

Global Fixed Retail Scanner 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 Fixed Retail Scanner market size was valued at US\$ 467 million in 2025 and is forecast to a readjusted size of US\$ 647 million by 2032 with a CAGR of 4.7% during review period.

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

Global Fixed Retail Scanner 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 Fixed Retail Scanner 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 Fixed Retail Scanner 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 Fixed Retail Scanner

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 Fixed Retail Scanner 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 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.

Market Segmentation

Fixed Retail Scanner 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

Cabled Fixed Scanner

Wireless Fixed Scanner

Market segment by Decoding Technology

Laser

2D Imager

Market segment by Scanning-plane Structure

Bioptic Scanner

Presentation Scanner

Single Plane Scanner

Market segment by Application

Supermarket

Store

Unmanned Supermarket

Vending Machine

Major players covered

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

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 Fixed Retail Scanner product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Fixed Retail Scanner, with price, sales quantity, revenue, and global market share of Fixed Retail Scanner from 2021 to 2026.

Chapter 3, the Fixed Retail Scanner competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape

contrast.

Chapter 4, the Fixed Retail Scanner 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 Fixed Retail Scanner 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 Fixed Retail Scanner.

Chapter 14 and 15, to describe Fixed Retail Scanner sales channel, distributors, customers, research findings and conclusion.

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