

# **Global Barcode Printer Market Size study & Forecast, by Product (Desktop Printers, Mobile Printers, Industrial Printers), by Technology (Thermal transfer, Direct Transfer, Laser, Impact, Inkjet), by End User (Healthcare, Manufacturing, Retail & E-commerce, Transportation & Logistics, Government, Others), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Barcode Printer Market is valued at approximately USD 4.20 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 7.8 % over the forecast period 2023-2030. A barcode printer is a specialized type of printer that is designed to create and print barcodes. Barcodes are graphical representations of data that can be easily scanned and read by a barcode scanner or a mobile device with a camera. They are commonly used to track products, manage inventory, and automate various processes in industries such as retail, manufacturing, healthcare, and logistics. The Barcode Printer Market is expanding because of factors such as growth in industrialization and the rise in the e-commerce market and online mobile platforms.

The exponential rise in online shopping, retailers and logistics companies have had to adapt to the demands of an increasingly digital and fast-paced marketplace. Barcode readers play a pivotal role in streamlining the e-commerce supply chain. They enable efficient tracking and management of inventory, from the moment products enter the warehouse to their final destination at the customer's doorstep. As e-commerce sales soar, the need for accurate and swift data capture, real-time inventory management, and rapid order fulfillment has become paramount. Barcode readers, including handheld scanners and mobile devices equipped with scanning capabilities, have become indispensable tools in this process. According to the International Trade Administration,

in the year 2019, the global sales from the e-commerce industry stood at USD 3354 billion which increased to USD 5424 billion in the year 2022 and it is projected to reach USD 6388 billion by year 2024. Thus, the rising e-commerce industry is driving market growth. In addition, rising global trade and rising technological advancement is creating new opportunities to the market growth. However, vulnerability to cybersecurity hampers the market growth in the projected period 2023-2030.

The key regions considered for the Global Barcode Printer Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 due to factors such as well-developed infrastructure and high growth in e-commerce and global trade are factors leading the market in this region. Asia Pacific is expected to grow significantly over the forecast period, owing to factors such as adopting modernization and the presence of key players, innovation in technological solutions and rising . . industrialization in the region.

Major market player included in this report are:

Zebra Technologies Corporation

Avery Dennison Corporation

Canon Inc.

Dascom Pvt. Ltd.

Honeywell International Inc.

Oki Electric Industry Co., Ltd.

Printronix, LLC

SATO Holdings Corporation

Toshiba Tec Corporation

Seiko Epson Corporation

Recent Developments in the Market:

In November 2022, Canon U.S.A., Inc. joined forces with TEKLYNX on Label Printer Drivers to Help Enhance Label Design and Printing, With TEKLYNX barcode and label design software, and the new drivers, these Canon label printers are designed to help produce a high volume of labels for production use, speed up the label design process, and allow users to easily create unique, eye-popping, and colorful labels.

In January 2021, SATO Holdings Corporation the PV4 mobile barcode label printer in North America and Europe. It is a 4-inch mobile printer with best-in-class media capacity and rich interface options. PV4 is a track-and-trace solution that is flexible and durable and shows the company's commitment to on-site optimization and a customer-first approach.

#### Global Barcode Printer Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Application, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product:**

Desktop Printers

Mobile Printers

Industrial Printers

**By Technology:**

Thermal transfer

Direct Transfer

Laser

Impact

Inkjet

**By End User:**

Healthcare

Manufacturing

Retail & E-commerce

Transportation & Logistics

Government

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

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Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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