

Barcode Equipment Market - Industry Trends, Opportunities and Forecasts to 2023

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Abstracts

Barcodes are machine-readable data codes which are used to store information about the carried product and that information is retrieved by specially-designed scanners. Barcodes can be created using different techniques and are categorized as a linear and 2D matrix. Growing need for accuracy in big data capture and storage is the key driver of barcode equipment market to eliminate the risk of human error. Expanding organized retail industry, increasing adoption of 2D barcodes, growing demand for efficient warehousing and logistics, and supportive government initiatives are other factors further fuelling the growth of global barcode equipment market. Technological advancements in the development of smartphones with barcode reader technologies coupled with utilization of the technology in booming automotive industry will provide a great opportunity for the expansion of barcode equipment market in the coming years.

North America held the largest market share of global barcode equipment market due to early adoption of automatic data capture devices by manufacturers and escalating demand for factory automation. The Asia Pacific will witness the fastest market growth owing to rising number of supermarket chains, organized retail market, and growing awareness of consumers regarding good health and fitness which will augment the need to know about food and beverage product thoroughly, particularly in emerging economies such as China and India. However, the growth of global barcode equipment market will be hindered by high initial capital investment during the forecast period.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section

also outlines various segmentation which has been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Barcode Equipment. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, Barcode Equipment market has been segmented on the basis of product type, application, and geography.

By Product Type

Barcode Scanner

Barcode Printer

Barcode Verifiers

Others

By Application

Logistic and Supply Chain

Retailing

Inventory Management

Others

By Geography

Americas

North America

US

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe Middle East and Africa

Europe

United Kingdom

Germany

France

Italy

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

Japan

China

India

Australia

Others

Market Players

Competitive intelligence and company profile sections analyze key major players, their growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Honeywell International, OCR Canada, General Data Company, Avery Dennison, Printronix, SATO Holdings Corporation, Zebra Technologies, and Toshiba among others.

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