

Food Traceability Market Size, Share, Trends and Forecast by Technology, Equipment, Application, End User, and Region, 2025-2033

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Abstracts

The global food traceability market size was valued at USD 21.6 Billion in 2024. Looking forward, IMARC Group estimates the market to reach USD 44.2 Billion by 2033, exhibiting a CAGR of 7.85% during 2025-2033. Europe currently dominates the market, holding a significant market share of over 32.5% in 2024. This region's dominance is driven by strict food safety regulations, advanced traceability technologies, and a strong demand for transparency across industries like agriculture, food manufacturing, and retail.

Food traceability helps track the movement of a food product and its ingredients through all steps in the supply chain, forward and backward. It involves documenting and linking the production, processing, and distribution of different food products and ingredients. It helps governing authorities in product tracing during the outbreak of a foodborne illness to find the source of the product rapidly and where the contamination may have occurred. This enables faster removal of the affected product from the marketplace, thereby reducing incidences of foodborne illnesses.

Food Traceability Market Trends:

With the growing global supply chain, food safety is becoming a significant concern for consumers and regulators. This, coupled with the increasing number of deaths on account of food contamination, represents one of the key factors bolstering the growth of the market. Moreover, food traceability is a part of an overall cost-effective quality management system that can also aid in the continuous minimization of the impact of safety hazards. It also facilitates the rapid recall of products and the determination and settlement of liabilities. Besides this, food traceability aids in building trust and

increasing certainty in food processing operations. This, along with the rising requirement for transparent information about the entire food chain, supported by modern tracking and tracing methods, is fueling the growth of the market. Furthermore, there is a rise in the adoption of blockchain technologies in food traceability, which enhances the ability to validate and authenticate food origin and improves brand credibility. Additionally, they help prevent fraud, enhance the capacity to better tackle outbreaks, minimize food testing expenses, and increase margins. This is projected to drive the market in the upcoming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global food traceability market, along with forecasts at the global, regional, and country levels from 2025-2033. The market has been categorized based on technology, equipment, application, and end user.

Breakup by Technology:

RFID/RTLS

Global Positioning System (GPS)

Barcode

Infrared

Biometrics

Breakup by Equipment:

PDA with GPS

Thermal Printers

2D and 1D Scanners

Tags and Labels

Sensors

Others

Breakup by Application:

Meat and Livestock

Fresh Produce and Seeds

Dairy Products

Beverage Products

Fisheries

Others

Breakup by End User:

Food Manufacturers

Warehouse/Pack Farms

Food Retailers

Government Departments

Others

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

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Bar Code Integrators Inc., C.H. Robinson Worldwide Inc., Carlisle Technology, Cognex Corporation, FoodLogiQ, Honeywell International Inc., Impinj Inc., International Business Machines Corporation, MASS Group, OPTEL Group, SGS S.A. and Zebra Technologies Corporation.

Key Questions Answered in This Report

- 1.How big is the food traceability market?
- 2.What is the future outlook of food traceability market?
- 3.What are the key factors driving the food traceability market?
- 4.Which region accounts for the largest food traceability market share?
- 5.Which are the leading companies in the global food traceability market?

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