

RFID Reader Market by Product Type (Handheld RFID Reader and Fixed RFID Reader), Frequency Band (Low Frequency, High Frequency, and Ultra-High Frequency), and Industry Vertical (Transportation & Logistics, Healthcare, Hospitality, Food & Beverage, Retail, Manufacturing, and Government): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The RFID reader is a device used to gather information from an RFID tag, which is used to track an individual object. The radio-frequency waves are used to transfer data from the RFID tag to the reader. Most of the RFIDs are generally used to store information, which is used when interpreted through user. RFID is a technology similar to bar codes. However, the RFID tag does not have to be scanned directly, nor does it require line-of-sight to a reader. The RFID tags must be within the range of an RFID reader, that is 3 to 300 feet. The RFID reader contains RF module, which acts as transmitter and receiver of radio frequency signals. Factors such as efficiency in helping business to track inventory and equipment, robust security requirement and capable of reading info from greater distance act as major drivers for the RFID reader market globally. However, high manufacturing and maintenance cost of RFID readers and tags collisions act as a major barrier which hampers the market growth to a certain extent. Furthermore, increase in penetration of RFID sensors in various applications offers lucrative opportunities to the RFID reader globally.

The market is segmented on the basis of product type, frequency band, industry verticals, and region. Based on product type, it is categorized into handheld RFID

readers and fixed RFID readers. Based on frequency band, it is divided into low frequency, high frequency, and ultra-high frequency. The industry verticals segment is divided into transportation & logistics, healthcare, hospitality, food & beverages, retail, manufacturing, and government. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the global RFID reader market are Alien Technology, Applied Wireless Identifications Group, Inc., Avery Dennison Corporation, CAEN RFID S.r.l., Honeywell International Inc., Impinj, Inc., Invengo Technology Pte. Ltd., Motorola Solutions, Inc., Zebra Technologies Corp., and Unitech Electronics Co., LTD.

These key players have adopted strategies, such as product portfolio expansion, mergers & acquisitions, agreements, geographical expansion, and collaborations to enhance their market penetration.

GLOBAL RFID READER MARKET SEGMENTATION

BY PRODUCT TYPE:

Handheld RFID Reader

Fixed RFID Reader

BY FREQUENCY BAND:

Low Frequency

High Frequency

Ultra-High Frequency

BY INDUSTRY VERTICAL

Transportation & Logistics

Healthcare

Hospitality

Food & Beverage

Retail

Manufacturing

Government

BY REGION

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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