

Global Fixed Retail Scanner Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Fixed Retail Scanner market size is expected to reach \$ 647 million by 2032, rising at a market growth of 4.7% CAGR during the forecast period (2026-2032).

A fixed retail scanner is a barcode scanning device designed for retail checkout and front-of-store verification, intended to operate in a stationary (mounted or embedded) position, commonly as a bioptic scanner built into a checkstand or a presentation (hands-free) scanner on the counter. It typically performs hands-free / auto-triggered reading of 1D and/or 2D barcodes (including printed labels and screen-based codes) to speed up transactions, reduce aiming effort, and integrate with POS workflows such as payment, loyalty, and loss-prevention controls.

In 2025, global Fixed Retail Scanner sales reached approximately 5,804 k units, with an average global market price of around US\$ 78.2 per unit. The single-line production capacity is about 50,000 units, and the industry gross profit margin is about 40%.

The global fixed retail scanner market is shifting from a 1D decoding peripheral to a smarter front-end component for checkout and loss prevention. First, GS1's Sunrise 2027 sets a clear deadline: retail POS should be able to scan and process both 1D and 2D barcodes by end-2027, which is driving refresh cycles and firmware/software upgrades for bioptic and presentation scanners. Second, self-checkout is being rebalanced rather than simply rolled back: due to shrink and customer friction, retailers are adding item limits, hybrid/assisted models, and tighter controls, increasing demand for better 2D imaging performance and tighter integration with front-end controls. In parallel, scan-anywhere packaging concepts such as digital watermarks are pushing fixed retail scanners further toward machine-vision-like imaging and algorithms to improve throughput and reduce fraud opportunities.

This report studies the global Fixed Retail Scanner production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Fixed

Retail Scanner 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 Fixed Retail Scanner that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Fixed Retail Scanner total production and demand, 2021-2032, (K Units)

Global Fixed Retail Scanner total production value, 2021-2032, (USD Million)

Global Fixed Retail Scanner production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Fixed Retail Scanner consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Fixed Retail Scanner domestic production, consumption, key domestic manufacturers and share

Global Fixed Retail Scanner production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Fixed Retail Scanner production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Fixed Retail Scanner production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Fixed Retail Scanner 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 Zebra, Datalogic, Honeywell, Cognex, SICK, Newland, Code (Brady), Omron (Microscan), Denso Wave, Keyence, 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 Fixed Retail Scanner 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 Fixed Retail Scanner Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Fixed Retail Scanner Market, Segmentation by Type:

Cabled Fixed Scanner

Wireless Fixed Scanner

Global Fixed Retail Scanner Market, Segmentation by Decoding Technology:

Laser

2D Imager

Global Fixed Retail Scanner Market, Segmentation by Scanning-plane Structure:

Bioptic Scanner

Presentation Scanner

Single Plane Scanner

Global Fixed Retail Scanner Market, Segmentation by Application:

Supermarket

Store

Unmanned Supermarket

Vending Machine

Companies Profiled:

Zebra

Datalogic

Honeywell

Cognex

SICK

Newland

Code (Brady)

Omron (Microscan)

Denso Wave

Keyence

Opticon

Shenzhen MinDe Electronics

Zebex

Socket Mobile

Argox (SATO)

CipherLAB

SUNLUX IOT Technology

Guangzhou Syble

Rakinda Technologies

Guangzhou Netum

Key Questions Answered:

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

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