

Global Electronic Article Surveillance Security Labels Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Electronic Article Surveillance Security Labels market size is expected to reach \$ 1070 million by 2032, rising at a market growth of 5.4% CAGR during the forecast period (2026-2032).

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 studies the global Electronic Article Surveillance Security Labels production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Electronic Article Surveillance Security Labels 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 Electronic Article Surveillance Security Labels that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Electronic Article Surveillance Security Labels total production and demand, 2021-2032, (K Units)

Global Electronic Article Surveillance Security Labels total production value, 2021-2032, (USD Million)

Global Electronic Article Surveillance Security Labels production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Electronic Article Surveillance Security Labels consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Electronic Article Surveillance Security Labels domestic production, consumption, key domestic manufacturers and share

Global Electronic Article Surveillance Security Labels production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Electronic Article Surveillance Security Labels production by Technology Route, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Electronic Article Surveillance Security Labels production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Electronic Article Surveillance Security Labels 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Electronic Article Surveillance Security Labels 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 Technology Route, 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 Electronic Article Surveillance Security Labels Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Electronic Article Surveillance Security Labels Market, Segmentation by Technology Route:

RF EAS Labels

AM EAS Labels

EM EAS Labels

RFID+EAS Combo Labels

Global Electronic Article Surveillance Security Labels Market, Segmentation by Product Form:

Roll Labels

Sheet Labels

Insertable Labels

Integrated Labels

Global Electronic Article Surveillance Security Labels Market, Segmentation by Tagging Stage:

Source Tagging

In-store Tagging

Distribution Centre Tagging

Other

Global Electronic Article Surveillance Security Labels Market, Segmentation by Application:

Grocery & Food

Apparel & Footwear

Cosmetics & Personal Care

General Merchandise

Other

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Electronic Article Surveillance Security Labels market?
2. What is the demand of the global Electronic Article Surveillance Security Labels market?
3. What is the year over year growth of the global Electronic Article Surveillance Security Labels market?
4. What is the production and production value of the global Electronic Article Surveillance Security Labels market?
5. Who are the key producers in the global Electronic Article Surveillance Security Labels market?
6. What are the growth factors driving the market demand?

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