

LAMEA Electronic Weighing Machines Market By Type (Retail scale, Laboratory scale, Gem and Jewelry Scale, Kitchen scale, Health scale and Others), By Distribution Channel (Online and Offline), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Latin America, Middle East and Africa Electronic Weighing Machines Market would witness market growth of 6.5% CAGR during the forecast period (2020-2026).

An electronic weighing scale is a classy weighing device, in which software is installed in order to record and process the results of the weighing of products. It has many advanced features that make it better than a traditional mechanical. The reading of an electronic weighing machine is displayed in the numerical form, that users can easily read. The electronic weighing scale market is expected to grow globally at a substantial rate in the coming years. The commercial segment mainly drives the offline market. Shop owners and small retailers buy mainly from the salesperson of the company. Furthermore, any issues related to products are easily understood by the after-sales support from the executive which in turn is boosting the customers to purchase from offline distributors.

In electronic weighing scales, a signal produced in the load cell is amplified by the use of an analog-to-digital converter (ADC). It offers output in digital format that is displayed on the screen, can be printed and processed. It finds its application in various sectors like industry, jewelry, food processing, healthcare, including retail, manufacturing, laboratory, courier companies, and weighbridges, uses electronic weighing scales. Consumers mostly prefer to purchase an electronic weighing machine from offline stores so that they can assure the quality and functionality of the products at the time purchase itself. Moreover, offline stores also give after-sales support related to issues products. Furthermore, customers find it is easier to communicate and be in touch with these stores in order to claim guarantees or warranties of the product. Thus, all these

factors are attracting consumers to buy products mainly from offline retail outlets.

Based on Type, the market is segmented into Retail scale, Laboratory scale, Gem and Jewelry Scale, Kitchen scale, Health scale and Others. Based on Distribution Channel, the market is segmented into Online and Offline. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Illinois Tools Works, Inc. (Avery Weigh-Tronix, LLC), Shimadzu Corporation, Sartorius AG, BONSO Electronics International, Inc., Mettler-Toledo International, Inc., A&D Company, Limited, Doran Scales, Inc., Essae-Teraoka Pvt. Ltd., Fairbanks Scales, Inc. and Kern & Sohn GmbH.

Scope of the Study

Market Segmentation:

By Type

Retail scale

Laboratory scale

Gem and Jewelry Scale

Kitchen scale

Health scale

Others

By Distribution Channel

Online

Offline

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Illinois Tools Works, Inc. (Avery Weigh-Tronix, LLC)

Shimadzu Corporation

Sartorius AG

BONSO Electronics International, Inc.

Mettler-Toledo International, Inc.

A&D Company, Limited

Doran Scales, Inc.

Essae-Teraoka Pvt. Ltd.

Fairbanks Scales, Inc.

Kern & Sohn GmbH

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