

# Global EAS Optical 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 Optical Tag market size was valued at US\$ 155 million in 2025 and is forecast to a readjusted size of US\$ 194 million by 2032 with a CAGR of 3.3% during review period.

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

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

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

Global EAS Optical Tag market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Optical 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 Optical 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 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.

## **Market Segmentation**

EAS Optical 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

Hard Tags

Soft Tags

### Market segment by Frequency

Frequency: 58kHz

Frequency: 8.2MHz

Others

### Market segment by Size

Mini Type

Standard Type

Others

### Market segment by Application

Optical Glasses

Sunglasses

Others

Major players covered

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

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

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

Chapter 3, the EAS Optical Tag competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the EAS Optical 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 Optical 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 Optical Tag.

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

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