

Global QR Code Labels Market Size study, by Type (Sleeve Labels, Glue-Applied Labels, Pressure-Sensitive Labels, Other Labels) By Printing Technology (Flexographic, Digital Printing, Offset Lithography, Gravure Printing, Other Printing Technologies) By End Use Industries (Food & Beverage, Pharmaceuticals, Personal Care & Cosmetics, Automotive, Homecare & Toiletries, Chemicals, Industrial, Others) and Regional Forecasts 2022-2028

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Abstracts

Global QR Code Labels Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. A QR code refers to a type of matrix barcode (or two-dimensional barcode) which is a machine-readable optical label that can contain information about the item to which it is attached. Counterfeiting of trademark has been witnessed in many industries including food & beverage, automotive, pharmaceutical, etc. Counterfeiting actions have led manufacturers to embed QR code labels to their products. Growing beverages industry and rising multi-level usability of QR codes are key drivers for the growth of QR Code Labels market. For instance, according to global database management company Statista- as of 2020, the global market for non-alcoholic drinks was valued at USD 1.03 trillion and by the year 2021 the revenue of the global non-alcoholic drinks market would increase till the year 2025 and the revenue would reach to USD 1.44 trillion at the end of 2025. Also, in April 2021 Mactac, a LINTEC company, has acquired Duramark Products Inc. The acquisition consists of the company's

Minneapolis, Minn., and Moore, S.C., facilities, including its new coaters and advanced automation technologies. Furthermore, with the increasing demand from end use industries and growing Food & Beverages Sector in emerging economies, the adoption & demand for QR Code Labels is likely to increase the market growth during the forecast period. However, negative impact of pandemic restrictions on different industries and availability of other alternative e.g., barcode impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global QR Code Labels Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region across the world in terms of market share owing to increasing demand for the end-use applications and presence of leading market players in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2022-2028. Factors such as growing food and beverages industry and rising e-commerce sector in the region would create lucrative growth prospects for the QR Code Labels Market across Asia-Pacific region.

Major market player included in this report are:

Lintec Corporation,
CCL Industries,
Packtica SDN Bhd,
Label Logic, Inc.,
Hibiscus PLC,
Data Label Co. UK.,
Advanced Labels NW,
Coast Label Company,
Label Impressions Inc.,
Consolidated Label & Co.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Type:

Sleeve Labels

Glue-Applied Labels
Pressure-Sensitive Labels
Other Labels
By Printing Technology:
Flexographic
Digital Printing
Offset Lithography
Gravure Printing
Other Printing Technologies
By End Use Industries:
Food & Beverage
Pharmaceuticals
Personal Care & Cosmetics
Automotive
Homecare & Toiletries
Chemicals
Industrial
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

Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global QR Code Labels Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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