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Food and Beverages (F&B) Coding and Marking Equipment Market Report by Type (Primary Packaging Coding, Secondary Packaging Coding), Technology (Continuous Inkjet, Laser, Thermal Transfer Overprinting, Print and Apply Labeling Machine, Piezoelectric Inkjet, Valve Inkjet, Thermal Inkjet), Application (Food Industry, Beverage Industry), and Region 2024-2032

https://marketpublishers.com/r/F40BADFF3E9EN.html
Date: January 2024
Pages: 141
Price: US$ 3,899.00 (Single User License)
ID: F40BADFF3E9EN

Abstracts

The global food and beverages (F&B) coding and marking equipment market size reached US$ 1.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 2.6 Billion by 2032, exhibiting a growth rate (CAGR) of 4.84% during 2024-2032.

In the food and beverage industry, coding and marking equipment are used for providing product-specific information. Common marking and coding formats include barcodes, QR codes and 2D codes, and include information about the product's price, manufacturing date, batch number, expiry date, shelf life, ingredients and industry certifications. Marking and coding can help in improving supply chain traceability and visibility of products. They also assist in building and maintaining brand image by assuring consumers of the authenticity and freshness of a product. Nowadays, vendors are utilizing marking and coding for tracking consumer habits and creating tailored marketing programs.

Global F&B Coding and Marking Equipment Market Drivers:
In recent years, the increasing number of counterfeit products has encouraged the

governments of various nations to implement stringent regulations mandating F&B manufacturers to print detailed product information on the packaging. These regulations have created a positive impact on the demand for up-to-date coding and marking equipment in the industry. Moreover, a rise in health and safety concerns has encouraged consumers to look for products with regulatory certificates and traceability tags. Apart from this, the global F&B coding and marking equipment market has witnessed a series of technological advancements which have maximized efficiency and flexibility. For instance, manufacturers are introducing printers that recycle any unused ink to reduce waste and production costs. They are also developing equipment with lower replacement requirements to reduce downtime.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global food and beverages (F&B) coding and marking equipment market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on type, technology and application.

Breakup by Type:

Primary Packaging Coding
Secondary Packaging Coding

Primary packaging coding currently accounts for the highest share.

Breakup by Technology:

Continuous Inkjet
Laser
Thermal Transfer Overprinting
Print and Apply Labeling Machine
Piezoelectric Inkjet
Valve Inkjet
Thermal Inkjet

Continuous inkjet currently represents the biggest segment.

Breakup by Application:

Food Industry

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Beverage Industry

Food Industry accounts for the majority of the global market share.

Regional Insights:

Europe
Asia Pacific
North America
Middle East and Africa
Latin America

At present, North America holds the leading position in the market.

Competitive Landscape:
The global food and beverages (F&B) coding and marking equipment market consists of numerous small and large manufacturers. Some of the leading players operating in the market are:

Danaher Corporation
Domino Printing Sciences plc
Hitachi Ltd.
Diagraph Corporation
ID Technology (Pro Mach, Inc.)
Superior Case Coding, Inc.
Universal Labeling Systems
SATO America
Durable Technologies
Jantech Marking Equipment
Brother Industries, Ltd.
Dover Corporation
Illinois Tool Works Inc.

Key Questions Answered in This Report

1. What was the size of the global food and beverages (F&B) coding and marking equipment market in 2023?
2. What is the expected growth rate of the global food and beverages (F&B) coding and marking equipment market during 2024-2032?

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3. What are the key factors driving the global food and beverages (F&B) coding and marking equipment market?
4. What has been the impact of COVID-19 on the global food and beverages (F&B) coding and marking equipment market?
5. What is the breakup of the global food and beverages (F&B) coding and marking equipment market based on the type?
6. What is the breakup of the global food and beverages (F&B) coding and marking equipment market based on the technology?
7. What is the breakup of the global food and beverages (F&B) coding and marking equipment market based on application?
8. What are the key regions in the global food and beverages (F&B) coding and marking equipment market?
9. Who are the key companies/players in the global food and beverages (F&B) coding and marking equipment market?

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