

# Global UHF Passive RFID Tags Market Research Report 2026(Status and Outlook)

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## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on UHF Passive RFID Tags competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. In 2024, the global production of UHF Passive RFID Tags will reach 33.795 billion pieces, with an average selling price of US\$0.0315 per piece. An RFID system primarily consists of three components: a tag: a small chip attached to an object that stores the object's identification information; a reader: which transmits radio frequency signals to wake the tag and read its information; and a computer system: which receives the information transmitted by the reader and performs subsequent processing and application. The RFID tag is the core component of the system, responsible for storing and transmitting the object's identification information. It works by using radio waves to identify the target and transmit data without mechanical or optical contact. An RFID tag primarily consists of a chip and an antenna. The chip stores the object's identification information, such as the product number, production date, and manufacturer. The antenna receives and transmits radio waves. RFID tags are divided into three types based on whether they contain a battery: Passive tags: These tags do not contain a battery and are powered by radio waves transmitted by the reader. Passive tags are small, inexpensive, and have a long lifespan, but have a shorter read range. They are currently the mainstream technology. Active tags contain a built-in battery and can transmit radio waves independently. Active tags have a longer read distance and faster read speed, but they are larger and more expensive. Semi-passive tags contain a built-in battery, but this only powers the chip; the signal still needs to be activated by radio waves emitted by the reader. Semi-passive tags combine the advantages of both passive and active tags, with costs and read distances somewhere in between. High frequency and ultra-high frequency are the mainstream of current market development

and have high commercial value. Ultra-high frequency passive RFID tags are currently the mainstream product in the global RFID market. Electronic tags rely on receiving signals and energy transmitted by the reader, converting them into power for the chip circuit on the tag to transmit signals, and can operate without batteries. In the RFID-related industry, the upstream sector primarily comprises suppliers of raw materials such as chips, antennas, conductive adhesives, and paper. The midstream sector includes RFID product R&D and manufacturing, as well as reader and system application manufacturers. The downstream sector encompasses various application sectors such as retail, public life, industrial manufacturing, and healthcare. Upstream chip suppliers include Impinj and NXP, while production equipment suppliers for die bonding and laminating machines include Muehlbauer. Downstream companies include consumer companies like Uniqlo, Decathlon, Jiangsu Yanghe Brewery Joint-Stock Co., Ltd., ZARA, H&M, and HLA Group; retailers like Walmart, Marks & Spencer, Target, and 7-11 X-Store; and FedEx, China Eastern Airlines, and SGCC. Drivers: The retail industry's product production, distribution, warehousing, and sales processes have traditionally relied heavily on barcodes, consuming significant labor and time for inventory. RFID technology addresses this pain point, enabling businesses to quickly and accurately track current inventory levels at the point of sale. Through precise production technology innovation, RFID costs can be reduced to a level that allows for large-scale adoption. Currently, the primary markets for RFID tags are in Europe, the United States, and Japan, primarily in the apparel and retail industries. With the development of e-commerce, fast fashion, and new retail, the demand for RFID tags for real-time inventory information will become even more urgent. Trend: RFID application areas continue to expand: With the rapid development of technologies such as big data, cloud computing, the Internet of Things (IoT), and 5G, various industries are rapidly embracing digital transformation to improve operational efficiency and competitiveness. In the apparel industry, RFID applications are relatively mature, with steadily increasing penetration rates. Multinational brands have demonstrated the benefits of optimizing supply chain management and streamlining checkout processes. In the retail industry, major European and American retailers have been steadily promoting the adoption of RFID technology in recent years, gradually requiring suppliers to use RFID tags to strengthen supply chain management and adjust sales strategies based on customer satisfaction data. As RFID technology continues to mature and its costs decrease, its application has expanded to areas such as logistics and food, becoming a key driver of digital transformation and upgrading. Increased Customization of Electronic Tags: As the application areas of RFID tags continue to expand, downstream industries are increasingly demanding customized products. Manufacturers must develop customized products tailored to the needs of individual customers and their respective application scenarios. Therefore, RFID tags tailored to specific industries or application

environments, such as fabric tags, fragile tags, anti-counterfeiting tags, and anti-metal tags, will become a new development trend. Ultra-high frequency (UHF) tags offer low costs and wide applications: UHF RFID tags have a read range of over 10 meters and are primarily used in retail, warehouse management, logistics tracking, automated control, and anti-theft. UHF RFID tags offer advantages such as fast data transmission, long range, large information storage capacity, and mass readability, offering a broad range of applications. With continued technological advancement and decreasing costs, they will find wider application in more areas.

The global UHF Passive RFID Tags market size was estimated at USD 1065.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 12.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global UHF Passive RFID 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 UHF Passive RFID 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 UHF Passive RFID Tags market.

### **Global UHF Passive RFID 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**

Avery Dennison Smartrac  
Alien Technology  
3M  
Hana Technologies Inc.  
Identiv  
Fujitsu  
Zebra Technologies  
GAO RFID  
Balluff  
Honeywell  
Assa Abloy(HID Global)  
SML Group  
Dipole RFID  
Beontag(Confidex)  
Unitech Global  
Impinj  
Tageos  
Murata Manufacturing Co., Ltd.  
Hangzhou Century Co., Ltd.  
Xiamen Xinde Co., Ltd.  
Shanghai Inlay Link Inc.  
Xiamen Innov Photoelectric Technology Co., Ltd.  
Arizon RFID Technology (Cayman) Co., Ltd.  
Invengo Information Technology Co., Ltd.

### **Market Segmentation (by Type)**

Passive RFID (Batteries Not Included)

Semi-passive RFID (Chip Powered)

### **Market Segmentation (by Application)**

New Retail (Apparel & Shoes & Supermarkets, etc.)  
Warehousing & Logistics & Airline Baggage Management  
Industrial Manufacturing  
Library & Archives Management  
Identity Recognition & Financial Services  
Healthcare & Other

### **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 UHF Passive RFID Tags Market  
Overview of the regional outlook of the UHF Passive RFID 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 UHF Passive RFID 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 UHF Passive RFID 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**

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