

Global Coding and Marking Equipment Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Coding and Marking Equipment market size is expected to reach \$ 4718 million by 2032, rising at a market growth of 3.2% CAGR during the forecast period (2026-2032).

Coding and marking equipment are machines that print production date, barcode, trade mark and other product information on product surfaces and packages. Code and mark printers are widely used in industrial fields such as food & beverages, pharmaceuticals, chemical and further constructions.

The increasingly stringent global regulatory and compliance requirements serve as a core driver for the growth of the coding and marking equipment market, particularly in industries such as food, pharmaceuticals, and electronics, where product traceability and unique identification (e.g., UDI) have become mandatory standards. This has compelled enterprises to adopt high-precision, highly reliable coding solutions. Meanwhile, the explosive growth of e-commerce and logistics has raised demands for greater supply chain efficiency, fueling the need for variable data printing (e.g., dynamic QR codes, batch numbers) and automated marking systems to enable rapid sorting and inventory management. Additionally, the proliferation of counterfeit goods has driven brands to adopt advanced technologies such as laser marking and invisible inks for anti-counterfeiting purposes. The advancement of Industry 4.0 has further accelerated the deep integration of coding equipment with IoT and MES systems, enabling smart production and remote monitoring.

Coding and marking technologies are evolving toward greater sustainability and intelligence, with low-VOC water-based inks and UV-LED curing technologies becoming mainstream due to their environmental compliance with regulations such as EU

REACH. High-resolution printing and flexible adaptability continue to improve, as drop-on-demand (DOD) and thermal inkjet (TIJ) technologies meet the demands of fine printing on complex packaging materials, while laser marking rapidly penetrates hard-material applications such as metals and glass. The integration of AI further optimizes production processes—AI-powered vision inspection automatically adjusts marking positions to reduce defect rates, and collaborative robots (cobots) enable more flexible deployment of coding systems in production lines. From a regional perspective, the Asia-Pacific market, particularly China and India, is emerging as the fastest-growing market for coding and marking equipment, driven by the rapid expansion of the food & beverage and electronics manufacturing sectors.

This report studies the global Coding and Marking Equipment production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Coding and Marking Equipment and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Coding and Marking Equipment that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Coding and Marking Equipment total production and demand, 2021-2032, (Units)

Global Coding and Marking Equipment total production value, 2021-2032, (USD Million)

Global Coding and Marking Equipment production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Coding and Marking Equipment consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Coding and Marking Equipment domestic production, consumption, key domestic manufacturers and share

Global Coding and Marking Equipment production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Coding and Marking Equipment production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Coding and Marking Equipment production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Coding and Marking Equipment market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key

companies covered as a part of this study include Videojet, Markem-Imaje, Domino, KGK, Matthews Marking System, ID Technology LLC, Hitachi Industrial Equipment, ITW (Diagraph), Linx Printing Technologies, REA JET, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Coding and Marking Equipment market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (USD/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Coding and Marking Equipment Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Coding and Marking Equipment Market, Segmentation by Type:

Continuous Inkjet (CIJ) Printers

Valve Inkjet (VIJ) Printers

Piezo Inkjet (PIJ) Printers

Thermal Inkjet (TIJ) Printers

Print and Apply Labelling System

Laser Printers

Thermal Transfer Overprinting Printers

Global Coding and Marking Equipment Market, Segmentation by Application:

Food

Beverage

Pharmaceutical and Healthcare

Construction and Chemicals

Electronics

Automotive & Aerospace

Others

Companies Profiled:

Videojet

Markem-Imaje

Domino

KGK

Matthews Marking System

ID Technology LLC

Hitachi Industrial Equipment

ITW (Diagraph)

Linx Printing Technologies

REA JET

Keyence

KBA-Metronic

Macsa

Hi-pack-coding

Trumpf

SUNINE

Squid Ink

Paul Leibinger

Han's Laser

EC-JET

Control print

Kinglee

HSA Systems

Bizerba

cab Produkttechnik

Key Questions Answered:

1. How big is the global Coding and Marking Equipment market?
2. What is the demand of the global Coding and Marking Equipment market?
3. What is the year over year growth of the global Coding and Marking Equipment market?
4. What is the production and production value of the global Coding and Marking Equipment market?
5. Who are the key producers in the global Coding and Marking Equipment market?
6. What are the growth factors driving the market demand?

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