

# Global EAS Bottle Tag Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global EAS Bottle Tag market size was valued at US\$ 382 million in 2025 and is forecast to a readjusted size of US\$ 528 million by 2032 with a CAGR of 4.7% during review period.

An EAS (Electronic Article Surveillance) Bottle Tag is a specialized anti-theft security device designed for retail protection of bottled products, typically attached to the neck, cap, or body of bottles containing alcohol, wine, spirits, or other high-value liquids. It integrates with EAS detection systems at store exits, triggering an alarm if an active tag is removed without proper deactivation or attempts to leave the premises. Constructed with durable materials (plastic, metal wire), it features a secure locking mechanism requiring a dedicated detacher tool, serving as both a physical barrier and visual deterrent against shoplifting while preserving product visibility for merchandising.

In 2025, global EAS Bottle Tag production reached approximately 1,237 million units, with an average global market price of around US\$ 0.3 per unit.

The upstream supply chain for EAS Bottle Tags includes suppliers of raw materials (ABS plastic, steel wire rope, magnetic components), electronic components (antenna coils, RF/AM chips), and manufacturing equipment (injection molding machines, assembly lines, quality testing tools). Downstream, these tags are supplied to retail security solution providers, source tagging services, and directly to retailers (liquor stores, supermarkets, department stores), who attach them to products before shelf placement. The tags work in conjunction with EAS detection systems and detachers at checkout counters, completing the loss prevention ecosystem.

EAS Bottle Tag cost structure is dominated by material costs (?40–50%), including

durable plastics, metal wires, and electronic components (RF/AM chips). Manufacturing costs (?25–35%) cover injection molding, assembly, quality control testing, and locking mechanism production. Overhead & logistics costs (?10–15%) include packaging, shipping, and inventory management, while research & development and regulatory compliance costs (?5–10%) ensure compatibility with EAS systems and adherence to retail security standards. Economies of scale significantly impact per-unit costs, with higher volumes reducing material and manufacturing expenses.

This report is a detailed and comprehensive analysis for global EAS Bottle Tag 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 EAS Bottle Tag market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global EAS Bottle Tag market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global EAS Bottle Tag market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global EAS Bottle Tag market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (US\$/Unit), 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 EAS Bottle Tag

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 EAS Bottle Tag 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 Catalyst, Airsec, Tyco Retail Solutions, Nedap, Neotag, Vitag, Nanjing Bohang Electronics, Novatron Electronics, Digitag, Highlight, etc. This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## **Market Segmentation**

EAS Bottle Tag 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 in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Acoustic Magnetic (AM) Tag

Radio Frequency (RF) Tag

Radio Frequency Identification (RFID) Tag

Others

### Market segment by Attachment Design

Cap Style

Rope Loop Style

Other

### Market segment by Reusability

Reusable Tags

Single-Use Tags

## Market segment by Application

Red Wine

White Wine

Grape Wine

Others

## Major players covered

Catalyst

Airsec

Tyco Retail Solutions

Nedap

Neotag

Vitag

Nanjing Bohang Electronics

Novatron Electronics

Digitag

Highlight

Hangzhou Ontime

Wise Security Technology

Shenzhen Ascend IOT Technology

Hangzhou Century

Gunnebo Gateway

WGSPi

Ketec

GCS (GB) Limited

Changzhou Channel Electronics Technology

Qingdao Wise Security Technology

SHENZHEN ENGUARD DIGITAL

Changzhou Yasen Electronic

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 EAS Bottle Tag product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of EAS Bottle Tag, with price, sales quantity, revenue, and global market share of EAS Bottle Tag from 2021 to 2026.

Chapter 3, the EAS Bottle Tag competitive situation, sales quantity, revenue, and global

market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the EAS Bottle Tag breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and EAS Bottle Tag market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 EAS Bottle Tag.

Chapter 14 and 15, to describe EAS Bottle Tag sales channel, distributors, customers, research findings and conclusion.

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