

# Global Coding and Marking Equipment Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Coding and Marking Equipment market size will reach 3,804.40 Million USD in 2025 and is projected to reach 4,949.33 Million USD by 2032, with a CAGR of 3.83% (2025-2032). Notably, the China Coding and Marking Equipment market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Coding and marking equipment is a type of industrial machinery used to apply essential information, such as dates, batch numbers, barcodes, logos, and other product details, directly onto various surfaces and packaging materials. These machines play a crucial role in product identification, traceability, and compliance with industry regulations. Coding and marking equipment can use different technologies, including inkjet printing, laser marking, thermal transfer, and thermal inkjet, to achieve accurate and permanent markings on diverse materials such as paper, plastic, metal, glass, and cardboard. They are widely used in industries such as food and beverage, pharmaceuticals, cosmetics, electronics, automotive, and packaging to ensure product authenticity, enhance supply chain efficiency, and enable easy tracking and logistics management. The equipment offers high-speed and reliable marking solutions, contributing to improved product safety, brand recognition, and overall production efficiency.

The major global manufacturers of Coding and Marking Equipment include Brother (Domino), Danaher (Videojet), Dover (Markem-Imaje), ITW (Diagraph), ID Technology

LLC, Hitachi Industrial Equipment, Matthews Marking Systems, KGK, KBA-Metronic, Squid Ink, SATO, Paul Leibinger, Macsa, REA JET, Control print, Kinglee, EC-JET, Beijing Zhihengda, SUNINE, Chongqing Zixu Machine, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Coding and Marking Equipment. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Coding and Marking Equipment market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Coding and Marking Equipment market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Coding and Marking Equipment industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Coding and Marking Equipment Include:

Brother (Domino)

Danaher (Videojet)

Dover (Markem-Imaje)

ITW (Diagraph)

ID Technology LLC

Hitachi Industrial Equipment

Matthews Marking Systems

KGK

KBA-Metronic

Squid Ink

SATO

Paul Leibinger

Macsa

REA JET

Control print

Kinglee

EC-JET

Beijing Zhihengda

SUNINE

Chongqing Zixu Machine

Coding and Marking Equipment Product Segment Include:

Inkjet Printers

Laser Printers

Thermal Transfer Overprinting Printers

Others

Coding and Marking Equipment Product Application Include:

Food and Beverage

Pharmaceutical and Healthcare

Construction and Chemicals

Electronics

Others

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Coding and Marking Equipment Industry PESTEL Analysis

Chapter 3: Global Coding and Marking Equipment Industry Porter's Five Forces Analysis

Chapter 4: Global Coding and Marking Equipment Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Coding and Marking Equipment Market Size and Forecast by Type

and Application Analysis

Chapter 6: North America Coding and Marking Equipment Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Coding and Marking Equipment Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Coding and Marking Equipment Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Coding and Marking Equipment Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Coding and Marking Equipment Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Coding and Marking Equipment Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Coding and Marking Equipment Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

## Contents

### **1 CODING AND MARKING EQUIPMENT MARKET OVERVIEW**

- 1.1 Product Definition and Statistical Scope
- 1.2 Coding and Marking Equipment Product by Type
  - 1.2.1 Inkjet Printers
  - 1.2.2 Laser Printers
  - 1.2.3 Thermal Transfer Overprinting Printers
  - 1.2.4 Others
- 1.3 Coding and Marking Equipment Product by Application
  - 1.3.1 Food and Beverage
  - 1.3.2 Pharmaceutical and Healthcare
  - 1.3.3 Construction and Chemicals
  - 1.3.4 Electronics
  - 1.3.5 Others
- 1.4 Global Coding and Marking Equipment Market Revenue and Sales Analysis
  - 1.4.1 Global Coding and Marking Equipment Revenue Market Size Analysis (2020-2032)
  - 1.4.2 Global Coding and Marking Equipment Sales Market Size Analysis (2020-2032)
  - 1.4.3 Global Coding and Marking Equipment Market Sales Price Trend Analysis (2020-2032)
- 1.5 Coding and Marking Equipment Industry Trends and Innovation
  - 1.5.1 Coding and Marking Equipment Industry Trends and Innovation
  - 1.5.2 Coding and Marking Equipment Market Drivers and Challenges

### **2 CODING AND MARKING EQUIPMENT MARKET PESTEL ANALYSIS**

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

### **3 CODING AND MARKING EQUIPMENT MARKET PORTER'S FIVE FORCES ANALYSIS**

- 3.1 Competitive Rivalry

- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

## **4 GLOBAL CODING AND MARKING EQUIPMENT MARKET ANALYSIS BY REGIONS**

- 4.1 Coding and Marking Equipment Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Coding and Marking Equipment Revenue and Forecast Analysis (2020-2032)
  - 4.2.1 Global Coding and Marking Equipment Revenue and Market Share by Region (2020-2025)
  - 4.2.2 Global Coding and Marking Equipment Revenue and Market Share Forecast by Region (2026-2032)
- 4.3 Global Coding and Marking Equipment Sales and Forecast Analysis (2020-2032)
  - 4.3.1 Global Coding and Marking Equipment Sales and Market Share by Region (2020-2025)
  - 4.3.2 Global Coding and Marking Equipment Sales and Market Share Forecast by Region (2026-2032)
- 4.4 Global Coding and Marking Equipment Sales Price Trend Analysis (2020-2032)

## **5 GLOBAL CODING AND MARKING EQUIPMENT MARKET SIZE BY TYPE AND APPLICATION**

- 5.1 Global Coding and Marking Equipment Market Size by Type
  - 5.1.1 Global Coding and Marking Equipment Revenue and Forecast Analysis by Type (2020-2032)
  - 5.1.2 Global Coding and Marking Equipment Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Coding and Marking Equipment Market Size by Application
  - 5.2.1 Global Coding and Marking Equipment Revenue and Forecast Analysis by Application (2020-2032)
  - 5.2.2 Global Coding and Marking Equipment Sales and Forecast Analysis by Application (2020-2032)

## **6 NORTH AMERICA**

- 6.1 North America Coding and Marking Equipment Market Size and Growth Rate Analysis (2020-2032)

## 6.2 North America Key Manufacturers Analysis

### 6.3 North America Coding and Marking Equipment Market Size by Type

#### 6.3.1 North America Coding and Marking Equipment Sales by Type (2020-2032)

#### 6.3.2 North America Coding and Marking Equipment Revenue by Type (2020-2032)

### 6.4 North America Coding and Marking Equipment Market Size by Application

#### 6.4.1 North America Coding and Marking Equipment Sales by Application (2020-2032)

#### 6.4.2 North America Coding and Marking Equipment Revenue by Application (2020-2032)

### 6.5 North America Coding and Marking Equipment Market Size by Country

#### 6.5.1 US

#### 6.5.2 Canada

## 7 EUROPE

### 7.1 Europe Coding and Marking Equipment Market Size and Growth Rate Analysis (2020-2032)

### 7.2 Europe Key Manufacturers Analysis

### 7.3 Europe Coding and Marking Equipment Market Size by Type

#### 7.3.1 Europe Coding and Marking Equipment Sales by Type (2020-2032)

#### 7.3.2 Europe Coding and Marking Equipment Revenue by Type (2020-2032)

### 7.4 Europe Coding and Marking Equipment Market Size by Application

#### 7.4.1 Europe Coding and Marking Equipment Sales by Application (2020-2032)

#### 7.4.2 Europe Coding and Marking Equipment Revenue by Application (2020-2032)

### 7.5 Europe Coding and Marking Equipment Market Size by Country

#### 7.5.1 Germany

#### 7.5.2 France

#### 7.5.3 United Kingdom

#### 7.5.4 Italy

#### 7.5.5 Spain

#### 7.5.6 Benelux

## 8 CHINA

### 8.1 China Coding and Marking Equipment Market Size and Growth Rate Analysis (2020-2032)

### 8.2 China Key Manufacturers Analysis

### 8.3 China Coding and Marking Equipment Market Size by Type

#### 8.3.1 China Coding and Marking Equipment Sales by Type (2020-2032)

#### 8.3.2 China Coding and Marking Equipment Revenue by Type (2020-2032)

## 8.4 China Coding and Marking Equipment Market Size by Application

8.4.1 China Coding and Marking Equipment Sales by Application (2020-2032)

8.4.2 China Coding and Marking Equipment Revenue by Application (2020-2032)

## 9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Coding and Marking Equipment Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Manufacturers Analysis

9.3 APAC (excl. China) Coding and Marking Equipment Market Size by Type

9.3.1 APAC (excl. China) Coding and Marking Equipment Sales by Type (2020-2032)

9.3.2 APAC (excl. China) Coding and Marking Equipment Revenue by Type (2020-2032)

9.4 APAC (excl. China) Coding and Marking Equipment Market Size by Application

9.4.1 APAC (excl. China) Coding and Marking Equipment Sales by Application (2020-2032)

9.4.2 APAC (excl. China) Coding and Marking Equipment Revenue by Application (2020-2032)

9.5 APAC (excl. China) Coding and Marking Equipment Market Size by Country

9.5.1 Japan

9.5.2 South Korea

9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

## 10 LATIN AMERICA

10.1 Latin America Coding and Marking Equipment Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America Coding and Marking Equipment Market Size by Type

10.3.1 Latin America Coding and Marking Equipment Sales by Type (2020-2032)

10.3.2 Latin America Coding and Marking Equipment Revenue by Type (2020-2032)

10.4 Latin America Coding and Marking Equipment Market Size by Application

10.4.1 Latin America Coding and Marking Equipment Sales by Application (2020-2032)

10.4.2 Latin America Coding and Marking Equipment Revenue by Application (2020-2032)

10.5 Latin America Coding and Marking Equipment Market Size by Country

## 10.6 Latin America Coding and Marking Equipment Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

## 11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Coding and Marking Equipment Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Coding and Marking Equipment Market Size by Type

11.3.1 Middle East & Africa Coding and Marking Equipment Sales by Type (2020-2032)

11.3.2 Middle East & Africa Coding and Marking Equipment Revenue by Type (2020-2032)

11.4 Middle East & Africa Coding and Marking Equipment Market Size by Application

11.4.1 Middle East & Africa Coding and Marking Equipment Sales by Application (2020-2032)

11.4.2 Middle East & Africa Coding and Marking Equipment Revenue by Application (2020-2032)

11.5 Middle East Coding and Marking Equipment Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

## 12 COMPETITION BY MANUFACTURERS

12.1 Global Coding and Marking Equipment Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Coding and Marking Equipment Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Coding and Marking Equipment Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global Coding and Marking Equipment Average Sales Price by Manufacturers (2021-2025)

12.2 Coding and Marking Equipment Competitive Landscape Analysis and Market Dynamic

12.2.1 Coding and Marking Equipment Competitive Landscape Analysis

12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

## 13 KEY COMPANIES ANALYSIS

### 13.1 Brother (Domino)

13.1.1 Brother (Domino) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Brother (Domino) Coding and Marking Equipment Product Portfolio

13.1.3 Brother (Domino) Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.2 Danaher (Videojet)

13.2.1 Danaher (Videojet) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Danaher (Videojet) Coding and Marking Equipment Product Portfolio

13.2.3 Danaher (Videojet) Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.3 Dover (Markem-Imaje)

13.3.1 Dover (Markem-Imaje) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Dover (Markem-Imaje) Coding and Marking Equipment Product Portfolio

13.3.3 Dover (Markem-Imaje) Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.4 ITW (Diagraph)

13.4.1 ITW (Diagraph) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 ITW (Diagraph) Coding and Marking Equipment Product Portfolio

13.4.3 ITW (Diagraph) Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.5 ID Technology LLC

13.5.1 ID Technology LLC Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 ID Technology LLC Coding and Marking Equipment Product Portfolio

13.5.3 ID Technology LLC Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.6 Hitachi Industrial Equipment

13.6.1 Hitachi Industrial Equipment Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Hitachi Industrial Equipment Coding and Marking Equipment Product Portfolio

13.6.3 Hitachi Industrial Equipment Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.7 Matthews Marking Systems

13.7.1 Matthews Marking Systems Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Matthews Marking Systems Coding and Marking Equipment Product Portfolio

13.7.3 Matthews Marking Systems Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 KGK

13.8.1 KGK Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 KGK Coding and Marking Equipment Product Portfolio

13.8.3 KGK Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 KBA-Metronic

13.9.1 KBA-Metronic Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 KBA-Metronic Coding and Marking Equipment Product Portfolio

13.9.3 KBA-Metronic Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Squid Ink

13.10.1 Squid Ink Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Squid Ink Coding and Marking Equipment Product Portfolio

13.10.3 Squid Ink Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 SATO

13.11.1 SATO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 SATO Coding and Marking Equipment Product Portfolio

13.11.3 SATO Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Paul Leibinger

13.12.1 Paul Leibinger Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Paul Leibinger Coding and Marking Equipment Product Portfolio

13.12.3 Paul Leibinger Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 Macsa

13.13.1 Macsa Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Macsa Coding and Marking Equipment Product Portfolio

13.13.3 Macsa Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

#### 13.14 REA JET

13.14.1 REA JET Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 REA JET Coding and Marking Equipment Product Portfolio

13.14.3 REA JET Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

#### 13.15 Control print

13.15.1 Control print Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Control print Coding and Marking Equipment Product Portfolio

13.15.3 Control print Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

#### 13.16 Kinglee

13.16.1 Kinglee Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.16.2 Kinglee Coding and Marking Equipment Product Portfolio

13.16.3 Kinglee Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

#### 13.17 EC-JET

13.17.1 EC-JET Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 EC-JET Coding and Marking Equipment Product Portfolio

13.17.3 EC-JET Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

#### 13.18 Beijing Zhihengda

13.18.1 Beijing Zhihengda Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.18.2 Beijing Zhihengda Coding and Marking Equipment Product Portfolio

13.18.3 Beijing Zhihengda Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

#### 13.19 SUNINE

13.19.1 SUNINE Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.19.2 SUNINE Coding and Marking Equipment Product Portfolio

13.19.3 SUNINE Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

#### 13.20 Chongqing Zixu Machine

13.20.1 Chongqing Zixu Machine Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.20.2 Chongqing Zixu Machine Coding and Marking Equipment Product Portfolio

13.20.3 Chongqing Zixu Machine Coding and Marking Equipment Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## **14 INDUSTRY CHAIN ANALYSIS**

14.1 Coding and Marking Equipment Industry Chain Analysis

14.2 Coding and Marking Equipment Industry Raw Material and Suppliers Analysis

14.2.1 Coding and Marking Equipment Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Coding and Marking Equipment Typical Downstream Customers

14.4 Coding and Marking Equipment Sales Channel Analysis

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 METHODOLOGY AND DATA SOURCE**

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: Global Coding and Marking Equipment Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Coding and Marking Equipment Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Coding and Marking Equipment Industry Development Status

Table 4: Coding and Marking Equipment Industry Development Trends

Table 5: Global Coding and Marking Equipment Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Coding and Marking Equipment Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Coding and Marking Equipment Revenue Market Share by Region (2020-2025)

Table 8: Global Coding and Marking Equipment Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Coding and Marking Equipment Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Coding and Marking Equipment Sales by Region (2020-2025) & (K Unit)

Table 11: Global Coding and Marking Equipment Sales Market Share by Region (2020-2025)

Table 12: Global Coding and Marking Equipment Sales Forecast by Region (2026-2032) & (K Unit)

Table 13: Global Coding and Marking Equipment Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Coding and Marking Equipment Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Coding and Marking Equipment Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Coding and Marking Equipment Sales Analysis by Type (2020-2025) & (K Unit)

Table 17: Global Coding and Marking Equipment Sales Analysis Forecast by Type (2026-2032) & (K Unit)

Table 18: Global Coding and Marking Equipment Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Coding and Marking Equipment Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Coding and Marking Equipment Sales Analysis by Application (2020-2025) & (K Unit)

Table 21: Global Coding and Marking Equipment Sales Analysis Forecast by Application (2026-2032) & (K Unit)

Table 22: Key Coding and Marking Equipment Players in North America

Table 23: North America Coding and Marking Equipment Sales by Type (2020-2025) & (K Unit)

Table 24: North America Coding and Marking Equipment Sales by Type (2026-2032) & (K Unit)

Table 25: North America Coding and Marking Equipment Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Coding and Marking Equipment Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Coding and Marking Equipment Sales by Application (2020-2025) & (K Unit)

Table 28: North America Coding and Marking Equipment Sales by Application (2026-2032) & (K Unit)

Table 29: North America Coding and Marking Equipment Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Coding and Marking Equipment Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Coding and Marking Equipment Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Coding and Marking Equipment Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Coding and Marking Equipment Sales Market Size by Country (2020-2025) & (K Unit)

Table 34: North America Coding and Marking Equipment Sales Market Size by Country (2026-2032) & (K Unit)

Table 35: Key Coding and Marking Equipment Players in Europe

Table 36: Europe Coding and Marking Equipment Sales by Type (2020-2025) & (K Unit)

Table 37: Europe Coding and Marking Equipment Sales by Type (2026-2032) & (K Unit)

Table 38: Europe Coding and Marking Equipment Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Coding and Marking Equipment Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Coding and Marking Equipment Sales by Application (2020-2025) & (K Unit)

Table 41: Europe Coding and Marking Equipment Sales by Application (2026-2032) &

(K Unit)

Table 42: Europe Coding and Marking Equipment Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Coding and Marking Equipment Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Coding and Marking Equipment Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Coding and Marking Equipment Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Coding and Marking Equipment Sales Market Size by Country (2020-2025) & (K Unit)

Table 47: Europe Coding and Marking Equipment Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 48: Key Coding and Marking Equipment Players in China

Table 49: China Coding and Marking Equipment Sales by Type (2020-2025) & (K Unit)

Table 50: China Coding and Marking Equipment Sales by Type (2026-2032) & (K Unit)

Table 51: China Coding and Marking Equipment Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Coding and Marking Equipment Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Coding and Marking Equipment Sales by Application (2020-2025) & (K Unit)

Table 54: China Coding and Marking Equipment Sales by Application (2026-2032) & (K Unit)

Table 55: China Coding and Marking Equipment Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Coding and Marking Equipment Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Coding and Marking Equipment Players in APAC (excl. China)

Table 58: APAC (excl. China) Coding and Marking Equipment Sales by Type (2020-2025) & (K Unit)

Table 59: APAC (excl. China) Coding and Marking Equipment Sales by Type (2026-2032) & (K Unit)

Table 60: APAC (excl. China) Coding and Marking Equipment Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Coding and Marking Equipment Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Coding and Marking Equipment Sales by Application (2020-2025) & (K Unit)

Table 63: APAC (excl. China) Coding and Marking Equipment Sales by Application (2026-2032) & (K Unit)

Table 64: APAC (excl. China) Coding and Marking Equipment Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Coding and Marking Equipment Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Coding and Marking Equipment Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Coding and Marking Equipment Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Coding and Marking Equipment Sales Market Size by Country (2020-2025) & (K Unit)

Table 69: APAC (excl. China) Coding and Marking Equipment Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 70: Key Coding and Marking Equipment Players in Latin America

Table 71: Latin America Coding and Marking Equipment Sales by Type (2020-2025) & (K Unit)

Table 72: Latin America Coding and Marking Equipment Sales by Type (2026-2032) & (K Unit)

Table 73: Latin America Coding and Marking Equipment Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Coding and Marking Equipment Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Coding and Marking Equipment Sales by Application (2020-2025) & (K Unit)

Table 76: Latin America Coding and Marking Equipment Sales by Application (2026-2032) & (K Unit)

Table 77: Latin America Coding and Marking Equipment Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Coding and Marking Equipment Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Coding and Marking Equipment Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Coding and Marking Equipment Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Coding and Marking Equipment Sales Market Size by Country (2020-2025) & (K Unit)

Table 82: Latin America Coding and Marking Equipment Sales Market Size Forecast by Country (2026-2032) & (K Unit)

- Table 83: Key Coding and Marking Equipment Players in Middle East & Africa
- Table 84: Middle East & Africa Coding and Marking Equipment Sales by Type (2020-2025) & (K Unit)
- Table 85: Middle East & Africa Coding and Marking Equipment Sales by Type (2026-2032) & (K Unit)
- Table 86: Middle East & Africa Coding and Marking Equipment Revenue by Type (2020-2025) & (US\$ Million)
- Table 87: Middle East & Africa Coding and Marking Equipment Revenue by Type (2026-2032) & (US\$ Million)
- Table 88: Middle East & Africa Coding and Marking Equipment Sales by Application (2020-2025) & (K Unit)
- Table 89: Middle East & Africa Coding and Marking Equipment Sales by Application (2026-2032) & (K Unit)
- Table 90: Middle East & Africa Coding and Marking Equipment Revenue by Application (2020-2025) & (US\$ Million)
- Table 91: Middle East & Africa Coding and Marking Equipment Revenue by Application (2026-2032) & (US\$ Million)
- Table 92: Middle East & Africa Coding and Marking Equipment Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 93: Middle East & Africa Coding and Marking Equipment Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 94: Middle East & Africa Coding and Marking Equipment Sales Market Size by Country (2020-2025) & (K Unit)
- Table 95: Middle East & Africa Coding and Marking Equipment Sales Market Size Forecast by Country (2026-2032) & (K Unit)
- Table 96: Global Coding and Marking Equipment Market Sales by Key Manufacturers (2021-2025) & (K Unit)
- Table 97: Global Coding and Marking Equipment Sales Market Share by Key Manufacturers (2021-2025)
- Table 98: Global Coding and Marking Equipment Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)
- Table 99: Global Coding and Marking Equipment Revenue Market Share by Key Manufacturers (2021-2025)
- Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)
- Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales
- Table 102: Market Mergers & Acquisitions, Expansion
- Table 103: Brother (Domino) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 104: Brother (Domino) Coding and Marking Equipment Product Portfolio

Table 105: Brother (Domino) Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: Danaher (Videojet) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Danaher (Videojet) Coding and Marking Equipment Product Portfolio

Table 108: Danaher (Videojet) Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: Dover (Markem-Imaje) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Dover (Markem-Imaje) Coding and Marking Equipment Product Portfolio

Table 111: Dover (Markem-Imaje) Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: ITW (Diagraph) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: ITW (Diagraph) Coding and Marking Equipment Product Portfolio

Table 114: ITW (Diagraph) Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: ID Technology LLC Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: ID Technology LLC Coding and Marking Equipment Product Portfolio

Table 117: ID Technology LLC Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 118: Hitachi Industrial Equipment Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Hitachi Industrial Equipment Coding and Marking Equipment Product Portfolio

Table 120: Hitachi Industrial Equipment Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 121: Matthews Marking Systems Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Matthews Marking Systems Coding and Marking Equipment Product Portfolio

Table 123: Matthews Marking Systems Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 124: KGK Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: KGK Coding and Marking Equipment Product Portfolio

Table 126: KGK Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

- Table 127: KBA-Metronic Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 128: KBA-Metronic Coding and Marking Equipment Product Portfolio
- Table 129: KBA-Metronic Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 130: Squid Ink Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 131: Squid Ink Coding and Marking Equipment Product Portfolio
- Table 132: Squid Ink Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 133: SATO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 134: SATO Coding and Marking Equipment Product Portfolio
- Table 135: SATO Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 136: Paul Leibinger Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 137: Paul Leibinger Coding and Marking Equipment Product Portfolio
- Table 138: Paul Leibinger Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 139: Macsa Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 140: Macsa Coding and Marking Equipment Product Portfolio
- Table 141: Macsa Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 142: REA JET Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 143: REA JET Coding and Marking Equipment Product Portfolio
- Table 144: REA JET Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 145: Control print Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 146: Control print Coding and Marking Equipment Product Portfolio
- Table 147: Control print Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 148: Kinglee Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 149: Kinglee Coding and Marking Equipment Product Portfolio
- Table 150: Kinglee Coding and Marking Equipment Revenue (US\$ Million), Sales (K

Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 151: EC-JET Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 152: EC-JET Coding and Marking Equipment Product Portfolio

Table 153: EC-JET Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 154: Beijing Zhihengda Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 155: Beijing Zhihengda Coding and Marking Equipment Product Portfolio

Table 156: Beijing Zhihengda Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 157: SUNINE Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 158: SUNINE Coding and Marking Equipment Product Portfolio

Table 159: SUNINE Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 160: Chongqing Zixu Machine Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 161: Chongqing Zixu Machine Coding and Marking Equipment Product Portfolio

Table 162: Chongqing Zixu Machine Coding and Marking Equipment Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 163: Upstream Key Raw Material Price List

Table 164: Coding and Marking Equipment Raw Material Suppliers and Contact Information

Table 165: Coding and Marking Equipment Typical Customer List

Table 166: Coding and Marking Equipment Distributors List

## List Of Figures

### LIST OF FIGURES

Figure 1: Coding and Marking Equipment Product Pictures

Figure 2: Inkjet Printers Picture Scope

Figure 3: Laser Printers Picture Scope

Figure 4: Thermal Transfer Overprinting Printers Picture Scope

Figure 5: Others Picture Scope

Figure 6: Food and Beverage Picture Scope

Figure 7: Pharmaceutical and Healthcare Picture Scope

Figure 8: Construction and Chemicals Picture Scope

Figure 9: Electronics Picture Scope

Figure 10: Others Picture Scope

Figure 11: Global Coding and Marking Equipment Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 12: Global Coding and Marking Equipment Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 13: Global Coding and Marking Equipment Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)

Figure 14: Global Coding and Marking Equipment Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 15: Global Coding and Marking Equipment Market Size by Region (2020-2032) & (US\$ Million)

Figure 16: Global Coding and Marking Equipment Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 17: Global Coding and Marking Equipment Sales Price by Region (2020-2032) & (K Unit)

Figure 18: North America Coding and Marking Equipment Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 19: North America Coding and Marking Equipment Revenue Market Share by Players in 2024

Figure 20: North America Coding and Marking Equipment Sales Market Share by Type (2020-2032)

Figure 21: North America Coding and Marking Equipment Revenue Market Share by Type (2020-2032)

Figure 22: North America Coding and Marking Equipment Sales Market Share by Application (2020-2032)

Figure 23: North America Coding and Marking Equipment Revenue Market Share by

Application (2020-2032)

Figure 24:US Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 25:Canada Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 26:Europe Coding and Marking Equipment Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 27:Europe Coding and Marking Equipment Revenue Market Share by Players in 2024

Figure 28:Europe Coding and Marking Equipment Sales Market Share by Type (2020-2032)

Figure 29:Europe Coding and Marking Equipment Revenue Market Share by Type (2020-2032)

Figure 30:Europe Coding and Marking Equipment Sales Market Share by Application (2020-2032)

Figure 31:Europe Coding and Marking Equipment Revenue Market Share by Application (2020-2032)

Figure 32:Germany Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 33:France Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 34:United Kingdom Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 35:Italy Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 36:Spain Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 37:Benelux Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 38:China Coding and Marking Equipment Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 39:China Coding and Marking Equipment Revenue Market Share by Players in 2024

Figure 40:China Coding and Marking Equipment Sales Market Share by Type (2020-2032)

Figure 41:China Coding and Marking Equipment Revenue Market Share by Type (2020-2032)

Figure 42:China Coding and Marking Equipment Sales Market Share by Application (2020-2032)

Figure 43:China Coding and Marking Equipment Revenue Market Share by Application (2020-2032)

Figure 44:APAC (excl. China) Coding and Marking Equipment Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 45:APAC (excl. China) Coding and Marking Equipment Revenue Market Share by Players in 2024

Figure 46:APAC (excl. China) Coding and Marking Equipment Sales Market Share by Type (2020-2032)

Figure 47:APAC (excl. China) Coding and Marking Equipment Revenue Market Share by Type (2020-2032)

Figure 48:APAC (excl. China) Coding and Marking Equipment Sales Market Share by Application (2020-2032)

Figure 49:APAC (excl. China) Coding and Marking Equipment Revenue Market Share by Application (2020-2032)

Figure 50:Japan Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 51:South Korea Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 52:India Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 53:Australia Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 54:Southeast Asia Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 55:Latin America Coding and Marking Equipment Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 56:Latin America Coding and Marking Equipment Revenue Market Share by Players in 2024

Figure 57:Latin America Coding and Marking Equipment Sales Market Share by Type (2020-2032)

Figure 58:Latin America Coding and Marking Equipment Revenue Market Share by Type (2020-2032)

Figure 59:Latin America Coding and Marking Equipment Sales Market Share by Application (2020-2032)

Figure 60:Latin America Coding and Marking Equipment Revenue Market Share by Application (2020-2032)

Figure 61:Mexico Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 62:Brazil Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 63:Middle East & Africa Coding and Marking Equipment Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 64:Middle East & Africa Coding and Marking Equipment Revenue Market Share by Players in 2024

Figure 65:Middle East & Africa Coding and Marking Equipment Sales Market Share by Type (2020-2032)

Figure 66:Middle East & Africa Coding and Marking Equipment Revenue Market Share

by Type (2020-2032)

Figure 67: Middle East & Africa Coding and Marking Equipment Sales Market Share by Application (2020-2032)

Figure 68: Middle East & Africa Coding and Marking Equipment Revenue Market Share by Application (2020-2032)

Figure 69: Saudi Arabia Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 70: South Africa Coding and Marking Equipment Revenue (2020-2032) & (US\$ Million)

Figure 71: Global Coding and Marking Equipment Sales Market Share by Key Manufacturers in 2024

Figure 72: Global Coding and Marking Equipment Revenue Market Share by Key Manufacturers in 2024

Figure 73: Global Coding and Marking Equipment Industry Competition Landscape

Figure 74: Coding and Marking Equipment Industry Chain Analysis

Figure 75: Bottom-Up and Top-Down Research Methods

Figure 76: Key Interview Objectives

Figure 77: Data Cross Validation

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