

Global EAS Bottle Tag Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global EAS Bottle Tag market size is expected to reach \$ 528 million by 2032, rising at a market growth of 4.7% CAGR during the forecast period (2026-2032).

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 studies the global EAS Bottle Tag production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for EAS Bottle Tag 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 EAS Bottle Tag that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global EAS Bottle Tag total production and demand, 2021-2032, (M Units)

Global EAS Bottle Tag total production value, 2021-2032, (USD Million)

Global EAS Bottle Tag production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)

Global EAS Bottle Tag consumption by region & country, CAGR, 2021-2032 & (M Units)

U.S. VS China: EAS Bottle Tag domestic production, consumption, key domestic manufacturers and share

Global EAS Bottle Tag production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)

Global EAS Bottle Tag production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

Global EAS Bottle Tag production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global EAS Bottle Tag 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World EAS Bottle Tag market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (US\$/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 EAS Bottle Tag Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global EAS Bottle Tag Market, Segmentation by Type:

Acoustic Magnetic (AM) Tag

Radio Frequency (RF) Tag

Radio Frequency Identification (RFID) Tag

Others

Global EAS Bottle Tag Market, Segmentation by Attachment Design:

Cap Style

Rope Loop Style

Other

Global EAS Bottle Tag Market, Segmentation by Reusability:

Reusable Tags

Single-Use Tags

Global EAS Bottle Tag Market, Segmentation by Application:

Red Wine

White Wine

Grape Wine

Others

Companies Profiled:

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

Key Questions Answered:

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

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