

Global Desktop RFID Printers Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Desktop RFID Printers market size was valued at US\$ 231 million in 2024 and is forecast to a readjusted size of USD 355 million by 2031 with a CAGR of 6.4% during review period.

Desktop RFID printers are compact and cost-effective printing devices designed for encoding and printing RFID (Radio Frequency Identification) tags and labels. These printers are commonly used in various industries, including retail, manufacturing, healthcare, and logistics, where businesses need to create RFID tags for tracking and inventory management.

Global key players of Desktop RFID Printers include Zebra, Honeywell, Toshiba TEC, SATO, Printronix etc. The top five players hold a share over 76%. Asia-Pacific is the largest market, and has a share about 46%, followed by Europe and North America with share 25% and 21%, separately. In terms of product type, UHF is the largest segment, occupied for a share of 87%. In terms of application, Retail has a share about 29% percent.

This report is a detailed and comprehensive analysis for global Desktop RFID Printers market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Desktop RFID Printers market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Desktop RFID Printers market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Desktop RFID Printers market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Desktop RFID Printers market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Desktop RFID Printers
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Desktop RFID Printers market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Zebra, Honeywell, Toshiba TEC, SATO, Printronix, Bixolon, Avery Dennison, Brother, Shenzhen Hopeland Technologies, Primera, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Desktop RFID Printers market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

UHF

HF

Market segment by Application

Retail

Healthcare

Warehouse and Logistics

Major players covered

Zebra

Honeywell

Toshiba TEC

SATO

Printronix

Bixolon

Avery Dennison

Brother

Shenzhen Hopeland Technologies

Primera

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Desktop RFID Printers product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Desktop RFID Printers, with price, sales quantity, revenue, and global market share of Desktop RFID Printers from 2020 to 2025.

Chapter 3, the Desktop RFID Printers competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Desktop RFID Printers breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Desktop RFID Printers market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Desktop RFID Printers.

Chapter 14 and 15, to describe Desktop RFID Printers sales channel, distributors, customers, research findings and conclusion.

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