

Global Electronic Article Surveillance Security Labels 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 Electronic Article Surveillance Security Labels market size was valued at US\$ 741 million in 2025 and is forecast to a readjusted size of US\$ 1070 million by 2032 with a CAGR of 5.4% during review period.

Electronic Article Surveillance Security Labels are low-cost, high-volume electronic protection labels used in retail loss prevention, source tagging, open merchandising and item-level merchandise security. They are typically constructed from resonant circuits, antennas, magnetic or acousto-magnetic materials, substrates, pressure-sensitive adhesives, printable facestocks and, in more advanced forms, RFID inlays integrated with EAS functionality. These labels are designed to interact with EAS detection systems at store exits or controlled zones and to trigger an alarm when merchandise has not been properly paid for, deactivated or authorised. Main product forms include RF soft labels, AM soft labels, EM strips, roll labels, sheet labels, food labels, microwave-compatible labels, insertable labels, thermal integrated EAS labels, source tagging labels and RFID+EAS combination labels. Common technical specifications include 8.2 MHz RF labels, 58 kHz AM labels and UHF RFID+EAS dual-technology labels.

Based on bulk procurement economics, conventional RF soft labels are generally positioned in the sub-cent to several-cent range per unit, while AM, speciality food, microwave-compatible and source-tagging labels command higher prices; RFID+EAS combination labels sit at a materially higher price point due to their integrated chip and inlay structure. This report focuses on soft, disposable or integrated labels with EAS detection, alarm, deactivation or EAS-system interoperability functions.

Based on our research, Electronic Article Surveillance Security Labels should be treated as a consumable and functional label category within the broader retail loss-prevention infrastructure, rather than as a complete EAS system market. The appropriate analytical boundary is therefore centred on soft labels, source-tagging labels and integrated label formats that can be detected, alarmed, deactivated or otherwise recognised by EAS systems. RF and AM labels remain the principal product routes: RF labels are widely used across grocery, general merchandise, footwear and apparel, while AM labels retain strong relevance in food, liquid, foil and other technically challenging packaging environments. As retailers continue to balance open merchandising with theft prevention, source-applied labels, food-specific labels, microwave-compatible labels and integrated thermal EAS labels are becoming more important extensions of the traditional soft-label market.

From a supply-side perspective, the market is structured around global EAS system leaders, specialised label manufacturers, intelligent label and packaging groups, and a long tail of regional suppliers. Checkpoint Systems and Sensormatic Solutions remain central to the global market due to their EAS installed base, retailer relationships and source-tagging capabilities. Hangzhou Century, ALL-TAG, AM Secure/TAGIT, WG Security and Novatron form an important group of specialised suppliers across AM, RF and regional retail security applications. Avery Dennison, Cymmetrik and Hally Labels represent a more packaging- and intelligent-label-oriented route, where EAS functionality is embedded into broader labelling or item-level identification products. The longlist is materially larger than the core formal list because many companies can supply EAS-related labels, but not all have sufficient official evidence, manufacturing scale or product specificity to be treated as core global competitors.

Demand is mainly supported by retail shrink, organised theft concerns, open display formats, self-checkout expansion, source-tagging economics and the need to reduce in-store labour. Grocery, food, cosmetics, personal care, apparel, footwear, books, pharmacy products, small electronics and high-value general merchandise represent the most relevant end-use areas. Compared with hard tags, soft EAS labels are lower in cost, easier to apply at high speed, less intrusive to packaging and better suited to disposable or source-applied protection. Their limitations are equally clear: they are not reusable, require careful performance matching for metal or liquid-rich environments and face substitution risk where RFID-based loss prevention becomes economically viable.

The industry's technology roadmap is not a simple migration from EAS to RFID, but a

multi-track evolution. Conventional RF and AM labels will continue to compete on cost, detection performance, deactivation reliability and application flexibility. Speciality EAS labels will grow in food, chilled products, cosmetics and packaging-integrated formats where standard labels underperform. RFID+EAS combination labels will gain share in apparel, footwear and other categories where retailers can justify the additional cost through inventory visibility, omnichannel fulfilment and shrink reduction. As a result, future competition will be shaped not only by unit price, but by application engineering, source-tagging automation, packaging compatibility, sustainability requirements and integration with broader retail digitalisation systems.

This report is a detailed and comprehensive analysis for global Electronic Article Surveillance Security Labels market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Technology Route 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 Electronic Article Surveillance Security Labels market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Electronic Article Surveillance Security Labels 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 Electronic Article Surveillance Security Labels market size and forecasts, by Technology Route and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Electronic Article Surveillance Security Labels 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 Electronic Article Surveillance Security Labels
- 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 Electronic Article Surveillance Security Labels 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 Checkpoint Systems, Sensormatic Solutions, Hangzhou Century Co., Ltd., Avery Dennison Corporation, ALL-TAG Corporation, WG Security Products, Inc., AM Secure, Nedap N.V., Novatron Electronics, Cymmetrik Enterprise Co., Ltd., etc.

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

Market Segmentation

Electronic Article Surveillance Security Labels market is split by Technology Route and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Technology Route, 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 Technology Route

RF EAS Labels

AM EAS Labels

EM EAS Labels

RFID+EAS Combo Labels

Market segment by Product Form

Roll Labels

Sheet Labels

Insertable Labels

Integrated Labels

Market segment by Tagging Stage

Source Tagging

In-store Tagging

Distribution Centre Tagging

Other

Market segment by Application

Grocery & Food

Apparel & Footwear

Cosmetics & Personal Care

General Merchandise

Other

Major players covered

Checkpoint Systems

Sensormatic Solutions

Hangzhou Century Co., Ltd.

Avery Dennison Corporation

ALL-TAG Corporation

WG Security Products, Inc.

AM Secure

Nedap N.V.

Novatron Electronics

Cymmetrik Enterprise Co., Ltd.

Hally Labels

CSI ? EAS Label Solutions

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 Electronic Article Surveillance Security Labels product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electronic Article Surveillance Security Labels, with price, sales quantity, revenue, and global market share of Electronic Article Surveillance Security Labels from 2021 to 2026.

Chapter 3, the Electronic Article Surveillance Security Labels competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electronic Article Surveillance Security Labels 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 Technology Route and by Application, with sales market share and growth rate by Technology Route, 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 Electronic Article Surveillance Security Labels market forecast, by regions, by Technology Route, 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 Electronic Article Surveillance Security Labels.

Chapter 14 and 15, to describe Electronic Article Surveillance Security Labels sales channel, distributors, customers, research findings and conclusion.

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