

Global Laser Barcode Reader Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Laser Barcode Reader market size is expected to reach \$ 4199 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

Laser barcode readers are electronic devices that use a laser beam as the light source to illuminate and decode barcode symbols, primarily one-dimensional (1D) barcodes such as UPC, EAN, Code 128, and Code 39. The device employs a rapidly oscillating mirror or rotating prism to sweep the laser beam across the barcode, measuring the reflected light intensity to determine the width of bars and spaces, which are then converted into digital signals via integrated decoding algorithms. Common form factors include handheld, fixed-mount, and presentation (in-counter) scanners. From a value chain perspective, upstream includes laser diodes, optical lenses, oscillating mirror assemblies, photodiodes, CMOS sensors, and decoding ASICs; midstream involves optical engine design, electronic integration, firmware development, and device assembly by manufacturers; downstream demand spans retail & e-commerce, logistics & warehousing, industrial manufacturing, medical healthcare, and commercial ticketing systems. In 2024, the average selling price was approximately US\$80 per unit, global shipments reached 32.9 million units, and gross margins generally range from 33% to 40%, driven by optical component costs, decoding algorithm differentiation, and aftermarket service contracts.

The laser barcode reader market is experiencing a mature but resilient phase, characterized by technological displacement and sustained demand in price-sensitive segments. While image-based (camera) readers are increasingly favored for their ability to read 2D codes (QR, DataMatrix) and damaged labels, laser scanners remain dominant in high-volume, low-cost 1D scanning applications such as retail point-of-sale, warehouse receiving, and light industrial environments. Laser scanners can quickly read

long-range and high-density barcodes, making them ideal for high-volume applications. The average selling price of laser scanners continues to decline due to commoditization and competition, yet this price erosion drives volume growth in emerging markets and small-to-medium enterprises.

Another clear trend is the convergence of wireless connectivity. Traditional wired USB and RS-232 interfaces are being supplemented by Bluetooth Low Energy (BLE) and Wi-Fi-enabled handheld laser scanners, enabling untethered operation in warehouse picking, inventory counting, and mobile point-of-sale applications. Handheld scanners remain the largest segment due to their portability and ease of use across retail, logistics, and warehousing applications. Wearable laser scanners are also emerging, offering hands-free operation for high-mobility environments.

This report studies the global Laser Barcode Reader production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Laser Barcode Reader 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 Laser Barcode Reader that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Laser Barcode Reader total production and demand, 2021-2032, (K Units)

Global Laser Barcode Reader total production value, 2021-2032, (USD Million)

Global Laser Barcode Reader production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Laser Barcode Reader consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Laser Barcode Reader domestic production, consumption, key domestic manufacturers and share

Global Laser Barcode Reader production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Laser Barcode Reader production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Laser Barcode Reader production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Laser Barcode Reader 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 Honeywell International Inc., Zebra Technologies Corporation, Datalogic S.p.A., Cognex Corporation, Keyence Corporation, Denso Wave Incorporated, Omron Corporation, Opticon Inc., RIOTEC Co., Ltd., Marson Technology 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 Laser Barcode Reader 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 Laser Barcode Reader Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Laser Barcode Reader Market, Segmentation by Type:

Handheld Barcode Reader

Stationary Barcode Reader

Global Laser Barcode Reader Market, Segmentation by Connectivity:

Wired Laser Scanner (USB/RS-232)

Wireless Laser Scanner (Bluetooth/Wi-Fi)

Global Laser Barcode Reader Market, Segmentation by Scanning Range:

Standard Range (Contact to 20cm)

Long Range (20cm to 200cm+)

Global Laser Barcode Reader Market, Segmentation by Application:

Retail and Wholesale

Logistics and Warehousing

Industrial Manufacturing

Healthcare

Others

Companies Profiled:

Honeywell International Inc.

Zebra Technologies Corporation

Datalogic S.p.A.

Cognex Corporation

Keyence Corporation

Denso Wave Incorporated

Omron Corporation

Opticon Inc.

RIOTEC Co., Ltd.

Marson Technology Co., Ltd.

CipherLab Co., Ltd.

Unitech Electronics Co., Ltd.

Code Corporation

JADAK Technologies (Novanta)

Microscan Systems, Inc. (Omron)

Socket Mobile, Inc.

Fujian Newland Computer Co., Ltd.

SUNLUX IOT Technology (Guangdong) Inc.

Shenzhen Minde Electronic Technology Co., Ltd.

RTscan Technology Co., Ltd.

HIKROBOT (Hikvision)

Leuze electronic GmbH + Co. KG

SICK AG

Key Questions Answered:

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

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