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Food Traceability Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Food Traceability Market was valued at USD 13 billion in 2024 and is estimated to grow at a CAGR of 13% to reach USD 45 billion by 2034.

The market's strong performance is driven by the increasing consumer demand for transparency, authenticity, and safety in the food supply chain. Consumers are paying more attention to the origins and quality of their food, prompting producers, distributors, and retailers to adopt advanced traceability solutions that ensure visibility across every stage of production and distribution. As a result, technologies such as IoT, blockchain, and RFID are being rapidly integrated to track food products in real time and guarantee their authenticity. Moreover, global regulatory mandates are reinforcing the need for traceable food systems. Governments and international agencies have introduced strict guidelines requiring comprehensive documentation throughout the food chain. These regulations are compelling companies to upgrade their monitoring systems and invest in digital tools that enhance data accuracy, operational transparency, and food safety compliance, ultimately boosting the food traceability market worldwide.

The hardware segment generated USD 5.4 billion in 2024 and is projected to grow at a CAGR of 10.7% from 2025 to 2034. The rapid expansion of this segment is attributed to the growing adoption of smart tracking tools such as barcodes, RFID tags, and IoT-enabled sensors. These devices help food companies capture real-time information regarding product storage, shelf life, and movement across the supply chain. The focus on automation and logistics optimization is further driving the demand for scalable and reliable hardware infrastructure that enhances quality assurance and safety management in production and distribution operations.

The on-premises segment was valued at USD 5.8 billion in 2024 and is expected to

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grow at a CAGR of 8.8% through 2034. This growth is primarily driven by food manufacturers' increased preference for data security, system control, and customized operational workflows. On-premises systems enable companies to manage traceability functions internally while ensuring compliance with complex regulations. Large-scale producers rely on these solutions to maintain control over critical supply chain data and ensure tailored management of their production processes.

North America Food Traceability Market generated USD 4.9 billion in 2024 and is expected to witness substantial growth throughout the forecast period. The expansion in this region is supported by stringent food safety regulations and rising consumer awareness regarding product transparency. Advanced traceability systems are being adopted rapidly as food producers and retailers aim to comply with strict government standards and respond to the demand for sustainable, clean-label products. The presence of major food processors and technology companies in the U.S. continues to drive innovation in traceability systems.

Major companies operating in the Global Food Traceability Market include Zebra Technologies, C.H. Robinson, Cognex, Honeywell International Inc., and SGS SA, among others. To strengthen their position in the Food Traceability Market, leading companies are focusing on technology innovation, strategic partnerships, and ecosystem integration. They are expanding their product portfolios through advanced solutions combining IoT, RFID, and cloud-based platforms to enhance real-time tracking and traceability accuracy. Collaborations with food producers, logistics firms, and regulatory bodies are helping align operations with global compliance requirements. Firms are also investing in automation and AI-powered analytics to improve visibility and predictive monitoring across supply chains.

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CHAPTER 11 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 - 2034 (USD BILLION)

CHAPTER 12 COMPANY PROFILES

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