+44 20 8123 2220
info@marketpublishers.com

Smart Labels Market - Forecasts from 2020 to 2025

https://marketpublishers.com/r/SB60CF25179EN.html
Date: February 2020
Pages: 129
Price: US$ 3,950.00 (Single User License)
ID: SB60CF25179EN

Abstracts

The global smart labels market is projected to grow at a CAGR of 10.09% to reach US$9,795.594 million by 2025, from US$5,501.481 million in 2019. A smart label is an identification slip, other than a barcode, installed on the products' package that incorporates advance features like QR Codes, electronic article surveillance, among others, to provide product-related information to the customers. Smart labels come with the advantage of preventing theft or counterfeiting of products and enables the real-time tracking of the product from the warehouse to the distribution center. Hence, the retailer can manage inventory levels at low-cost. They also improve operational efficiency and aid in better marketing of the products by analyzing consumer buying behavior. A rising number of digitally literate people across developing countries is expected to act as a catalyst in the rise of this market. The strict regulations by the governments with respect to the product information to be labeled on the product itself are expected to fuel the demand for smart labels even more.

Rapid technological advancement and rising digitally literate and tech-savvy populations are major demand drivers of the market.

Big Data, Internet of Things (IoT), digital printing innovations are some of the illustrations of technological upgradations that are leading the growth of the smart print labels market. The technology provides access and security to the products remotely. Rising sales of electronic goods and growing awareness regarding consumer rights is a major reason for the success of this market. Consumers tend to receive product-related information on an app in their handsets. E-commerce giants such as Amazon, and retail stores like Walmart, are employing smart labels to manage their supply chains and logistics.

Mergers and Acquisitions are also taking place in this market to help companies remain competitive in the rising demand scenario. For instance, in 2019, Avery Dennison

acquired an RFID (Radio-frequency identification) Division of Smartrac to supplement its smart tags or labels product portfolio. Vice President of Avert Dennison, Francisco Melo, said, “We believe in a future where every physical item will have a unique digital identity and digital life, which will transform the visibility of products throughout the supply chain, all the way to the consumer, helping to improve efficiencies, increase sustainability, and enhance consumer experience,”

Geographically, Asia Pacific is expected to grow rapidly due to the increasing investment by major retail players

Asia-Pacific region is expected to grow at a high CAGR throughout the forecast period owing to the rising sales of packaged food items. Growing FMCG and Healthcare sectors in this region are also expected to boost the sales of smart labels. Also, smart labels can monitor the temperature of the product and alarm off the seller if a threat is detected. This is fueling the market for smart labels in developed and developing economies to reduce wastage of resources.

Segmentation:

By Technology

Electronic Article Surveillance (EAS)

RFID

Sensing Label

NFC

Electronic Shelf Label (ESL)

By End-user Industry

Healthcare

FMCG

Transport and Logistics

+44 20 8123 2220
info@marketpublishers.com

- Manufacturing
- Retail
- Others

By Geography

- North America
  - USA
  - Canada
  - Mexico
- South America
  - Brazil
  - Argentina
  - Others
- Europe
  - UK
  - Germany
  - France
  - Others
- The Middle East and Africa
  - Saudi Arabia
  - UAE

+44 20 8123 2220
info@marketpublishers.com

Israel

Others

Asia Pacific

Japan

China

India

Others

+44 20 8123 2220
info@marketpublishers.com

Contents

1. INTRODUCTION

1.1. Market Definition
1.2. Market Segmentation

2. RESEARCH METHODOLOGY

2.1. Research Data
2.2. Assumptions

3. EXECUTIVE SUMMARY

3.1. Research Highlights

4. MARKET DYNAMICS

4.1. Market Drivers
4.2. Market Restraints
4.3. Porters Five Forces Analysis
  4.3.1. Bargaining Power of Suppliers
  4.3.2. Bargaining Power of Buyers
  4.3.3. The threat of New Entrants
  4.3.4. Threat of Substitutes
  4.3.5. Competitive Rivalry in the Industry
4.4. Industry Value Chain Analysis

5. GLOBAL SMART LABELS MARKET ANALYSIS, BY TECHNOLOGY

5.1. Introduction
5.2. Electronic Article Surveillance (EAS)
5.3. RFID
5.4. Sensing Label
5.5. NFC
5.6. Electronic Shelf Label (ESL)

6. GLOBAL SMART LABELS MARKET ANALYSIS, BY END-USER INDUSTRY

6.1. Introduction
6.2. Healthcare
6.3. FMCG
6.4. Transport and Logistics
6.5. Manufacturing
6.6. Retail
6.7. Others

7. GLOBAL SMART LABELS MARKET ANALYSIS, BY GEOGRAPHY

7.1. Introduction
7.2. North America
7.2.1. North America Smart Labels Market, By Technology, 2019 to 2025
7.2.2. North America Smart Labels Market, By End-User Industry, 2019 to 2025
7.2.3. By Country
7.2.3.1. United States
7.2.3.2. Canada
7.2.3.3. Mexico
7.3. South America
7.3.1. South America Smart Labels Market, By Technology, 2019 to 2025
7.3.2. South America Smart Labels Market, By End-User Industry, 2019 to 2025
7.3.3. By Country
7.3.3.1. Brazil
7.3.3.2. Argentina
7.3.3.3. Others
7.4. Europe
7.4.1. Europe Smart Labels Market, By Technology, 2019 to 2025
7.4.2. Europe Smart Labels Market, By End-User Industry, 2019 to 2025
7.4.3. By Country
7.4.3.1. UK
7.4.3.2. Germany
7.4.3.3. France
7.4.3.4. Others
7.5. The Middle East and Africa
7.5.1. The Middle East and Africa Smart Labels Market, By Technology, 2019 to 2025
7.5.2. The Middle East and Africa Smart Labels Market, By End-User Industry, 2019 to 2025
7.5.3. By Country
7.5.3.1. Saudi Arabia

7.5.3.2. United Arab Emirates
7.5.3.3. Israel
7.5.3.4. Others
7.6. Asia Pacific
7.6.1. Asia Pacific Smart Labels Market, By Technology, 2019 to 2025
7.6.2. Asia Pacific Smart Labels Market, By End-User Industry, 2019 to 2025
7.6.3. By Country
7.6.3.1. Japan
7.6.3.2. China
7.6.3.3. India
7.6.3.4. Others

8. COMPETITIVE ENVIRONMENT AND ANALYSIS

8.1. Major Players and Strategy Analysis
8.2. Emerging Players and Market Lucrativeness
8.3. Mergers, Acquisitions, Agreements, and Collaborations
8.4. Vendor Competitiveness Matrix

9. COMPANY PROFILES

9.1. Avery Dennison Corporation
9.2. CCL Industries Inc.
9.3. Zebra Technologies Corporation
9.4. Smartrac N.V.
9.5. Alien Technology
9.6. SATO Holdings Co., Ltd.
9.7. Muehlbauer Holding AG
9.8. Invengo Information Technology
9.9. Thin Film Electronics
9.10. Checkpoints Systems Inc.

I would like to order

Product name: Smart Labels Market - Forecasts from 2020 to 2025
Product link: https://marketpublishers.com/r/SB60CF25179EN.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/SB60CF25179EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970