

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) 2D Barcode Reader Market 2018, Forecast to 2023

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Abstracts

A 2D barcode scanner is a process of interpreting two-dimensional barcodes, which store data in two dimensions, rather than in just a series of black and white bars. 2D barcode reader is also called as “Quick Response Code (QR Code)” as they enable fast data access. The reader deciphers the encoded URL, which leads the browser to the appropriate information. The commercial use of 2D barcode reader started in 1981. A 2D bar code reader is employed in various industries to access associated information extensively.

Scope of the Report:

This report focuses on the 2D Barcode Reader in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. One of the primary reason driving this market increased acceptance of 2D barcodes across various sectors. Another factor driving the demand 2D barcodes is their proficiency to adapt an enormous size of information, unlike 1D barcode scanner. Increased memory at optimum pricing has been a key technological factor, which is an attractive proposition for end users. A key challenge in the market is the insufficiency for capital investment to innovate 2D barcodes. 2D barcode scanners are costlier than their 1D counterparts. Performance, design, and ergonomics are among the top factors of competition among 2D-barcode vendors. Furthermore, price competitiveness offers an additional advantage to barcode scanner vendors.

DPM (Direct Part Marking) is introducing new opportunities for manufacturing more automated solutions and track products through its full life cycle. It can be a potential market for the 2D imager. Also, government regulations and policies may result in the

adoption of these devices in industries including healthcare & pharmaceuticals, transportation, and military applications.

Key regions for this market are North America, Europe, Asia-Pacific and MEA and Latin America. North America and Europe are projected to dominate this market over the forecast period with steady growth rates while Asia-Pacific is expected to witness significant growth opportunities during the same period. The adoption rate of barcode technology in India is growing at a healthy growth rate making the industry more attractive day by day.

Some of the key players in the market include Honeywell, OCR Canada, Motorola Solutions, Datalogic, Zebra Technologies, Telenor, SATO, Bluebird, Opticon, Denso ADC, NCR and others. The market is dominated by vendors and will continue the same trend over the forecast period. Continued consolidation is expected with small and medium sized companies focused on niche applications. Image recognition technology which is an alternative technology for 2D barcode reader is at its emerging stage. The main advantage of the image recognition technology as compared to 2D bar codes is that no special software has to be installed. One of the disadvantages of image recognition is that images cannot be recognized because of their image quality. Especially in low light situations images tends to get blurry and grainy. This market is expected to become highly competitive over the forecast period as the market is driven by new technologies and innovations, resulting out of continuous R&D activities by the key players across the industry. Most of the companies are focusing their R&D activities to find low cost and precise products by incorporating new technologies.

The worldwide market for 2D Barcode Reader is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Honeywell

OCR Canada

Motorola Solutions

Datalogic

Zebra Technologies

Telenor

SATO

Bluebird

Opticon

Denso ADC

NCR

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

QR Codes

Data Matrix Code

PDF417codes

Aztech 2D Barcodes

Market Segment by Applications, can be divided into

Retail

Advertisements

Transportation

Others

There are 15 Chapters to deeply display The global 2D Barcode Reader market.

Chapter 1, to describe 2D Barcode Reader Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of 2D Barcode Reader, with sales, revenue, and price of 2D Barcode Reader, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show The global market by regions, with sales, revenue and market share of 2D Barcode Reader, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, 2D Barcode Reader market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe 2D Barcode Reader sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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