

# **Global Image Recognition in CPG Market Size study & Forecast, by Component (Hardware, Solutions & Services), by Application (Inventory Analysis, Product and Shelf Monitoring Analysis & Gauging Emotions), by Deployment Mode, by End User (Online & Offline) and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global Image Recognition in CPG Market is valued approximately at USD 3.07 billion in 2024 and is anticipated to grow with a growth rate of more than 21.70% over the forecast period 2025-2035. Image recognition in the Consumer Packaged Goods (CPG) sector refers to the use of advanced artificial intelligence and computer vision tools to enable automated identification, tracking, and analysis of products, shelves, and consumer interactions. It facilitates retailers and CPG brands to strengthen supply chain visibility, optimize merchandising, and capture real-time consumer insights. The market expansion is being driven by rising adoption of automation across retail, the surge in e-commerce penetration, and heightened focus on customer experience personalization. Furthermore, the integration of deep learning models and cloud-based recognition systems is expanding the scope of real-time deployment in both online and offline CPG environments.

The rising demand for accurate inventory monitoring, fraud prevention, and enhanced in-store experience has fueled rapid uptake of image recognition technologies in the CPG sector. With growing product assortments and complex supply chains, companies are leveraging recognition platforms to gain agility, reduce operational inefficiencies, and strengthen compliance. According to retail industry data, businesses adopting AI-powered image recognition have reported measurable reductions in out-of-stock situations and improvements in product placement accuracy. Additionally, the

increasing use of emotion gauging applications—analyzing facial expressions to understand consumer preferences—has created lucrative opportunities for global adoption. However, challenges such as high upfront investment, data privacy concerns, and the integration of legacy systems with advanced recognition platforms could pose hurdles to seamless market growth during the forecast timeline.

The detailed segments and sub-segments included in the report are:

By Component:

Hardware

Solutions & Services

By Application:

Inventory Analysis

Product and Shelf Monitoring Analysis

Gauging Emotions

By Deployment Mode:

Cloud-based

On-premises

By End User:

Online

Offline

**Solutions & Services are Expected to Dominate the Market**

Solutions & services hold the largest market share, as enterprises increasingly deploy image recognition platforms to optimize retail performance, improve product visibility, and reduce operational bottlenecks. Service providers offering AI-driven customization, integration, and ongoing support enable retailers to transition smoothly into digitally enabled ecosystems. The scalability of solutions and the rising demand for predictive analytics in merchandising strategies make this segment the clear leader in adoption. As consumer expectations evolve rapidly, demand for robust recognition solutions with integrated analytics is projected to remain strong.

### Product and Shelf Monitoring Analysis Leads in Revenue Contribution

When examined by application, product and shelf monitoring analysis accounts for the majority of revenue generation in the global Image Recognition in CPG Market. This segment is crucial for retailers and CPG brands to monitor product placement, ensure compliance with planograms, and reduce revenue loss caused by empty shelves or misplacements. Meanwhile, inventory analysis applications are gaining ground with the rise of real-time supply chain optimization. Gauging emotions, though at an early stage, is expected to gain momentum as brands strive to capture nuanced insights into customer engagement and tailor in-store experiences. Nonetheless, product and shelf monitoring remains the highest contributor to revenue due to its direct impact on sales performance and customer satisfaction.

The key regions considered for the Global Image Recognition in CPG Market study include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America dominated the market in 2025, attributed to strong adoption of AI technologies, early integration of image recognition platforms by large retailers, and high digital readiness across consumer markets. Europe follows closely with strong regulatory frameworks for retail innovation and an increasing emphasis on sustainability, which aligns with smart recognition solutions for optimized inventory management. Asia Pacific, however, is forecasted to witness the fastest growth over the coming years, fueled by the rapid expansion of retail ecosystems in China, India, and Southeast Asia, alongside increasing investment in omnichannel strategies. Latin America and the Middle East & Africa are also gradually emerging, supported by growing retail modernization and rising smartphone penetration enabling AI-driven shopping experiences.

Major market players included in this report are:

Amazon Web Services, Inc.

IBM Corporation

Qualcomm Technologies, Inc.

Trax Retail

NEC Corporation

LTU Technologies

Honeywell International Inc.

Slyce Inc.

Catchoom Technologies

Google LLC

Blippar Ltd.

Nvidia Corporation

Snap2Insight

Vispera Information Technologies

Microsoft Corporation

Global Image Recognition in CPG Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

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

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

Customization Scope - Free report customization (equivalent to up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

#### Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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