

Global Coding and Marking Equipment Market Growth 2025-2031

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Abstracts

The global Coding and Marking Equipment market size is predicted to grow from US\$ 3601 million in 2025 to US\$ 4407 million in 2031; it is expected to grow at a CAGR of 3.4% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Coding and marking equipment are machines that print production date, barcode, trade mark and other product information on product surfaces and packages. Code and mark printers are widely used in industrial fields such as food & beverages, pharmaceuticals, chemical and further constructions.

The increasingly stringent global regulatory and compliance requirements serve as a core driver for the growth of the coding and marking equipment market, particularly in industries such as food, pharmaceuticals, and electronics, where product traceability and unique identification (e.g., UDI) have become mandatory standards. This has compelled enterprises to adopt high-precision, highly reliable coding solutions. Meanwhile, the explosive growth of e-commerce and logistics has raised demands for greater supply chain efficiency, fueling the need for variable data printing (e.g., dynamic QR codes, batch numbers) and automated marking systems to enable rapid sorting and inventory management. Additionally, the proliferation of counterfeit goods has driven brands to adopt advanced technologies such as laser marking and invisible inks for anti-counterfeiting purposes. The advancement of Industry 4.0 has further accelerated the deep integration of coding equipment with IoT and MES systems, enabling smart production and remote monitoring.

Coding and marking technologies are evolving toward greater sustainability and intelligence, with low-VOC water-based inks and UV-LED curing technologies becoming mainstream due to their environmental compliance with regulations such as EU REACH. High-resolution printing and flexible adaptability continue to improve, as drop-on-demand (DOD) and thermal inkjet (TIJ) technologies meet the demands of fine printing on complex packaging materials, while laser marking rapidly penetrates hard-material applications such as metals and glass. The integration of AI further optimizes production processes—AI-powered vision inspection automatically adjusts marking positions to reduce defect rates, and collaborative robots (cobots) enable more flexible deployment of coding systems in production lines. From a regional perspective, the Asia-Pacific market, particularly China and India, is emerging as the fastest-growing market for coding and marking equipment, driven by the rapid expansion of the food & beverage and electronics manufacturing sectors.

LP Information, Inc. (LPI) ' newest research report, the “Coding and Marking Equipment Industry Forecast” looks at past sales and reviews total world Coding and Marking Equipment sales in 2024, providing a comprehensive analysis by region and market sector of projected Coding and Marking Equipment sales for 2025 through 2031. With Coding and Marking Equipment sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Coding and Marking Equipment industry.

This Insight Report provides a comprehensive analysis of the global Coding and Marking Equipment landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Coding and Marking Equipment portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Coding and Marking Equipment market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Coding and Marking Equipment and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Coding and Marking Equipment.

This report presents a comprehensive overview, market shares, and growth opportunities of Coding and Marking Equipment market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Continuous Inkjet (CIJ) Printers

Valve Inkjet (VIJ) Printers

Piezo Inkjet (PIJ) Printers

Thermal Inkjet (TIJ) Printers

Print and Apply Labelling System

Laser Printers

Thermal Transfer Overprinting Printers

Segmentation by Application:

Food

Beverage

Pharmaceutical and Healthcare

Construction and Chemicals

Electronics

Automotive & Aerospace

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Videojet

Markem-Imaje

Domino

KGK

Matthews Marking System

ID Technology LLC

Hitachi Industrial Equipment

ITW (Diagraph)

Linx Printing Technologies

REA JET

Keyence

KBA-Metronic

Macsa

Hi-pack-coding

Trumpf

SUNINE

Squid Ink

Paul Leibinger

Han's Laser

EC-JET

Control print

Kinglee

HSA Systems

Key Questions Addressed in this Report

What is the 10-year outlook for the global Coding and Marking Equipment market?

What factors are driving Coding and Marking Equipment market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Coding and Marking Equipment market opportunities vary by end market size?

How does Coding and Marking Equipment break out by Type, by Application?

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