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Global Barcode Printer Market: Trends & Opportunities (2014-19)

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Abstracts

Scope of the Report

The report titled “Global Barcode Printer Market: Trends and Opportunities (2014-2019)” provides an in-depth analysis of major barcode printer market segments like Desktop, Mobile (Portable), Industrial and RFID. It also accesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the industry in the forecasted period (2014-19). Further, key players of the industry like Zebra Technologies Corporation, SATO Corporation, Digimac Corporation and Honeywell (Intermec) have been profiled.

Segment Coverage

Mobile (Portable) Barcode Printers

Industrial Barcode Printers

RFID Barcode Printers

Desktop Barcode Printers

Company Coverage

Zebra Technologies Corporation

SATO Corporation

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Digimac Corporation

Honeywell (Intermec)

Region/ Country Coverage

Japan

Executive Summary

The global barcode printer market is growing steadily and it holds immense business potential with the rapid pace of innovation and wider acceptance. A barcode printer is a printer designed to produce barcode labels which can be attached to other objects. Barcode printers use either direct thermal or thermal transfer techniques to apply ink to labels. Barcodes can be one dimensional or two dimensional, and they can be read by special optical scanners or barcode readers, desktop printers, and smart phones.

The growth of the global barcode printer market is driven by a number of factors that include rise in standard of living, rising e-commerce and logistics market, economic growth and increasing health care industry. Although barcodes are widely used in the developed countries, the emerging markets holds the key for barcode vendors because of low penetration of the technology and also its cost-effectiveness. Acknowledging these factors, it could be said that the barcode printer market business will certainly gain importance in the years to come.

Difficulty in scanning, issues in cleaning and several other issues pose major challenge to the growth of this business. Major trends prevailing in the Barcode Printer market are advancement in technology, introduction of new printers like CL4NX, new entrants, increased share of industrial products and introduction of watermarked barcodes technique.

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