

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 2026-2034

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Abstracts

The global food and beverages (F&B) coding and marking equipment market size reached USD 1.8 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 2.8 Billion by 2034, exhibiting a growth rate (CAGR) of 4.52% during 2026-2034.

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 2026-2034. 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

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.

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