

Global Smart Labels Market (2017 - 2023)

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Abstracts

The Smart Labels Market is expected to attain a market size of \$14.0 billion by 2023, growing at a CAGR of 18.4% during the forecast period. Smart labels have been introduced due to seamless technological integration within the packaging industry. The smart labels have the potential to allow real-time tracking along with real time product identification and supply detailed product information to the user. The growing concerns among vendors over security and the need for anti-theft models have driven the need for smart labels. The smart labels technology has been the recipient of continuous technological innovation.

The use of digital technology and smart devices in the smart labels has led to an unprecedented level of market adoption smart labels in the packaging industry. In addition, growing demand for smart labels globally is majorly driven due to its capabilities to offer real-time tracking of products. Also, the need for effective anti-theft devices, owing to security concerns contributes to the growth of the market in the global ecosystem.

Based on the Product Types, the Smart Labels market is segmented into RFID, Electronic Article Surveillance Label, Sensing Label, and Others. The Applications market is segmented into Retail Inventory, Perishable Goods, and Others. Based on the End Users, the market is segmented into Logistics, Retail, Food & Beverages, FMCG, Healthcare & Manufacturing, Automotive, and Others. Based on Region, the market is segmented into North America, Europe, Asia-Pacific, Latin America, Middle East and Africa.

The report covers the analysis of key stake holders of the smart labels market. Key companies profiled in the report include Advantech U.S. Inc., Alien Technology Inc., Avery Dennison Corporation, CCL Industries Ltd., Graphic Label Inc., Invengo Information Technology Co Ltd., Muehlbauer Holding Ag & Co., Thinfilm Electronics,

Sato Holdings, and Zebra Technologies Corporation.

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