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Global Barcode Printer Market 2024

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Abstracts

The barcode printers market is experiencing significant growth, driven by the ongoing expansion of industrial automation. A key factor fueling this expansion is the increasing deployment of barcode and RFID systems for efficient supply chain and inventory management, particularly in the retail industry. Additionally, continuous technological advancements and industrial automation are contributing to the widespread adoption of barcode printers across various industries.

In 2023, the industrial printers segment emerged as the leading revenue contributor and is anticipated to maintain its dominance throughout the forecast period. The market for industrial printers reached an estimated value of USD 2.3 billion in 2023 and is projected to grow to USD 3.6 billion by 2029, with a CAGR of 6.5%. This growth can be attributed to the rising utilization of industrial printers in sectors such as retail, manufacturing, transportation, and logistics. These printers are specifically designed to operate in challenging environments, such as warehouses and manufacturing plants, where they are used to produce barcodes on labels, tags, packages, and other items.

Furthermore, the thermal transfer technology segment is estimated to have reached USD 1.7 billion in 2023 and is anticipated to reach USD 2.6 billion by 2029, registering a CAGR of 6.4%. This growth is primarily due to the widespread use of this technology in barcode printers for creating barcodes on various products. Thermal transfer printing is recognized for its efficiency and cost-effectiveness, as it requires minimal maintenance and no specialized equipment, thereby contributing to the segment's expansion.

Moreover, the market for barcode printers in the manufacturing end-user segment is estimated at USD 1.4 billion in 2023 and is projected to reach USD 2.0 billion by 2029, with a CAGR of 5.6%. This growth is driven by the increasing adoption of industrial automation by manufacturers to streamline their production processes, enhance output, and minimize wastage.

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In North America, the barcode printers market was estimated at USD 1.2 billion in 2023 and is expected to reach USD 1.9 billion by 2029, with a CAGR of 6.4%. The region's growth can be attributed to the presence of leading providers of barcode printers, such as Zebra Technologies and Honeywell International, which bodes well for the market's expansion. Furthermore, the continued growth of the retail and e-commerce industries, along with the increasing preference for online shopping in the U.S. and Canada, is expected to drive the demand for barcode printers across North America.

This comprehensive industry report provides market estimates and forecasts, accompanied by a detailed examination of the product, technology, end-user, and region aspects. It delivers a quantitative analysis of the market, empowering stakeholders to leverage existing market opportunities. Furthermore, the report identifies key segments for potential opportunities and strategies, drawing insights from market trends and the approaches of leading competitors.

The global baby bottle market has been extensively analyzed by categorizing it according to various sub-segments in order to provide accurate forecasts of industry size and assess trends within specific areas.

The global market for barcode printer can be segmented by product: desktop printers, mobile printers, industrial printers. In 2023, the industrial printers segment made up the largest share of revenue generated by the barcode printer market, representing more than 59.4% of the total market.

Barcode printer market is further segmented by technology: thermal transfer, direct transfer, laser, impact, ink-jet. The thermal transfer segment was the largest contributor to the global barcode printer market in 2023, representing more than 42.6% of the total market.

Based on end-user, the barcode printer market is segmented into: manufacturing, transportation, healthcare, retail, government, others. The manufacturing segment is estimated to account for the largest share of the global barcode printer market, representing more than 35.7% of the total market.

On the basis of region, the barcode printer market also can be divided into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. North America held the highest share in the global barcode printer market. However, Asia-Pacific is forecast to register the highest CAGR during the forecast period 2024

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The report also provides analysis of the key companies of the industry and their detailed company profiles including Zebra Technologies Corp., Honeywell International Inc., Toshiba TEC Corporation, SATO Holdings Corporation, Avery Dennison Corporation, Printronix, Inc., TDK Electronics AG, Brother Industries, Ltd., CognitiveTPG, LLC, Dascom Holdings Ltd., Canon, Inc., Oki Electric Industry Co., Ltd., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Why Choose This Report

Gain a reliable outlook of the global barcode printer market forecasts from 2024 to 2030 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

Market Segments Covered in Global Barcode Printer Industry Analysis:

i.) Product

Desktop printers

Mobile printers

Industrial printers

ii.) Technology

Thermal transfer

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Direct transfer

Laser

Impact

Ink-jet

iii.) End-user

Manufacturing

Transportation

Healthcare

Retail

Government

Others

iv.) Region

North America

Europe

Asia-Pacific

MEA (Middle East and Africa)

Latin America

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