

Global Barcode Printers Market Size Study, by Product (Desktop, Mobile, Industrial), by Technology (Thermal Transfer, Direct Transfer, Laser, Impact, Inkjet), by End-user (Healthcare, Manufacturing, Retail & E-commerce, Transportation & Logistics, Government, Others), and Regional Forecasts 2024–2032

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Abstracts

The global barcode printers market is projected to experience significant growth, valued at approximately USD 4.74 Billion in 2023, and is expected to expand at a compound annual growth rate (CAGR) of 8.2% from 2024 to 2032. Barcode printers, indispensable tools for labeling and tracking, are witnessing heightened adoption across various industries to streamline operations, enhance productivity, and improve inventory management.

The expanding retail and e-commerce sectors are propelling the demand for efficient labeling and tracking systems. Barcode printers, with their ability to automate supply chain processes, are proving pivotal in ensuring accuracy and operational efficiency. Additionally, the rise in automation across manufacturing units, coupled with government initiatives encouraging technological adoption, is further driving market growth. For instance, the increasing deployment of robotics in industries integrates barcode systems to optimize workflow, emphasizing the indispensability of barcode printers.

The integration of innovative technologies such as IoT and RFID with barcode printers is transforming inventory and asset management, offering enhanced traceability and automation. Furthermore, the growing demand for packaged food products, particularly

in developing economies like India and China, underscores the rising importance of barcode printers for efficient labeling solutions. However, the high initial cost of advanced printers and competition from alternative technologies such as RFID could pose challenges to market growth.

Regionally, North America held a dominant position in 2023, attributed to its advanced infrastructure and the proliferation of e-commerce activities. Meanwhile, the Asia-Pacific region is anticipated to exhibit the highest growth rate due to the rapid industrialization, increasing digitization, and favorable government policies promoting manufacturing and retail automation. Europe, on the other hand, continues to prioritize traceability in supply chains, further strengthening its demand for barcode printers.

Major market players included in this report are:

Zebra Technologies Corp.

Canon Inc.

Honeywell International Inc.

SATO Holdings Corporation.

Toshiba Tec Corporation.

VERY DENNISON CORPORATION.

Dascom.

Printronix.

Oki Electric Industry Co., Ltd.

Seiko Epson Corporation.

Brother International Corporation.

Fujitsu Limited.

Star Micronics Co., Ltd.

Citizen Systems Japan Co., Ltd.

TSC Auto ID Technology Co., Ltd.

The detailed segments and sub-segments 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

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Australia

Rest of Asia-Pacific

Latin America

Brazil

Rest of Latin America

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecasts for 10 years from 2022 to 2032.

Detailed regional and segmental analysis with annualized revenue.

Insights into competitive dynamics and key strategies adopted by major players.

Demand and supply-side analysis, covering the market ecosystem comprehensively.

In-depth analysis of growth drivers, challenges, and opportunities shaping the

market.

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