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# Global RFID Market: Trends and Opportunities (2015-2019)

https://marketpublishers.com/r/G3881007079EN.html
Date: June 2015
Pages: 130
Price: US$ 900.00 (Single User License)
ID: G3881007079EN

## Abstracts

### Scope of the Report

The report titled “Global RFID Market: Trends & Opportunities (2015-2019)” analyzes the potential opportunities and significant trends in the RFID industry. The report analyzes the growth of the RFID market in the last five years and also projects growth for the period 2015 to 2019, considering 2014 as the base year.Over the next five years, RFID revenue both by value and volume is forecasted to grow with increase in awareness, wider applications and falling prices of RFID devices.

The report provides detailed analysis of the RFID market sizing and future growth by types for the period 2010-2014. The different types included are Active and Passive RFID Tags. Within the Passive RFID segment, the markets for Ultra High Frequency (UHF), High Frequency (HF) and Low Frequency (LF) RFID are analyzed. The passive RFID segment is expected to be the fastest growing segment for the next five years, due to technical advances. Furthermore, in Passive RFID market, the UHF Tags has the highest market share in volume terms.

The report also provides detailed country analysis of the RFID markets of China and Indian both in terms of value and areas of application. And the report profiles key market players such as SuperCom Ltd, Identiv Inc., Zebra and Checkpoint on the basis of attributes such as company overview, recent developments and their business strategies to compete in the market.

### Segment Coverage:

Passive RFID (Frequency)

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Ultra High Frequency (UHF)

High Frequency (HF)

Low Frequency (LF)

Passive RFID (Types)
Tags

Services Networking

Interrogators/Readers

Active RFID (Types)
Tags

Real Time Location

Vehicle Clicker Reader

**Country Coverage**

China

India

**Company Coverage**

Identiv Inc.

SuperCom Ltd.

Zebra

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Checkpoint Systems

## Executive Summary

Radio Frequency Identification (RFID) is a form of wireless communication that uses radio waves to identify and track objects. Today RFID is mostly used as a medium for numerous tasks including managing supply chains, tracking livestock, preventing counterfeiting, controlling building access, and supporting automated checkout. The main driving force behind the growth of RFID is the decrease in per unit cost of the RFID devices. Other growth drivers for RFID technology includes the advantages over barcode, the need for IoT, mandates by retail sector and the laws for compulsory tagging of animals.Although, the adoption rate of Radio Frequency Identification (RFID) technology is increasing, mass-market adoption will not be achieved until a few major challenges are addressed. These challenges include lack of required technology and skill, security and high costs from the end-user’s view point and standardization.

RFID continues to do very well in IT asset tracking, healthcare, and other sectors, with a number of application-specific capabilities. RFID finds its application in large number of industries for example healthcare, financial services, technology, telecommunications etc. Retail Apparel and footwear, transportation and livestock tagging are the top three contributors of the RFID market and together held more than 50% of the RFID market in 2014. This growth is attributed to their wide application area. RFID Tags allow for easier logistics and product related information storage and retrieval which could help in making management decision. RFID helps the organizations in optimum utilization of their resources. The advantages of RFID make it a very attractive market for investment and companies irrespective of their sectors are anticipated to invest in this technology in the future.

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