

Global Barcode Scanner Rental Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Barcode Scanner Rental market size was valued at US\$ 447 million in 2025 and is forecast to a readjusted size of US\$ 763 million by 2032 with a CAGR of 7.9% during review period.

Barcode scanner rental is a service model that provides enterprise users with short-term or long-term usage rights to barcode reading equipment. Service providers offer handheld barcode scanners, fixed scanners, wireless scanning terminals, industrial-grade scanning equipment, and supporting software systems through leasing, and are responsible for equipment maintenance, technical support, fault replacement, and upgrade management. Compared to direct purchase, leasing services effectively reduce enterprises' one-time capital investment and improve equipment flexibility, making it particularly suitable for seasonal business peaks, temporary projects, warehouse expansion, logistics and distribution activities, large-scale exhibitions, and retail promotions.

This service is widely used in logistics warehousing, e-commerce delivery, retail stores, manufacturing production management, medical institutions, government projects, and exhibitions. With the increasing demand for digital operations and the growing popularity of asset-light management concepts, more and more users are choosing to acquire automatic identification equipment resources through leasing. The current market is gradually upgrading from simple equipment leasing to comprehensive solutions combining 'equipment + software + operation and maintenance services,' supporting functions such as inventory management, asset tracking, and data collection.

In the future, with the continued growth in demand for smart logistics, intelligent

warehousing, digital retail, and mobile office, barcode scanner rental services will further develop towards cloud platform management, remote operation and maintenance, pay-as-you-go pricing, and full lifecycle equipment management, providing enterprises with more flexible and efficient data collection solutions, and the market development prospects are quite broad.

The barcode scanner rental market is growing rapidly alongside the trends of digital operations and asset-light management in enterprises. Compared to traditional equipment procurement, leasing services help companies reduce upfront capital expenditures, increase equipment configuration flexibility, and effectively address changes in equipment demand due to business fluctuations. Therefore, it is increasingly favored by users in industries such as logistics, e-commerce, retail, manufacturing, and healthcare. Especially during seasonal order peaks, warehouse expansion, short-term project implementation, and large-scale exhibitions, companies tend to quickly acquire equipment resources through leasing to improve operational efficiency and control costs.

From a market demand structure perspective, logistics warehousing and e-commerce remain the largest sources of demand for barcode scanner rental services. With the continued growth of global e-commerce orders and the increasing complexity of supply chain management, the demand for data collection equipment in warehousing and distribution centers is constantly increasing. At the same time, the accelerated digital transformation of the retail industry, with applications such as store inventory management, mobile POS, and product tracking, is also driving the growth in demand for scanning equipment leasing. In addition, the production traceability management in manufacturing, asset management in medical institutions, and temporary data collection needs at large-scale exhibitions are becoming new market growth points.

From a technological development perspective, the barcode scanner rental market is benefiting from the upgrade of automatic identification technology. New-generation equipment supporting 1D barcodes, 2D barcodes, RFID identification, and mobile terminal integration is gradually becoming the mainstream in the rental market. Simultaneously, the development of cloud-based equipment management, remote monitoring, real-time data synchronization, and pay-as-you-go billing models enables rental services to more flexibly meet the digital management needs of enterprises. With the advancement of smart warehousing and smart retail construction, the deep integration of scanning equipment with warehouse management systems (WMS), enterprise resource planning systems (ERP), and retail management platforms will further enhance the value of rental services.

Overall, the barcode scanner rental market possesses both equipment servitization and digital transformation attributes, demonstrating strong development potential. In the future, as enterprises place greater emphasis on operational and capital utilization efficiency, and as smart logistics, intelligent manufacturing, and retail digitalization continue to advance, the market size is expected to maintain stable growth. Companies capable of providing integrated 'hardware + software + operation and maintenance' services will gain greater market opportunities and competitive advantages in the industry's development.

This report is a detailed and comprehensive analysis for global Barcode Scanner Rental market. Both quantitative and qualitative analyses are presented by company, 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 Barcode Scanner Rental market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Barcode Scanner Rental market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Barcode Scanner Rental market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Barcode Scanner Rental market shares of main players, in revenue (\$ Million), 2021-2026

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 Barcode Scanner Rental

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Barcode Scanner Rental market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include MSS Software, DecisionPoint Technologies, Legacy Technology, One World Rental, Zebra, Sterling Mobile, Globibo, Gamma Solutions, MIDCOM Service Group, Event WiFi, etc.

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

Market segmentation

Barcode Scanner Rental market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Laser Scanner

Image Scanner

Linear Image Scanner

Market segment by Equipment Form

Handheld

Wearable

Fixed

Embedded

Market segment by Rental Model

- Short-term Rental
- Medium-term Project Rental
- Long-term Rental
- Lease-to-purchase Agreement
- All-inclusive Service Rental

Market segment by Application

- Retail
- Warehousing
- Express Delivery
- Others

Market segment by players, this report covers

- MSS Software
- DecisionPoint Technologies
- Legacy Technology
- One World Rental
- Zebra
- Sterling Mobile

Globibo

Gamma Solutions

MIDCOM Service Group

Event WiFi

MARS TOHKEN

Barcotech Philippines

Newland

Peak Technologies

TENG TU

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Barcode Scanner Rental product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Barcode Scanner Rental, with revenue, gross

margin, and global market share of Barcode Scanner Rental from 2021 to 2026.

Chapter 3, the Barcode Scanner Rental competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Barcode Scanner Rental market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Barcode Scanner Rental.

Chapter 13, to describe Barcode Scanner Rental research findings and conclusion.

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