

Global EAS Security Tags Market Research Report 2026(Status and Outlook)

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Abstracts

EAS (Electronic Article Surveillance) security tags are anti-theft devices used in retail environments to prevent shoplifting. These tags are attached to merchandise and trigger an alarm when they pass through detection gates at store exits, unless they have been properly deactivated or removed at the checkout. EAS tags come in various forms. The technology behind these tags includes acousto-magnetic (AM), radio-frequency (RF), or electromagnetic (EM) systems, each with its own detection mechanisms. By providing a reliable and visible deterrent against theft, EAS security tags help retailers protect their inventory, reduce losses, and maintain store security. The EAS (Electronic Article Surveillance) security tags market is experiencing steady growth, driven by the increasing need for retailers to protect products from theft and improve inventory management. With the rise of retail theft, both in-store and through e-commerce channels, the demand for effective security solutions is expanding. Advancements in technology, such as RFID integration and more sophisticated EAS tags that offer better tracking and anti-theft features, are boosting market development. Additionally, the growth of self-checkout systems and omni-channel retailing is prompting the adoption of more integrated and discreet security solutions. However, challenges like the initial cost of implementation, particularly for small retailers, and concerns over the environmental impact of disposable tags, could limit the pace of adoption. As the market matures, innovation, cost reduction, and sustainability will be key drivers shaping the future growth of the EAS security tags industry.

The global EAS Security Tags market size was estimated at USD 541.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.10% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global EAS Security

Tags market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global EAS Security Tags market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the EAS Security Tags market.

Global EAS Security Tags Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Checkpoint Systems
Sensormatic (Johnson Controls)
Nedap

Hangzhou Century
Gateway Security
WG Security Products
All-Tag Security
Ketec
SenTech
INEO
Agon Systems
Vitag
Novatron

Market Segmentation (by Type)

Hard Tag
Soft Tag
Deactivator or Detacher
Detection System

Market Segmentation (by Application)

Clothing and Fashion
Supermarkets and Grocery
Cosmetics / Pharmacy
Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the EAS Security Tags Market

Overview of the regional outlook of the EAS Security Tags Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the EAS Security Tags Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types,

covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of EAS Security Tags, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint

the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of EAS Security Tags
- 1.2 Key Market Segments
 - 1.2.1 EAS Security Tags Segment by Type
 - 1.2.2 EAS Security Tags Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 EAS SECURITY TAGS MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global EAS Security Tags Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global EAS Security Tags Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 EAS SECURITY TAGS MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global EAS Security Tags Product Life Cycle
- 3.3 Global EAS Security Tags Sales by Manufacturers (2020-2025)
- 3.4 Global EAS Security Tags Revenue Market Share by Manufacturers (2020-2025)
- 3.5 EAS Security Tags Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global EAS Security Tags Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 EAS Security Tags Market Competitive Situation and Trends
 - 3.8.1 EAS Security Tags Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest EAS Security Tags Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 EAS SECURITY TAGS INDUSTRY CHAIN ANALYSIS

- 4.1 EAS Security Tags Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF EAS SECURITY TAGS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global EAS Security Tags Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to EAS Security Tags Market
- 5.7 ESG Ratings of Leading Companies

6 EAS SECURITY TAGS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global EAS Security Tags Sales Market Share by Type (2020-2025)
- 6.3 Global EAS Security Tags Market Size by Type (2020-2025)
- 6.4 Global EAS Security Tags Price by Type (2020-2025)

7 EAS SECURITY TAGS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global EAS Security Tags Market Sales by Application (2020-2025)
- 7.3 Global EAS Security Tags Market Size (M USD) by Application (2020-2025)

7.4 Global EAS Security Tags Sales Growth Rate by Application (2020-2025)

8 EAS SECURITY TAGS MARKET SALES BY REGION

8.1 Global EAS Security Tags Sales by Region

8.1.1 Global EAS Security Tags Sales by Region

8.1.2 Global EAS Security Tags Sales Market Share by Region

8.2 Global EAS Security Tags Market Size by Region

8.2.1 Global EAS Security Tags Market Size by Region

8.2.2 Global EAS Security Tags Market Size by Region

8.3 North America

8.3.1 North America EAS Security Tags Sales by Country

8.3.2 North America EAS Security Tags Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe EAS Security Tags Sales by Country

8.4.2 Europe EAS Security Tags Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific EAS Security Tags Sales by Region

8.5.2 Asia Pacific EAS Security Tags Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America EAS Security Tags Sales by Country

8.6.2 South America EAS Security Tags Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa EAS Security Tags Sales by Region
- 8.7.2 Middle East and Africa EAS Security Tags Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 EAS SECURITY TAGS MARKET PRODUCTION BY REGION

- 9.1 Global Production of EAS Security Tags by Region(2020-2025)
- 9.2 Global EAS Security Tags Revenue Market Share by Region (2020-2025)
- 9.3 Global EAS Security Tags Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America EAS Security Tags Production
 - 9.4.1 North America EAS Security Tags Production Growth Rate (2020-2025)
 - 9.4.2 North America EAS Security Tags Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe EAS Security Tags Production
 - 9.5.1 Europe EAS Security Tags Production Growth Rate (2020-2025)
 - 9.5.2 Europe EAS Security Tags Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan EAS Security Tags Production (2020-2025)
 - 9.6.1 Japan EAS Security Tags Production Growth Rate (2020-2025)
 - 9.6.2 Japan EAS Security Tags Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China EAS Security Tags Production (2020-2025)
 - 9.7.1 China EAS Security Tags Production Growth Rate (2020-2025)
 - 9.7.2 China EAS Security Tags Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Checkpoint Systems
 - 10.1.1 Checkpoint Systems Basic Information
 - 10.1.2 Checkpoint Systems EAS Security Tags Product Overview
 - 10.1.3 Checkpoint Systems EAS Security Tags Product Market Performance
 - 10.1.4 Checkpoint Systems Business Overview
 - 10.1.5 Checkpoint Systems SWOT Analysis

- 10.1.6 Checkpoint Systems Recent Developments
- 10.2 Sensormatic (Johnson Controls)
 - 10.2.1 Sensormatic (Johnson Controls) Basic Information
 - 10.2.2 Sensormatic (Johnson Controls) EAS Security Tags Product Overview
 - 10.2.3 Sensormatic (Johnson Controls) EAS Security Tags Product Market Performance
 - 10.2.4 Sensormatic (Johnson Controls) Business Overview
 - 10.2.5 Sensormatic (Johnson Controls) SWOT Analysis
 - 10.2.6 Sensormatic (Johnson Controls) Recent Developments
- 10.3 Nedap
 - 10.3.1 Nedap Basic Information
 - 10.3.2 Nedap EAS Security Tags Product Overview
 - 10.3.3 Nedap EAS Security Tags Product Market Performance
 - 10.3.4 Nedap Business Overview
 - 10.3.5 Nedap SWOT Analysis
 - 10.3.6 Nedap Recent Developments
- 10.4 Hangzhou Century
 - 10.4.1 Hangzhou Century Basic Information
 - 10.4.2 Hangzhou Century EAS Security Tags Product Overview
 - 10.4.3 Hangzhou Century EAS Security Tags Product Market Performance
 - 10.4.4 Hangzhou Century Business Overview
 - 10.4.5 Hangzhou Century Recent Developments
- 10.5 Gateway Security
 - 10.5.1 Gateway Security Basic Information
 - 10.5.2 Gateway Security EAS Security Tags Product Overview
 - 10.5.3 Gateway Security EAS Security Tags Product Market Performance
 - 10.5.4 Gateway Security Business Overview
 - 10.5.5 Gateway Security Recent Developments
- 10.6 WG Security Products
 - 10.6.1 WG Security Products Basic Information
 - 10.6.2 WG Security Products EAS Security Tags Product Overview
 - 10.6.3 WG Security Products EAS Security Tags Product Market Performance
 - 10.6.4 WG Security Products Business Overview
 - 10.6.5 WG Security Products Recent Developments
- 10.7 All-Tag Security
 - 10.7.1 All-Tag Security Basic Information
 - 10.7.2 All-Tag Security EAS Security Tags Product Overview
 - 10.7.3 All-Tag Security EAS Security Tags Product Market Performance
 - 10.7.4 All-Tag Security Business Overview

10.7.5 All-Tag Security Recent Developments

10.8 Ketec

10.8.1 Ketec Basic Information

10.8.2 Ketec EAS Security Tags Product Overview

10.8.3 Ketec EAS Security Tags Product Market Performance

10.8.4 Ketec Business Overview

10.8.5 Ketec Recent Developments

10.9 SenTech

10.9.1 SenTech Basic Information

10.9.2 SenTech EAS Security Tags Product Overview

10.9.3 SenTech EAS Security Tags Product Market Performance

10.9.4 SenTech Business Overview

10.9.5 SenTech Recent Developments

10.10 INEO

10.10.1 INEO Basic Information

10.10.2 INEO EAS Security Tags Product Overview

10.10.3 INEO EAS Security Tags Product Market Performance

10.10.4 INEO Business Overview

10.10.5 INEO Recent Developments

10.11 Agon Systems

10.11.1 Agon Systems Basic Information

10.11.2 Agon Systems EAS Security Tags Product Overview

10.11.3 Agon Systems EAS Security Tags Product Market Performance

10.11.4 Agon Systems Business Overview

10.11.5 Agon Systems Recent Developments

10.12 Vitag

10.12.1 Vitag Basic Information

10.12.2 Vitag EAS Security Tags Product Overview

10.12.3 Vitag EAS Security Tags Product Market Performance

10.12.4 Vitag Business Overview

10.12.5 Vitag Recent Developments

10.13 Novatron

10.13.1 Novatron Basic Information

10.13.2 Novatron EAS Security Tags Product Overview

10.13.3 Novatron EAS Security Tags Product Market Performance

10.13.4 Novatron Business Overview

10.13.5 Novatron Recent Developments

11 EAS SECURITY TAGS MARKET FORECAST BY REGION

- 11.1 Global EAS Security Tags Market Size Forecast
- 11.2 Global EAS Security Tags Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe EAS Security Tags Market Size Forecast by Country
 - 11.2.3 Asia Pacific EAS Security Tags Market Size Forecast by Region
 - 11.2.4 South America EAS Security Tags Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of EAS Security Tags by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global EAS Security Tags Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of EAS Security Tags by Type (2026-2035)
 - 12.1.2 Global EAS Security Tags Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of EAS Security Tags by Type (2026-2035)
- 12.2 Global EAS Security Tags Market Forecast by Application (2026-2035)
 - 12.2.1 Global EAS Security Tags Sales (K Units) Forecast by Application
 - 12.2.2 Global EAS Security Tags Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global EAS Security Tags Market Size by Type (M USD)
- Table 4. Global EAS Security Tags Market Size by Application
- Table 5. EAS Security Tags Market Size Comparison by Region (M USD)
- Table 6. Global EAS Security Tags Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global EAS Security Tags Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global EAS Security Tags Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global EAS Security Tags Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in EAS Security Tags as of 2025)
- Table 11. Global Market EAS Security Tags Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global EAS Security Tags Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. EAS Security Tags Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global EAS Security Tags Sales by Type (K Units)
- Table 27. Global EAS Security Tags Market Size by Type (M USD)
- Table 28. Global EAS Security Tags Sales (K Units) by Type (2020-2025)
- Table 29. Global EAS Security Tags Sales Market Share by Type (2020-2025)
- Table 30. Global EAS Security Tags Market Size (M USD) by Type (2020-2025)
- Table 31. Global EAS Security Tags Market Share by Type (2020-2025)

- Table 32. Global EAS Security Tags Price (USD/Unit) by Type (2020-2025)
- Table 33. Global EAS Security Tags Sales (K Units) by Application
- Table 34. Global EAS Security Tags Market Size by Application
- Table 35. Global EAS Security Tags Sales by Application (2020-2025) & (K Units)
- Table 36. Global EAS Security Tags Sales Market Share by Application (2020-2025)
- Table 37. Global EAS Security Tags Market Size by Application (2020-2025) & (M USD)
- Table 38. Global EAS Security Tags Market Share by Application (2020-2025)
- Table 39. Global EAS Security Tags Sales Growth Rate by Application (2020-2025)
- Table 40. Global EAS Security Tags Sales by Region (2020-2025) & (K Units)
- Table 41. Global EAS Security Tags Sales Market Share by Region (2020-2025)
- Table 42. Global EAS Security Tags Market Size by Region (2020-2025) & (M USD)
- Table 43. Global EAS Security Tags Market Size by Region (2020-2025)
- Table 44. North America EAS Security Tags Sales by Country (2020-2025) & (K Units)
- Table 45. North America EAS Security Tags Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe EAS Security Tags Sales by Country (2020-2025) & (K Units)
- Table 47. Europe EAS Security Tags Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific EAS Security Tags Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific EAS Security Tags Market Size by Region (2020-2025) & (M USD)
- Table 50. South America EAS Security Tags Sales by Country (2020-2025) & (K Units)
- Table 51. South America EAS Security Tags Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa EAS Security Tags Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa EAS Security Tags Market Size by Region (2020-2025) & (M USD)
- Table 54. Global EAS Security Tags Production (K Units) by Region(2020-2025)
- Table 55. Global EAS Security Tags Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global EAS Security Tags Revenue Market Share by Region (2020-2025)
- Table 57. Global EAS Security Tags Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America EAS Security Tags Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe EAS Security Tags Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan EAS Security Tags Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China EAS Security Tags Production (K Units), Revenue (US\$ Million), Price

(USD/Unit) and Gross Margin (2020-2025)

Table 62. Checkpoint Systems Basic Information

Table 63. Checkpoint Systems EAS Security Tags Product Overview

Table 64. Checkpoint Systems EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Checkpoint Systems Business Overview

Table 66. Checkpoint Systems SWOT Analysis

Table 67. Checkpoint Systems Recent Developments

Table 68. Sensormatic (Johnson Controls) Basic Information

Table 69. Sensormatic (Johnson Controls) EAS Security Tags Product Overview

Table 70. Sensormatic (Johnson Controls) EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. Sensormatic (Johnson Controls) Business Overview

Table 72. Sensormatic (Johnson Controls) SWOT Analysis

Table 73. Sensormatic (Johnson Controls) Recent Developments

Table 74. Nedap Basic Information

Table 75. Nedap EAS Security Tags Product Overview

Table 76. Nedap EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Nedap Business Overview

Table 78. Nedap SWOT Analysis

Table 79. Nedap Recent Developments

Table 80. Hangzhou Century Basic Information

Table 81. Hangzhou Century EAS Security Tags Product Overview

Table 82. Hangzhou Century EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Hangzhou Century Business Overview

Table 84. Hangzhou Century Recent Developments

Table 85. Gateway Security Basic Information

Table 86. Gateway Security EAS Security Tags Product Overview

Table 87. Gateway Security EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. Gateway Security Business Overview

Table 89. Gateway Security Recent Developments

Table 90. WG Security Products Basic Information

Table 91. WG Security Products EAS Security Tags Product Overview

Table 92. WG Security Products EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. WG Security Products Business Overview

- Table 94. WG Security Products Recent Developments
- Table 95. All-Tag Security Basic Information
- Table 96. All-Tag Security EAS Security Tags Product Overview
- Table 97. All-Tag Security EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. All-Tag Security Business Overview
- Table 99. All-Tag Security Recent Developments
- Table 100. Ketec Basic Information
- Table 101. Ketec EAS Security Tags Product Overview
- Table 102. Ketec EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Ketec Business Overview
- Table 104. Ketec Recent Developments
- Table 105. SenTech Basic Information
- Table 106. SenTech EAS Security Tags Product Overview
- Table 107. SenTech EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. SenTech Business Overview
- Table 109. SenTech Recent Developments
- Table 110. INEO Basic Information
- Table 111. INEO EAS Security Tags Product Overview
- Table 112. INEO EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. INEO Business Overview
- Table 114. INEO Recent Developments
- Table 115. Agon Systems Basic Information
- Table 116. Agon Systems EAS Security Tags Product Overview
- Table 117. Agon Systems EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. Agon Systems Business Overview
- Table 119. Agon Systems Recent Developments
- Table 120. Vitag Basic Information
- Table 121. Vitag EAS Security Tags Product Overview
- Table 122. Vitag EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Vitag Business Overview
- Table 124. Vitag Recent Developments
- Table 125. Novatron Basic Information
- Table 126. Novatron EAS Security Tags Product Overview

Table 127. Novatron EAS Security Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 128. Novatron Business Overview

Table 129. Novatron Recent Developments

Table 130. Global EAS Security Tags Sales Forecast by Region (2026-2035) & (K Units)

Table 131. Global EAS Security Tags Market Size Forecast by Region (2026-2035) & (M USD)

Table 132. North America EAS Security Tags Sales Forecast by Country (2026-2035) & (K Units)

Table 133. North America EAS Security Tags Market Size Forecast by Country (2026-2035) & (M USD)

Table 134. Europe EAS Security Tags Sales Forecast by Country (2026-2035) & (K Units)

Table 135. Europe EAS Security Tags Market Size Forecast by Country (2026-2035) & (M USD)

Table 136. Asia Pacific EAS Security Tags Sales Forecast by Region (2026-2035) & (K Units)

Table 137. Asia Pacific EAS Security Tags Market Size Forecast by Region (2026-2035) & (M USD)

Table 138. South America EAS Security Tags Sales Forecast by Country (2026-2035) & (K Units)

Table 139. South America EAS Security Tags Market Size Forecast by Country (2026-2035) & (M USD)

Table 140. Middle East and Africa EAS Security Tags Sales Forecast by Country (2026-2035) & (Units)

Table 141. Middle East and Africa EAS Security Tags Market Size Forecast by Country (2026-2035) & (M USD)

Table 142. Global EAS Security Tags Sales Forecast by Type (2026-2035) & (K Units)

Table 143. Global EAS Security Tags Market Size Forecast by Type (2026-2035) & (M USD)

Table 144. Global EAS Security Tags Price Forecast by Type (2026-2035) & (USD/Unit)

Table 145. Global EAS Security Tags Sales (K Units) Forecast by Application (2026-2035)

Table 146. Global EAS Security Tags Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of EAS Security Tags
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global EAS Security Tags Market Size (M USD), 2025-2035
- Figure 5. Global EAS Security Tags Market Size (M USD) (2020-2035)
- Figure 6. Global EAS Security Tags Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. EAS Security Tags Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global EAS Security Tags Product Life Cycle
- Figure 13. EAS Security Tags Sales Share by Manufacturers in 2025
- Figure 14. Global EAS Security Tags Revenue Share by Manufacturers in 2025
- Figure 15. EAS Security Tags Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market EAS Security Tags Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by EAS Security Tags Revenue in 2025
- Figure 18. Industry Chain Map of EAS Security Tags
- Figure 19. Global EAS Security Tags Market PEST Analysis
- Figure 20. Global EAS Security Tags Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global EAS Security Tags Market Share by Type
- Figure 27. Sales Market Share of EAS Security Tags by Type (2020-2025)
- Figure 28. Sales Market Share of EAS Security Tags by Type in 2025
- Figure 29. Market Share of EAS Security Tags by Type (2020-2025)
- Figure 30. Market Share of EAS Security Tags by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global EAS Security Tags Market Share by Application

- Figure 33. Global EAS Security Tags Sales Market Share by Application (2020-2025)
- Figure 34. Global EAS Security Tags Sales Market Share by Application in 2025
- Figure 35. Global EAS Security Tags Market Share by Application (2020-2025)
- Figure 36. Global EAS Security Tags Market Share by Application in 2025
- Figure 37. Global EAS Security Tags Sales Growth Rate by Application (2020-2025)
- Figure 38. Global EAS Security Tags Sales Market Share by Region (2020-2025)
- Figure 39. Global EAS Security Tags Market Size by Region (2020-2025)
- Figure 40. North America EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America EAS Security Tags Sales Market Share by Country in 2024
- Figure 43. North America EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America EAS Security Tags Market Size by Country in 2024
- Figure 45. U.S. EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada EAS Security Tags Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada EAS Security Tags Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico EAS Security Tags Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico EAS Security Tags Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe EAS Security Tags Sales Market Share by Country in 2024
- Figure 53. Europe EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe EAS Security Tags Market Size by Country in 2024
- Figure 55. Germany EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific EAS Security Tags Sales and Growth Rate (K Units)

Figure 66. Asia Pacific EAS Security Tags Sales Market Share by Region in 2024

Figure 67. Asia Pacific EAS Security Tags Market Size by Region in 2024

Figure 68. China EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America EAS Security Tags Sales and Growth Rate (K Units)

Figure 79. South America EAS Security Tags Sales Market Share by Country in 2024

Figure 80. South America EAS Security Tags Market Size and Growth Rate (M USD)

Figure 81. South America EAS Security Tags Market Size by Country in 2024

Figure 82. Brazil EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia EAS Security Tags Market Size and Growth Rate (2020-2025) &

(M USD)

Figure 88. Middle East and Africa EAS Security Tags Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa EAS Security Tags Sales Market Share by Region in 2024

Figure 90. Middle East and Africa EAS Security Tags Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa EAS Security Tags Market Size by Region in 2024

Figure 92. Saudi Arabia EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa EAS Security Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa EAS Security Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global EAS Security Tags Production Market Share by Region (2020-2025)

Figure 103. North America EAS Security Tags Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe EAS Security Tags Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan EAS Security Tags Production (K Units) Growth Rate (2020-2025)

Figure 106. China EAS Security Tags Production (K Units) Growth Rate (2020-2025)

Figure 107. Global EAS Security Tags Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global EAS Security Tags Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global EAS Security Tags Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global EAS Security Tags Market Share Forecast by Type (2026-2035)

Figure 111. Global EAS Security Tags Sales Forecast by Application (2026-2035)

Figure 112. Global EAS Security Tags Market Share Forecast by Application

(2026-2035)

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