

EAS Antennas Market Report by Product Type (RF Technology EAS, Acoustic Magnetic Technique EAS, and Others), Application (Apparel and Fashion Accessories Stores, Cosmetics and Medical Stores, Supermarkets and Large Grocery Stores, and Others), and Region 2023-2028

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Abstracts

The global EAS antennas market size reached US\$ 327.3 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 403.5 Million by 2028, exhibiting a growth rate (CAGR) of 3.5% during 2022-2028.

Electronic article surveillance (EAS) antennas are loss prevention systems that deter shoplifting and offer protection to a store or retail chain through tags and labels. They send and receive signals at a specific frequency, generally within a specific range, to detect and activate the store alarm and prevent unnecessary alarms. They are commonly pinned on apparel, handbags, accessories, golf clubs, liquor bottles, eyewear, boxed merchandise, shoes, and waterproof items. They are placed at the exits and entrances of a store to create an invisible gate and detect the passage of unauthorized items and promptly alert the staff. They are cost-effective, improve product safety, increase brand awareness, and enhance the experience of the consumer.

EAS Antennas Market Trends:

A considerable number of people shopping offline from retail stores represents one of the major factors positively influencing the demand for EAS antennas around the world. In addition, rising instances of theft and burglaries are driving their adoption to provide real-time alerts against shoplifting. Moreover, the growing awareness among retailers and store owners about the benefits of using EAS antennas like protection against inventory losses is driving the market. Apart from this, key players are introducing smart security systems that provide high stability, ultra-wide detection distance, reduce false

alarms, and have strong anti-interference capabilities. This, coupled with the escalating demand for EAS antennas in the healthcare industry, is creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global EAS antennas market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type and application.

Breakup by Product Type:

RF Technology EAS

Acoustic Magnetic Technique EAS

Others

RF technology EAS dominates the market as it is affordable and offer a wide range of label shapes, sizes, and presentation.

Breakup by Application:

Apparel and Fashion Accessories Stores

Cosmetics and Medical Stores

Supermarkets and Large Grocery Stores

Others

Apparel and fashion accessories stores currently dominate the market.

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America holds the majority of the global EAS antennas market share due to the increasing number of retail stores in the apparel, supermarket, and mass merchandise of the region.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are Agon Systems Ltd., CCL Industries Inc., Great Eastern IDTech Pvt. Ltd., GLOVERETAIL, Gunnebo AB, Hangzhou Century Co.,Ltd., Nedap N.V., Johnson Controls International Plc, TAG Worldwide Group Limited, and WG Security Products, Inc.

Key Questions Answered in This Report

1. What was the size of the global EAS antennas market in 2022?
2. What is the expected growth rate of the global EAS antennas market during 2023-2028?
3. What are the key factors driving the global EAS antennas market?
4. What has been the impact of COVID-19 on the global EAS antennas market?
5. What is the breakup of the global EAS antennas market based on the product type?
6. What is the breakup of the global EAS antennas market based on the application?
7. What are the key regions in the global EAS antennas market?
8. Who are the key players/companies in the global EAS antennas market?

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