used in excess can affect the quality of products related to feed & food.

The food traceability (tracking technologies) market is growing at a healthy rate owing to increase in awareness about food safety among governments and consumers.

Consumers are willing to pay a high price for premium products that support social responsibility traits requiring food tracking and traceability. Moreover, growth in globalization enhances the complexity of supply chain process (from harvest to final sale), leading to high chances of food contamination. This is expected to increase the demand for food traceability and tracking technologies, as it ensures quality and safety of the food supplied, enhances chances of rapid and precise product recalls, and accurately tracks causes of contamination. Furthermore, adoption of traceability systems is expected to enhance supply chain efficiency by providing detailed historical data about timings, condition, handling, and flow of goods. Asia-Pacific is projected to dominate the global market, with China leading the market, owing to its population strength and rise in health concerns.

The global food traceability (tracking technologies) market is analyzed based on equipment, technology, end user, application, and region. Based on equipment, it is divided into PDA with GPS (Personal Digital Assistant with Global Positioning System), thermal printers, 2D & 1D scanners, tags & labels, sensors, and others. Technologies involved in this market are broadly categorized into radio frequency identification/real-time location system (RFID/RTLS), GPS, barcode, infrared, and biometrics. Applications included in this study are meat & livestock, fresh produce & seeds, dairy, beverages, fisheries, and others. The different end users of this market are food manufacturers, warehouse/pack farms, food retailers, defense & security departments, other government departments, and others.

The market is analyzed based on four regions, namely, North America, Europe, Asia-Pacific, and LAMEA. In 2016, Asia-Pacific accounted for the largest share in the global market, followed by North America. The former region is projected to maintain its dominance throughout the forecast period.

Recent updates related to this market include introduction of traceability technology by Fonterra in April 2017, for letting its customers to check the authenticity of infant formula products on store shelves in New Zealand. In addition, launch of online traceability platform by the Crunchies Natural Food Company, of Westlake Village, Calif. In April 2017, has allowed its consumers to trace the source of the fruits or vegetables purchased.

Comprehensive competitive analyses of leading market players, including Bio-Rad Laboratories, Inc., CH Robinson Worldwide Inc., Cognex Corporation, E. I. Du Pont de Nemours and Company (DuPont), Honeywell International Inc., International Business Machines Corporation, Motorola Solutions, Inc., SGS SA, Zebra Technologies

Corporation and MASS Group Inc., are provided in this report.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the food traceability market.

The report provides detailed qualitative and quantitative analysis of the current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

## KEY MARKET SEGMENTS

### By Equipment

PDA with GPS

Thermal Printers

2D & 1D Scanners

Tags & Labels

Sensors

Others

### By Technology

RFID/RTLS

GPS

Barcode

Infrared

Biometrics

### By Application

Meat & Livestock

Fresh Produce & Seeds

Dairy

Beverages

Fisheries

Others

### By End User

Food Manufacturers

Warehouse/Pack Farms

Food Retailers

Defense & Security Departments

Other Government Departments

Others

## By Region

### North America

U.S.

Canada

Mexico

### Europe

UK

Germany

Italy

France

Spain

Rest of Europe

### Asia-Pacific

India

China

Japan

Australia

South Korea

Rest of Asia-Pacific

## LAMEA

Brazil

Saudi Arabia

South Africa

Turkey

Rest of LAMEA

## Contents

### **CHAPTER: 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Market Benefits For Stakeholders
- 1.3. Key Market Segments
- 1.4. Research Methodology
  - 1.4.1. Secondary research
  - 1.4.2. Primary research
  - 1.4.3. Analyst tools and models

### **CHAPTER: 2: EXECUTIVE SUMMARY**

- 2.1. Snapshot
- 2.2. CXO Perspective

### **CHAPTER: 3: MARKET OVERVIEW**

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top investment pockets by end user
  - 3.2.2. Top investment pockets by application
- 3.3. Top winning strategies
- 3.4. Porter's Five Force Analysis
- 3.5. Market Player Positioning, 2017
- 3.6. Market Dynamics
  - 3.6.1. Drivers
    - 3.6.1.1. Traces contamination and assists product recalls
    - 3.6.1.2. Legislative frameworks
    - 3.6.1.3. Certifications and standardizations
    - 3.6.1.4. Competitive edge and brand loyalty
    - 3.6.1.5. Information flow upstream & downstream of supply chain
  - 3.6.2. Restraints
    - 3.6.2.1. Associated cost
    - 3.6.2.2. Lack of stringent laws in developing nations
    - 3.6.2.3. Varying needs for different products
    - 3.6.2.4. Privacy issues for data sharing
    - 3.6.2.5. Coequal participation of stakeholders

### 3.6.3. Opportunity

3.6.3.1. High demand for tracking technologies in emerging economies

### 3.6.4. Food Traceability Software Market Trends

3.6.4.1. Poultry farm and farm management software

3.6.4.2. Quality management solutions

3.6.4.3. Warehouse management software (WMS)

3.6.4.4. Enterprise resource planning (ERP)

3.6.4.5. Laboratory information system (LIS)

3.6.4.6. Cloud computing

## **CHAPTER: 4: FOOD TRACEABILITY MARKET, BY EQUIPMENT**

### 4.1. Overview

4.1.1. Market size and forecast

### 4.2. PDA with GPS

4.2.1. Key market trends, growth factors, and opportunities

4.2.2. Market size and forecast, by region

### 4.3. Thermal Printers

4.3.1. Key market trends, growth factors, and opportunities

4.3.2. Market size and forecast, by region

### 4.4. 2D & 1D Scanners

4.4.1. Key market trends, growth factors, and opportunities

4.4.2. Market size and forecast, by region

### 4.5. Tags & Labels

4.5.1. Key market trends, growth factors, and opportunities

4.5.2. Market size and forecast, by region

### 4.6. Sensors

4.6.1. Key market trends, growth factors, and opportunities

4.6.2. Market size and forecast, by region

### 4.7. Others

4.7.1. Key market trends, growth factors, and opportunities

4.7.2. Market size and forecast, by region

## **CHAPTER: 5: FOOD TRACEABILITY MARKET, BY TECHNOLOGY**

### 5.1. Overview

5.1.1. Market size and forecast

### 5.2. RFID/RTLS

5.2.1. Key market trends, growth factors, and opportunities



- 5.2.2. Market size and forecast, by region
- 5.3. GPS
  - 5.3.1. Key market trends, growth factors, and opportunities
  - 5.3.2. Market size and forecast, by region
- 5.4. Barcodes
  - 5.4.1. Key market trends, growth factors, and opportunities
  - 5.4.2. Market size and forecast, by region
- 5.5. Infrared
  - 5.5.1. Key market trends, growth factors, and opportunities
  - 5.5.2. Market size and forecast, by region
- 5.6. Biometrics
  - 5.6.1. Key market trends, growth factors, and opportunities
  - 5.6.2. Market size and forecast, by region

## **CHAPTER: 6: FOOD TRACEABILITY MARKET, BY END USER**

- 6.1. Overview
  - 6.1.1. Market size and forecast
- 6.2. Food Manufacturers
  - 6.2.1. Key market trends, growth factors, and opportunities
  - 6.2.2. Market size and forecast, by region
- 6.3. Warehouse/Pack Farms
  - 6.3.1. Key market trends, growth factors, and opportunities
  - 6.3.2. Market size and forecast, by region
- 6.4. Food Retailers
  - 6.4.1. Key market trends, growth factors, and opportunities
  - 6.4.2. Market size and forecast, by region
- 6.5. Defense & Security Departments
  - 6.5.1. Key market trends, growth factors, and opportunities
  - 6.5.2. Market size and forecast, by region
- 6.6. Other Government Departments
  - 6.6.1. Key market trends, growth factors, and opportunities
  - 6.6.2. Market size and forecast, by region
- 6.7. Others
  - 6.7.1. Key market trends, growth factors, and opportunities
  - 6.7.2. Market size and forecast, by region

## **CHAPTER: 7: FOOD TRACEABILITY MARKET, BY APPLICATION**

## 7.1. Overview

### 7.1.1. Market size and forecast

## 7.2. Meat & Livestock

### 7.2.1. Key market trends, growth factors, and opportunities

### 7.2.2. Market size and forecast, by region

## 7.3. Fresh Produce & Seeds

### 7.3.1. Key market trends, growth factors, and opportunities

### 7.3.2. Market size and forecast, by region

## 7.4. Dairy Products

### 7.4.1. Key market trends, growth factors, and opportunities

### 7.4.2. Market size and forecast, by region

## 7.5. Beverages

### 7.5.1. Key market trends, growth factors, and opportunities

### 7.5.2. Market size and forecast, by region

## 7.6. Fisheries

### 7.6.1. Key market trends, growth factors, and opportunities

### 7.6.2. Market size and forecast, by region

## 7.7. Others

### 7.7.1. Key market trends, growth factors, and opportunities

### 7.7.2. Market size and forecast, by region

## **CHAPTER: 8: FOOD TRACEABILITY MARKET, BY REGION**

## 8.1. Overview

### 8.1.1. Market size and forecast

## 8.2. North America

### 8.2.1. Key market trends, growth factors, and opportunities

### 8.2.2. Market size and forecast, by equipment

### 8.2.3. Market size and forecast, by technology

### 8.2.4. Market size and forecast, by end user

### 8.2.5. Market size and forecast, by application

### 8.2.6. Market size and forecast, by country

### 8.2.7. U.S.

#### 8.2.7.1. Market size and forecast, by end user

### 8.2.8. Canada

#### 8.2.8.1. Market size and forecast, by end user

### 8.2.9. Mexico

#### 8.2.9.1. Market size and forecast, by end user

## 8.3. Europe

- 8.3.1. Key market trends, growth factors, and opportunities
- 8.3.2. Market size and forecast, by equipment
- 8.3.3. Market size and forecast, by technology
- 8.3.4. Market size and forecast, by end user
- 8.3.5. Market size and forecast, by application
- 8.3.6. Market size and forecast, by country
- 8.3.7. UK
  - 8.3.7.1. Market size and forecast, by end user
- 8.3.8. Germany
  - 8.3.8.1. Market size and forecast, by end user
- 8.3.9. Italy
  - 8.3.9.1. Market size and forecast, by end user
- 8.3.10. France
  - 8.3.10.1. Market size and forecast, by end user
- 8.3.11. Spain
  - 8.3.11.1. Market size and forecast, by end user
- 8.3.12. Rest of Europe
  - 8.3.12.1. Market size and forecast, by end user
- 8.4. Asia-Pacific
  - 8.4.1. Key market trends, growth factors, and opportunities
  - 8.4.2. Market size and forecast, by equipment
  - 8.4.3. Market size and forecast, by technology
  - 8.4.4. Market size and forecast, by end user
  - 8.4.5. Market size and forecast, by application
  - 8.4.6. Market size and forecast, by country
  - 8.4.7. India
    - 8.4.7.1. Market size and forecast, by end user
  - 8.4.8. China
    - 8.4.8.1. Market size and forecast, by end user
  - 8.4.9. Japan
    - 8.4.9.1. Market size and forecast, by end user
  - 8.4.10. Australia
    - 8.4.10.1. Market size and forecast, by end user
  - 8.4.11. South Korea
    - 8.4.11.1. Market size and forecast, by end user
  - 8.4.12. Rest of Asia-Pacific
    - 8.4.12.1. Market size and forecast, by end user
- 8.5. LAMEA
  - 8.5.1. Key market trends, growth factors, and opportunities

- 8.5.2. Market size and forecast, by equipment
- 8.5.3. Market size and forecast, by technology
- 8.5.4. Market size and forecast, by end user
- 8.5.5. Market size and forecast, by application
- 8.5.6. Market size and forecast, by country
- 8.5.7. Brazil
  - 8.5.7.1. Market size and forecast, by end user
- 8.5.8. Saudi Arabia
  - 8.5.8.1. Market size and forecast, by end user
- 8.5.9. South Africa
  - 8.5.9.1. Market size and forecast, by end user
- 8.5.10. Turkey
  - 8.5.10.1. Market size and forecast, by end user
- 8.5.11. Rest of LAMEA
  - 8.5.11.1. Market size and forecast, by end user

## **CHAPTER: 9: COMPANY PROFILES**

- 9.1. Bio-Rad Laboratories, Inc.
  - 9.1.1. Company overview
  - 9.1.2. Company snapshot
  - 9.1.3. Operating business segments
  - 9.1.4. Product portfolio
  - 9.1.5. Business performance
  - 9.1.6. SWOT analysis
- 9.2. CH Robinson Worldwide Inc. (CH Robinson)
  - 9.2.1. Company overview
  - 9.2.2. Company snapshot
  - 9.2.3. Operating business segments
  - 9.2.4. Product portfolio
  - 9.2.5. Business performance
  - 9.2.6. Key strategic moves and developments
  - 9.2.7. SWOT Analysis
- 9.3. Cognex Corporation (Cognex)
  - 9.3.1. Company overview
  - 9.3.2. Company snapshot
  - 9.3.3. Operating business segments
  - 9.3.4. Product portfolio
  - 9.3.5. Business performance

- 9.3.6. Key strategic moves and developments
- 9.3.7. SWOT analysis
- 9.4. E. I. Du Pont de Nemours and Company (DuPont)
  - 9.4.1. Company overview
  - 9.4.2. Company snapshot
  - 9.4.3. Operating business segments
  - 9.4.4. Product portfolio
  - 9.4.5. Business performance
  - 9.4.6. SWOT analysis
- 9.5. Honeywell International Inc.
  - 9.5.1. Company overview
  - 9.5.2. Company snapshot
  - 9.5.3. Operating business segments
  - 9.5.4. Product portfolio
  - 9.5.5. Business performance
  - 9.5.6. SWOT analysis
- 9.6. International Business Machines Corporation (IBM)
  - 9.6.1. Company overview
  - 9.6.2. Company snapshot
  - 9.6.3. Operating business segments
  - 9.6.4. Product portfolio
  - 9.6.5. Business performance
  - 9.6.6. Key strategic moves and developments
  - 9.6.7. SWOT analysis
- 9.7. MASS Group Inc. (MASS Group)
  - 9.7.1. Company overview
  - 9.7.2. Company snapshot
  - 9.7.3. Operating business segments
  - 9.7.4. Product portfolio
- 9.8. Motorola Solutions, Inc. (Motorola Solutions)
  - 9.8.1. Company overview
  - 9.8.2. Company snapshot
  - 9.8.3. Operating business segments
  - 9.8.4. Product portfolio
  - 9.8.5. Business performance
  - 9.8.6. SWOT analysis
- 9.9. SGS SA (SGS)
  - 9.9.1. Company overview
  - 9.9.2. Company snapshot

- 9.9.3. Operating business segments
- 9.9.4. Product portfolio
- 9.9.5. Business performance
- 9.9.6. SWOT analysis
- 9.10. Zebra Technologies Corporation (Zebra Technologies)
  - 9.10.1. Company overview
  - 9.10.2. Company snapshot
  - 9.10.3. Operating business segments
  - 9.10.4. Product portfolio
  - 9.10.5. Business performance
  - 9.10.6. Key strategic moves and developments
  - 9.10.7. SWOT Analysis

## List Of Tables

### LIST OF TABLES

TABLE 01. FOOD TRACEABILITY MARKET, BY EQUIPMENT, 2014–2025 (\$MILLION)

TABLE 02. FOOD TRACEABILITY MARKET FOR PDA WITH GPS, BY REGION, 2014–2025 (\$MILLION)

TABLE 03. FOOD TRACEABILITY MARKET FOR THERMAL PRINTERS, BY REGION, 2014–2025 (\$MILLION)

TABLE 04. FOOD TRACEABILITY MARKET FOR 2D & 1D SCANNERS, BY REGION, 2014–2025 (\$MILLION)

TABLE 05. FOOD TRACEABILITY MARKET FOR TAGS & LABELS, BY REGION, 2014–2025 (\$MILLION)

TABLE 06. FOOD TRACEABILITY MARKET FOR SENSORS, BY REGION, 2014–2025 (\$MILLION)

TABLE 07. FOOD TRACEABILITY MARKET FOR OTHERS, BY REGION, 2014–2025 (\$MILLION)

TABLE 08. FOOD TRACEABILITY MARKET, BY TECHNOLOGY, 2014–2025 (\$MILLION)

TABLE 09. FOOD TRACEABILITY MARKET FOR RFID/RTLS, BY REGION, 2014–2025 (\$MILLION)

TABLE 10. FOOD TRACEABILITY MARKET FOR GPS, BY REGION, 2014–2025 (\$MILLION)

TABLE 11. FOOD TRACEABILITY MARKET FOR BARCODES, BY REGION, 2014–2025 (\$MILLION)

TABLE 12. FOOD TRACEABILITY MARKET FOR INFRARED, BY REGION, 2014–2025 (\$MILLION)

TABLE 13. FOOD TRACEABILITY MARKET FOR BIOMETRICS, BY REGION, 2014–2025 (\$MILLION)

TABLE 14. FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 15. FOOD TRACEABILITY MARKET FOR FOOD MANUFACTURERS, BY REGION, 2014–2025 (\$MILLION)

TABLE 16. FOOD TRACEABILITY MARKET FOR WAREHOUSE/PACK FARMS, BY REGION, 2014–2025 (\$MILLION)

TABLE 17. FOOD TRACEABILITY MARKET FOR FOOD RETAILERS, BY REGION, 2014–2025 (\$MILLION)

TABLE 18. FOOD TRACEABILITY MARKET FOR DEFENSE & SECURITY DEPARTMENTS, BY REGION, 2014–2025 (\$MILLION)

TABLE 19. FOOD TRACEABILITY MARKET FOR OTHER GOVERNMENT

DEPARTMENTS, BY REGION, 2014–2025 (\$MILLION)

TABLE 20. FOOD TRACEABILITY MARKET FOR OTHERS, BY REGION, 2014–2025 (\$MILLION)

TABLE 21. FOOD TRACEABILITY MARKET, BY APPLICATION, 2014–2025 (\$MILLION)

TABLE 22. FOOD TRACEABILITY MARKET FOR MEAT & LIVESTOCK, BY REGION, 2014–2025 (\$MILLION)

TABLE 23. FOOD TRACEABILITY MARKET FOR FRESH PRODUCE & SEEDS, BY REGION, 2014–2025 (\$MILLION)

TABLE 24. FOOD TRACEABILITY MARKET FOR DAIRY PRODUCTS, BY REGION, 2014–2025 (\$MILLION)

TABLE 25. FOOD TRACEABILITY MARKET FOR BEVERAGES, BY REGION, 2014–2025 (\$MILLION)

TABLE 26. FOOD TRACEABILITY MARKET FOR FISHERIES, BY REGION, 2014–2025 (\$MILLION)

TABLE 27. FOOD TRACEABILITY MARKET FOR OTHERS, BY REGION, 2014–2025 (\$MILLION)

TABLE 28. FOOD TRACEABILITY MARKET, BY REGION, 2014–2025 (\$MILLION)

TABLE 29. NORTH AMERICA FOOD TRACEABILITY MARKET, BY EQUIPMENT, 2014–2025 (\$MILLION)

TABLE 30. NORTH AMERICA FOOD TRACEABILITY MARKET, BY TECHNOLOGY, 2014–2025 (\$MILLION)

TABLE 31. NORTH AMERICA FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 32. NORTH AMERICA FOOD TRACEABILITY MARKET, BY APPLICATION, 2014–2025 (\$MILLION)

TABLE 33. NORTH AMERICA FOOD TRACEABILITY MARKET, BY COUNTRY, 2014–2025 (\$MILLION)

TABLE 34. U.S. FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 35. CANADA FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 36. MEXICO FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 37. EUROPE FOOD TRACEABILITY MARKET, BY EQUIPMENT, 2014–2025 (\$MILLION)

TABLE 38. EUROPE FOOD TRACEABILITY MARKET, BY TECHNOLOGY, 2014–2025 (\$MILLION)

TABLE 39. EUROPE FOOD TRACEABILITY MARKET, BY END USER, 2014–2025



(\$MILLION)

TABLE 40. EUROPE FOOD TRACEABILITY MARKET, BY APPLICATION, 2014–2025

(\$MILLION)

TABLE 41. EUROPE FOOD TRACEABILITY MARKET, BY COUNTRY, 2014–2025

(\$MILLION)

TABLE 42. UK FOOD TRACEABILITY MARKET, BY END USER, 2014–2025

(\$MILLION)

TABLE 43. GERMANY FOOD TRACEABILITY MARKET, BY END USER, 2014–2025

(\$MILLION)

TABLE 44. ITALY FOOD TRACEABILITY MARKET, BY END USER, 2014–2025

(\$MILLION)

TABLE 45. FRANCE FOOD TRACEABILITY MARKET, BY END USER, 2014–2025

(\$MILLION)

TABLE 46. SPAIN FOOD TRACEABILITY MARKET, BY END USER, 2014–2025

(\$MILLION)

TABLE 47. REST OF EUROPE FOOD TRACEABILITY MARKET, BY END USER,  
2014–2025 (\$MILLION)

TABLE 48. ASIA-PACIFIC FOOD TRACEABILITY MARKET, BY EQUIPMENT,  
2014–2025 (\$MILLION)

TABLE 49. ASIA-PACIFIC FOOD TRACEABILITY MARKET, BY TECHNOLOGY,  
2014–2025 (\$MILLION)

TABLE 50. ASIA-PACIFIC FOOD TRACEABILITY MARKET, BY END USER,  
2014–2025 (\$MILLION)

TABLE 51. ASIA-PACIFIC FOOD TRACEABILITY MARKET, BY APPLICATION,  
2014–2025 (\$MILLION)

TABLE 52. ASIA-PACIFIC FOOD TRACEABILITY MARKET, BY COUNTRY,  
2014–2025 (\$MILLION)

TABLE 53. INDIA FOOD TRACEABILITY MARKET, BY END USER, 2014–2025  
(\$MILLION)

TABLE 54. CHINA FOOD TRACEABILITY MARKET, BY END USER, 2014–2025  
(\$MILLION)

TABLE 55. JAPAN FOOD TRACEABILITY MARKET, BY END USER, 2014–2025  
(\$MILLION)

TABLE 56. AUSTRALIA FOOD TRACEABILITY MARKET, BY END USER, 2014–2025  
(\$MILLION)

TABLE 57. SOUTH KOREA FOOD TRACEABILITY MARKET, BY END USER,  
2014–2025 (\$MILLION)

TABLE 58. REST OF ASIA-PACIFIC FOOD TRACEABILITY MARKET, BY END USER,  
2014–2025 (\$MILLION)

TABLE 59. LAMEA FOOD TRACEABILITY MARKET, BY EQUIPMENT, 2014–2025 (\$MILLION)

TABLE 60. LAMEA FOOD TRACEABILITY MARKET, BY TECHNOLOGY, 2014–2025 (\$MILLION)

TABLE 61. LAMEA FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 62. LAMEA FOOD TRACEABILITY MARKET, BY APPLICATION, 2014–2025 (\$MILLION)

TABLE 63. LAMEA FOOD TRACEABILITY MARKET, BY COUNTRY, 2014–2025 (\$MILLION)

TABLE 64. BRAZIL FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 65. SAUDI ARABIA FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 66. SOUTH AFRICA FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 67. TURKEY FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 68. REST OF LAMEA FOOD TRACEABILITY MARKET, BY END USER, 2014–2025 (\$MILLION)

TABLE 69. BIO-RAD LABORATORIES, INC.: COMPANY SNAPSHOT

TABLE 70. BIO-RAD LABORATORIES, INC.: OPERATING SEGMENTS

TABLE 71. BIO-RAD LABORATORIES, INC.: PRODUCT PORTFOLIO

TABLE 72. CH ROBINSON: COMPANY SNAPSHOT

TABLE 73. CH ROBINSON: OPERATING SEGMENTS

TABLE 74. CH ROBINSON: PRODUCT PORTFOLIO

TABLE 75. COGNEX: COMPANY SNAPSHOT

TABLE 76. COGNEX: OPERATING SEGMENTS

TABLE 77. COGNEX: PRODUCT PORTFOLIO

TABLE 78. DUPONT: COMPANY SNAPSHOT

TABLE 79. DUPONT: OPERATING SEGMENTS

TABLE 80. DUPONT: PRODUCT PORTFOLIO

TABLE 81. HONEYWELL INTERNATIONAL INC.: COMPANY SNAPSHOT

TABLE 82. HONEYWELL INTERNATIONAL INC.: OPERATING SEGMENTS

TABLE 83. HONEYWELL INTERNATIONAL INC.: PRODUCT PORTFOLIO

TABLE 84. IBM: COMPANY SNAPSHOT

TABLE 85. IBM: OPERATING SEGMENTS

TABLE 86. IBM: PRODUCT PORTFOLIO

TABLE 87. MASS GROUP: COMPANY SNAPSHOT

TABLE 88. MASS GROUP: OPERATING SEGMENTS  
TABLE 89. MASS GROUP: PRODUCT PORTFOLIO  
TABLE 90. MOTOROLA SOLUTIONS: COMPANY SNAPSHOT  
TABLE 91. MOTOROLA SOLUTIONS: OPERATING SEGMENTS  
TABLE 92. MOTOROLA SOLUTIONS: PRODUCT PORTFOLIO  
TABLE 93. SGS: COMPANY SNAPSHOT  
TABLE 94. SGS: OPERATING SEGMENTS  
TABLE 95. SGS: PRODUCT PORTFOLIO  
TABLE 96. ZEBRA TECHNOLOGIES: COMPANY SNAPSHOT  
TABLE 97. ZEBRA TECHNOLOGIES: OPERATING SEGMENTS  
TABLE 98. ZEBRA TECHNOLOGIES: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

- FIGURE 01. FOOD TRACEABILITY MARKET SNAPSHOT
- FIGURE 02. FOOD TRACEABILITY MARKET SEGMENTATION
- FIGURE 03. TOP INVESTMENT POCKETS, BY END USER, 2017–2025
- FIGURE 04. TOP INVESTMENT POCKETS, BY APPLICATION, 2017–2025
- FIGURE 05. TOP WINNING STRATEGIES, BY YEAR, 2015–2018
- FIGURE 06. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2015–2018 (%)
- FIGURE 07. TOP WINNING STRATEGIES, BY COMPANY, 2015–2018
- FIGURE 08. LOW BARGAINING POWER OF SUPPLIERS
- FIGURE 09. HIGH BARGAINING POWER OF BUYERS
- FIGURE 10. MODERATE-TO-HIGH THREAT OF NEW ENTRANTS
- FIGURE 11. LOW THREAT OF SUBSTITUTION
- FIGURE 12. HIGH INTENSITY OF COMPETITIVE RIVALRY
- FIGURE 13. MARKET PLAYER POSITIONING, 2017
- FIGURE 14. FOOD TRACEABILITY MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES, 2018–2025
- FIGURE 15. GLOBAL RANKING OF COUNTRIES BASED ON COMPREHENSIVENESS OF TRACEABILITY REGULATIONS FOR DOMESTIC & IMPORTED PRODUCTS
- FIGURE 16. FOOD TRACEABILITY MARKET, BY EQUIPMENT, 2017 (%)
- FIGURE 17. FOOD TRACEABILITY MARKET, BY TECHNOLOGY, 2017 (%)
- FIGURE 18. FOOD TRACEABILITY MARKET, BY END USER, 2017 (%)
- FIGURE 19. FOOD TRACEABILITY MARKET, BY APPLICATION, 2017 (%)
- FIGURE 20. FOOD TRACEABILITY MARKET, BY REGION, 2017 (%)
- FIGURE 21. U.S. FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 22. CANADA FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 23. MEXICO FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 24. UK FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 25. GERMANY FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 26. ITALY FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 27. FRANCE FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 28. SPAIN FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 29. REST OF EUROPE FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 30. INDIA FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 31. CHINA FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)

- FIGURE 32. JAPAN FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 33. AUSTRALIA FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 34. SOUTH KOREA FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 35. REST OF ASIA-PACIFIC FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 36. BRAZIL FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 37. SAUDI ARABIA FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 38. SOUTH AFRICA FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 39. TURKEY FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 40. REST OF LAMEA FOOD TRACEABILITY MARKET, 2014–2025 (\$MILLION)
- FIGURE 41. BIO-RAD LABORATORIES, INC.: NET SALES, 2015–2017 (\$MILLION)
- FIGURE 42. BIO-RAD LABORATORIES, INC.: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 43. BIO-RAD LABORATORIES, INC.: REVENUE SHARE BY REGION, 2017 (%)
- FIGURE 44. BIO-RAD LABORATORIES, INC.: SWOT ANALYSIS
- FIGURE 45. CH ROBINSON: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 46. CH ROBINSON: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 47. CH ROBINSON: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 48. CH ROBINSON: SWOT ANALYSIS
- FIGURE 49. COGNEX: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 50. COGNEX: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 51. COGNEX: SWOT ANALYSIS
- FIGURE 52. DUPONT: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 53. DUPONT: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 54. DUPONT: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 55. DUPONT: SWOT ANALYSIS
- FIGURE 56. HONEYWELL INTERNATIONAL INC.: REVENUE, 2015–2017 (\$MILLION)
- FIGURE 57. HONEYWELL INTERNATIONAL INC.: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 58. HONEYWELL INTERNATIONAL INC.: REVENUE SHARE BY REGION, 2017 (%)
- FIGURE 59. HONEYWELL INTERNATIONAL INC.: SWOT ANALYSIS
- FIGURE 60. IBM: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 61. IBM: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 62. IBM: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 63. IBM: SWOT ANALYSIS

FIGURE 64. MOTOROLA SOLUTIONS: NET SALES, 2016–2018 (\$MILLION)

FIGURE 65. MOTOROLA SOLUTIONS: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 66. MOTOROLA SOLUTIONS: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 67. MOTOROLA SOLUTIONS: SWOT ANALYSIS

FIGURE 68. SGS: NET SALES, 2016–2018 (\$MILLION)

FIGURE 69. SGS: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 70. SGS: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 71. SGS: SWOT ANALYSIS

FIGURE 72. ZEBRA TECHNOLOGIES: NET SALES, 2015–2017 (\$MILLION)

FIGURE 73. ZEBRA TECHNOLOGIES: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 74. ZEBRA TECHNOLOGIES: REVENUE SHARE BY REGION, 2017 (%)

FIGURE 75. ZEBRA TECHNOLOGIES: SWOT ANALYSIS

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