

Barcode Scanner Market - Forecast from 2026 to 2031

<https://marketpublishers.com/r/B6B41C1C3C99EN.html>

Date: January 2026

Pages: 140

Price: US\$ 3,950.00 (Single User License)

ID: B6B41C1C3C99EN

Abstracts

Barcode Scanner Market, with a 6.33% CAGR, is expected to grow to USD 9.08 billion in 2031 from USD 6.281 billion in 2025.

Barcode scanners—encompassing laser, image-based, and slot variants—remain foundational to automatic identification and data capture (AIDC) ecosystems, employing optical reflection principles to decode one-dimensional (1D) and two-dimensional (2D) symbologies with sub-second latency. Integration via keyboard wedge, serial, USB, or Bluetooth interfaces enables seamless connectivity to POS terminals, enterprise resource planning (ERP) systems, and warehouse management software (WMS). Core applications span retail point-of-sale (POS) for transaction acceleration, supply-chain traceability from inbound receiving to outbound fulfillment, and asset performance management (APM) in manufacturing and logistics. Emerging 2D imaging scanners, capable of reading QR codes and DataMatrix symbols on curved or damaged substrates, are displacing legacy laser units, offering 95–99% read rates under variable lighting and orientation.

The global barcode scanner market, valued at USD 8.4 billion in 2025, is projected to reach USD 9.08 billion in 2031, expanding at a compound annual growth rate (CAGR) of 6.5% through the decade, with absolute growth of USD 3.2 billion in the near term. This trajectory reflects structural digitization across commerce and operations, where scanners deliver measurable ROI through error reduction (up to 80% fewer manual-entry mistakes) and throughput gains (20–30% faster cycle times in high-volume environments).

Barcode Scanner Market Growth Drivers

E-commerce proliferation and retail automation constitute the paramount catalysts. Global online sales, surpassing USD 8 trillion by 2031, necessitate granular inventory

visibility and just-in-time fulfillment, with handheld and fixed-mount scanners embedded in automated storage/retrieval systems (AS/RS) and robotic picking arms. Omnichannel strategies—blending in-store, curbside, and direct-to-consumer channels—amplify demand for rugged, wireless units supporting real-time synchronization across fulfillment centers. In logistics, partnerships like DHL's 2025 collaboration with Zebra Technologies underscore enterprise-grade deployment for parcel tracking, yielding 15–25% efficiency lifts in sortation and cross-docking.

Healthcare adoption is accelerating, driven by regulatory imperatives for patient safety and supply-chain integrity. Mandates such as the UK's 2024 NHS barcode-scanning requirement for high-risk devices and the U.S. Drug Supply Chain Security Act (DSCSA) enforce serialization and traceability, reducing medication errors by 50–70%. Portable scanners with IP66 ratings and antimicrobial housings are standardizing wristband verification, drug dispensing, and equipment audits, while AI-enhanced models from Cognex (e.g., DataMan 380 series) decode low-contrast labels at 26 scans per second. This segment, comprising 35% of sales, benefits from integration with electronic health records (EHR) and pharmacy information systems, where accuracy directly correlates to compliance and litigation avoidance.

Technological convergence—AI decoding, Android-based OS, and IoT edge connectivity—further propels uptake. Camera-based readers now leverage machine learning for adaptive focus and omnidirectional capture, outperforming lasers in dense-packing scenarios like grocery or pharmaceutical warehousing. Wireless proliferation, with Bluetooth Low Energy (BLE) and Wi-Fi 6, enables untethered operation, reducing cabling costs by 40% in dynamic settings.

Barcode Scanner Market Geographical Outlook

North America commands 31% of incremental growth through 2029, anchored by e-commerce titans like Amazon and Walmart, whose warehouse automation initiatives consume millions of units annually. The U.S. market, valued at over USD 2.5 billion in 2024, thrives on mature IoT infrastructure and SME adoption via cloud-subscription models, with healthcare contributing 20% of volume through hospital system upgrades.

Asia-Pacific, holding 42.5% regional share in 2D variants, exhibits the steepest trajectory at 6.33% CAGR to 2031, fueled by China's 'Made in China 2025' push for smart manufacturing and explosive logistics expansion. Dense urban retail and cross-border e-commerce in India and Southeast Asia drive portable scanner penetration, with local OEMs like Newland scaling production to meet 30% annual demand surges.

Barcode Scanner Market Product Segmentation

Portable/handheld configurations dominate with 70% share in 2025, prized for ergonomic flexibility in mobile workflows. Battery-powered, USB-rechargeable units incorporating optical character recognition (OCR) for document digitization and 2D imaging for QR-enabled payments are ubiquitous in field service, pharmacies, and last-mile delivery. Miniaturization trends—slimmer profiles under 200g with 5,000 mAh batteries—align with smartphone-like usability, while ruggedized variants (MIL-STD-810G certified) withstand 2-meter drops and chemical exposure.

Fixed-mount and presentation scanners, at 30% share, excel in high-throughput conveyor lines and self-checkout kiosks, with omnidirectional laser arrays achieving 99% first-pass reads on linear codes. Hybrid models blending fixed reliability with modular AI upgrades are gaining in food/beverage packaging, where traceability regulations demand sub-millisecond decoding.

Industry observers forecast bifurcation: commodity laser units for cost-sensitive SMEs versus premium AI-imaging platforms for Tier-1 integrators, with sustainability mandates favoring recyclable enclosures and energy-efficient LEDs. Vendor consolidation around open APIs and SDKs will accelerate ecosystem interoperability, positioning scanners as nodes in broader AIDC meshes including RFID and machine vision.

In aggregate, the barcode scanner landscape embodies resilient, mid-single-digit expansion, underwritten by indispensable roles in frictionless commerce and compliant operations. Stakeholders prioritizing hybrid tech stacks and regional customization will navigate supply volatility while capturing value in a market where precision equates to competitive edge.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Market Segmentation:

By End-User

Retail & Commercial

Manufacturing

Healthcare

Logistics & Warehouse

Commercial Aviation

Defense

Others

By Type

Portable

Fixed

By Technology

Pen wands

Slot scanner

Charge-Couple Device (CCD) scanner

Image scanner

Laser scanner

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. BARCODE SCANNER MARKET BY END-USER

- 5.1. Introduction
- 5.2. Retail & Commercial
- 5.3. Manufacturing
- 5.4. Healthcare
- 5.5. Logistics & Warehouse
- 5.6. Commercial Aviation
- 5.7. Defense
- 5.8. Others

6. BARCODE SCANNER MARKET BY TYPE

- 6.1. Introduction
- 6.2. Portable
- 6.3. Fixed

7. BARCODE SCANNER MARKET BY TECHNOLOGY

- 7.1. Introduction
- 7.2. Pen wands
- 7.3. Slot scanner
- 7.4. Charge-Couple Device (CCD) scanner
- 7.5. Image scanner
- 7.6. Laser scanner

8. BARCODE SCANNER MARKET BY GEOGRAPHY

- 8.1. Introduction
- 8.2. North America
 - 8.2.1. USA
 - 8.2.2. Canada
 - 8.2.3. Mexico
- 8.3. South America
 - 8.3.1. Brazil
 - 8.3.2. Argentina
 - 8.3.3. Others
- 8.4. Europe
 - 8.4.1. Germany
 - 8.4.2. France
 - 8.4.3. United Kingdom
 - 8.4.4. Spain
 - 8.4.5. Others
- 8.5. Middle East and Africa
 - 8.5.1. Saudi Arabia
 - 8.5.2. UAE
 - 8.5.3. Others
- 8.6. Asia Pacific
 - 8.6.1. China
 - 8.6.2. India
 - 8.6.3. Japan
 - 8.6.4. South Korea
 - 8.6.5. Indonesia
 - 8.6.6. Thailand
 - 8.6.7. Others

9. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 9.1. Major Players and Strategy Analysis
- 9.2. Market Share Analysis
- 9.3. Mergers, Acquisitions, Agreements, and Collaborations
- 9.4. Competitive Dashboard

10. COMPANY PROFILES

- 10.1. Wasp Barcode Technologies
- 10.2. Zebra Technologies Corp
- 10.3. Honeywell International Inc.
- 10.4. Juniper Systems Inc.
- 10.5. Socket Mobile, Inc.
- 10.6. Bluebird Inc.
- 10.7. CipherLab Co., Ltd.
- 10.8. Datalogic S.p.A.
- 10.9. Denso
- 10.10. Eyoyo

11. APPENDIX

- 11.1. Currency
- 11.2. Assumptions
- 11.3. Base and Forecast Years Timeline
- 11.4. Key Benefits for the Stakeholders
- 11.5. Research Methodology
- 11.6. Abbreviations

I would like to order

Product name: Barcode Scanner Market - Forecast from 2026 to 2031

Product link: <https://marketpublishers.com/r/B6B41C1C3C99EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B6B41C1C3C99EN.html>