

Track and Trace Solutions Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

<https://marketpublishers.com/r/T9F7E88CFED7EN.html>

Date: October 2022

Pages: 147

Price: US\$ 2,499.00 (Single User License)

ID: T9F7E88CFED7EN

Abstracts

The global track and trace solutions market size reached US\$ 3.8 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 7.6 Billion by 2027, exhibiting a growth rate (CAGR) of 12.1% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Track and trace (T&T) solutions help organizations in managing their supply chain and mitigating risks associated with counterfeit products. They offer transparency, product ID verification services, facilitate the hassle-free movement of products, and assist in the management of packaging and logistics. Consequently, T&T solutions are utilized for both personal and business purposes as they save fuel and insurance costs, provide customer services and offer the latest information via SMS alerts or emails. At present, they are gaining prominence for monitoring supply chain in different end use industries.

One of the primary factors bolstering the market growth includes the availability of the latest technologies for T&T activities. For instance, barcode technology is widely being adopted as a T&T solution on account of its various benefits, including improved stock visibility, reduced disparities in cost, and ensured safety and compliance. Similarly, radio-frequency identification (RFID) is also gaining popularity as another T&T solution as it utilizes transmitter-receiver systems for contact-free identification and locates objects and living beings using radio waves. Furthermore, government authorities of various countries are providing legislative support to companies dealing with counterfeit activities, which, in turn, is strengthening the market growth across the world. Other major factors anticipated to foster the market growth include the burgeoning

pharmaceutical and biotechnology industries and the escalating demand for aggregation systems and automated serialization in the healthcare industry.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global track and trace solutions market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product, technology, application and end use industry.

Breakup by Product:

- Hardware
 - Printing and Marking Solutions
 - Monitoring and Verification Solutions
 - Labelling Solutions
 - Others
- Software
 - Plant Manager Software
 - Line Controller Software
 - Bundle Tracking Software
 - Others

Breakup by Technology:

- Barcode
- RFID
- Others

Breakup by Application:

- Serialization Solutions
 - Bottle Serialization
 - Label Serialization
 - Carton Serialization
 - Others
- Aggregation Solutions
 - Bundle Aggregation
 - Case Aggregation
 - Pallet Aggregation

Breakup by End Use Industry:

- Pharmaceutical
- Medical Device
- Food and Beverages
- Cosmetics
- 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 ACG Worldwide, Antares Vision S.p.A., Axway, Mettler-

Toledo International Inc., Optel Vision Inc., Robert Bosch GmbH, Seidenader Maschinenbau GmbH (K?rber AG), Siemens AG, Sys-Tech Solutions Inc. (Dover Corporation), TraceLink Inc., Uhlmann Group and Zebra Technologies Corporation.

Key Questions Answered in This Report:

How has the global track and trace solutions market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global track and trace solutions market?

What are the key regional markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the technology?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end use industry?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global track and trace solutions market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL TRACK AND TRACE SOLUTIONS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Hardware
 - 6.1.1 Market Trends
 - 6.1.2 Major Types
 - 6.1.2.1 Printing and Marking Solutions
 - 6.1.2.2 Monitoring and Verification Solutions
 - 6.1.2.3 Labelling Solutions
 - 6.1.2.4 Others

6.1.3 Market Forecast

6.2 Software

6.2.1 Market Trends

6.2.2 Major Types

6.2.2.1 Plant Manager Software

6.2.2.2 Line Controller Software

6.2.2.3 Bundle Tracking Software

6.2.2.4 Others

6.2.3 Market Forecast

7 MARKET BREAKUP BY TECHNOLOGY

7.1 Barcode

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 RFID

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Others

7.3.1 Market Trends

7.3.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Serialization Solutions

8.1.1 Market Trends

8.1.2 Major Types

8.1.2.1 Bottle Serialization

8.1.2.2 Label Serialization

8.1.2.3 Carton Serialization

8.1.2.4 Others

8.1.3 Market Forecast

8.2 Aggregation Solutions

8.2.1 Market Trends

8.2.2 Major Types

8.2.2.1 Bundle Aggregation

8.2.2.2 Case Aggregation

8.2.2.3 Pallet Aggregation

8.2.3 Market Forecast

9 MARKET BREAKUP BY END USE INDUSTRY

9.1 Pharmaceutical

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Medical Device

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Food and Beverages

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Cosmetics

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Others

9.5.1 Market Trends

9.5.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America

10.1.1 United States

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

10.1.2 Canada

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

10.2 Asia-Pacific

10.2.1 China

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

10.2.2 Japan

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

10.2.3 India

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

10.2.4 South Korea

- 10.2.4.1 Market Trends
- 10.2.4.2 Market Forecast
- 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
- 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
- 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
 - 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
 - 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends

- 10.4.2.2 Market Forecast
- 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 ACG Worldwide
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.2 Antares Vision S.p.A.

- 15.3.2.1 Company Overview
- 15.3.2.2 Product Portfolio
- 15.3.2.3 Financials
- 15.3.3 Axway
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
- 15.3.4 Mettler-Toledo International Inc.
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.4.3 Financials
 - 15.3.4.4 SWOT Analysis
- 15.3.5 Optel Vision Inc
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
- 15.3.6 Robert Bosch GmbH
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
 - 15.3.6.4 SWOT Analysis
- 15.3.7 Seidenader Maschinenbau GmbH (K?rber AG)
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
- 15.3.8 Siemens AG
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
 - 15.3.8.4 SWOT Analysis
- 15.3.9 Sys-Tech Solutions Inc. (Dover Corporation)
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.9.3 Financials
 - 15.3.9.4 SWOT Analysis
- 15.3.10 TraceLink Inc.
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Uhlmann Group
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
- 15.3.12 Zebra Technologies Corporation

15.3.12.1 Company Overview

15.3.12.2 Product Portfolio

15.3.12.3 Financials

15.3.12.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Track and Trace Solutions Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Track and Trace Solutions Market Forecast: Breakup by Product (in Million US\$), 2022-2027

Table 3: Global: Track and Trace Solutions Market Forecast: Breakup by Technology (in Million US\$), 2022-2027

Table 4: Global: Track and Trace Solutions Market Forecast: Breakup by Application (in Million US\$), 2022-2027

Table 5: Global: Track and Trace Solutions Market Forecast: Breakup by End Use Industry (in Million US\$), 2022-2027

Table 6: Global: Track and Trace Solutions Market Forecast: Breakup by Region (in Million US\$), 2022-2027

Table 7: Global: Track and Trace Solutions Market: Competitive Structure

Table 8: Global: Track and Trace Solutions Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Track and Trace Solutions Market: Major Drivers and Challenges

Figure 2: Global: Track and Trace Solutions Market: Sales Value (in Billion US\$), 2016-2021

Figure 3: Global: Track and Trace Solutions Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 4: Global: Track and Trace Solutions Market: Breakup by Product (in %), 2021

Figure 5: Global: Track and Trace Solutions Market: Breakup by Technology (in %), 2021

Figure 6: Global: Track and Trace Solutions Market: Breakup by Application (in %), 2021

Figure 7: Global: Track and Trace Solutions Market: Breakup by End Use Industry (in %), 2021

Figure 8: Global: Track and Trace Solutions Market: Breakup by Region (in %), 2021

Figure 9: Global: Track and Trace Solutions (Hardware) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 10: Global: Track and Trace Solutions (Hardware) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 11: Global: Track and Trace Solutions (Software) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 12: Global: Track and Trace Solutions (Software) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 13: Global: Track and Trace Solutions (Barcode) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 14: Global: Track and Trace Solutions (Barcode) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 15: Global: Track and Trace Solutions (RFID) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 16: Global: Track and Trace Solutions (RFID) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 17: Global: Track and Trace Solutions (Other Technologies) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 18: Global: Track and Trace Solutions (Other Technologies) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 19: Global: Track and Trace Solutions (Serialization Solutions) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 20: Global: Track and Trace Solutions (Serialization Solutions) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 21: Global: Track and Trace Solutions (Aggregation Solutions) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 22: Global: Track and Trace Solutions (Aggregation Solutions) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 23: Global: Track and Trace Solutions (Pharmaceutical) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 24: Global: Track and Trace Solutions (Pharmaceutical) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 25: Global: Track and Trace Solutions (Medical Device) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 26: Global: Track and Trace Solutions (Medical Device) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 27: Global: Track and Trace Solutions (Food and Beverages) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 28: Global: Track and Trace Solutions (Food and Beverages) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 29: Global: Track and Trace Solutions (Cosmetics) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 30: Global: Track and Trace Solutions (Cosmetics) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 31: Global: Track and Trace Solutions (Other End Use Industries) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 32: Global: Track and Trace Solutions (Other End Use Industries) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 33: North America: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 34: North America: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 35: United States: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 36: United States: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 37: Canada: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 38: Canada: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 39: Asia-Pacific: Track and Trace Solutions Market: Sales Value (in Million US\$),

2016 & 2021

Figure 40: Asia-Pacific: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 41: China: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 42: China: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 43: Japan: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 44: Japan: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 45: India: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 46: India: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 47: South Korea: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 48: South Korea: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 49: Australia: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 50: Australia: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 51: Indonesia: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 52: Indonesia: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 53: Others: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 54: Others: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 55: Europe: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 56: Europe: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 57: Germany: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 58: Germany: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 59: France: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 60: France: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 61: United Kingdom: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 62: United Kingdom: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 63: Italy: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 64: Italy: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 65: Spain: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 66: Spain: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 67: Russia: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 68: Russia: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 69: Others: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 70: Others: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 71: Latin America: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 72: Latin America: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 73: Brazil: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 74: Brazil: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 75: Mexico: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 76: Mexico: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 77: Others: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 78: Others: Track and Trace Solutions Market Forecast: Sales Value (in Million

US\$), 2022-2027

Figure 79: Middle East and Africa: Track and Trace Solutions Market: Sales Value (in Million US\$), 2016 & 2021

Figure 80: Middle East and Africa: Track and Trace Solutions Market: Breakup by Country (in %), 2021

Figure 81: Middle East and Africa: Track and Trace Solutions Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 82: Global: Track and Trace Solutions Industry: SWOT Analysis

Figure 83: Global: Track and Trace Solutions Industry: Value Chain Analysis

Figure 84: Global: Track and Trace Solutions Industry: Porter's Five Forces Analysis

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