

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

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## Abstracts

The global EAS Optical Tag market size is expected to reach \$ 194 million by 2032, rising at a market growth of 3.3% CAGR during the forecast period (2026-2032).

In 2025, global EAS Optical Tag production reached approximately 60,000 k units with an average global market price of around US\$ 2.5 per unit, and a gross profit margin of approximately 10%-30%. An EAS (Electronic Article Surveillance) Optical Tag refers to a specific type of security device used in retail environments to prevent shoplifting and unauthorized removal of merchandise from stores. An optical tag, in the context of retail security, refers to a small, reusable tag specifically designed to prevent theft of eyewear, particularly eyeglasses and sunglasses.

The EAS Optical Tag market is essentially a segment of specialized hard tags for 'loss prevention in eyewear retail.' Because eyewear, especially sunglasses, is small, easy to conceal, and has a high unit value, it is a typical high-theft category in offline sales. Stores often need reusable, quick-attach/remove anti-theft tags without significantly obstructing product display. The market primarily uses two EAS systems: AM 58kHz and RF 8.2MHz. Tags are typically clipped to the temples or secured with lanyards, working with store entrance antennas to trigger alarms, and are quickly removed at the checkout using a dedicated release device. The standard detection frequency for AM tags is described as 58kHz, while the RF system widely uses 8.2MHz as the mainstream frequency.

This report studies the global EAS Optical Tag production, demand, key manufacturers, and key regions.

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

### **Highlights and key features of the study**

Global EAS Optical Tag total production and demand, 2021-2032, (K Units)

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

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

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

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

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

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

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

This report profiles key players in the global EAS Optical 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 GAO RFID, Etagtron, Century, Hangzhou Ontime, Asecuri, Ningbo Synmel Smartech, Highlight, Arch Crown, Ferdinand Eisele, Yasen Electronic Technology, 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 Optical Tag market

#### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Optical Tag Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global EAS Optical Tag Market, Segmentation by Type:

Hard Tags

Soft Tags

#### Global EAS Optical Tag Market, Segmentation by Frequency:

Frequency: 58kHz

Frequency: 8.2MHz

Others

#### Global EAS Optical Tag Market, Segmentation by Size:

Mini Type

Standard Type

Others

#### Global EAS Optical Tag Market, Segmentation by Application:

Optical Glasses

Sunglasses

Others

**Companies Profiled:**

GAO RFID

Etagtron

Century

Hangzhou Ontime

Asecuri

Ningbo Synmel Smartech

Highlight

Arch Crown

Ferdinand Eisele

Yasen Electronic Technology

Suzhou Image Technology

Tyco International

INEO Products

Dipole RFID

Qingdao Wise Security Technology

Dragon Guard

Channel- Tag

BOHANG

**Key Questions Answered:**

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

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