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Global QR Code Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global QR Code market size is predicted to grow from US$ 1310 million in 2025 to US$ 2827 million in 2032; it is expected to grow at a CAGR of 11.8% from 2026 to 2032.

A QR Code (short for Quick Response Code) is a type of two-dimensional (2D) barcode that can store and transmit information quickly when scanned by a smartphone, camera, or scanner. It was invented in 1994 by Denso Wave (a subsidiary of Toyota, Japan) to track automotive parts, but today it’s widely used in many industries.

United States market for QR Code is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for QR Code is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for QR Code is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key QR Code players cover Bitly, QR TIGER, My QR Code, DENSO WAVE, Flowcode, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LPI (LP Information)' newest research report, the “QR Code Industry Forecast” looks at past sales and reviews total world QR Code sales in 2025, providing a comprehensive

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analysis by region and market sector of projected QR Code sales for 2026 through 2032. With QR Code sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world QR Code industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for QR Code 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 QR Code.

This report presents a comprehensive overview, market shares, and growth opportunities of QR Code market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

URL

File

vCard

Other

Segmentation by Application:

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- Payment
- Inventory Management
- Order Processing
- Marketing and Advertising
- Other

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe

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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 analyzing the company's coverage, product portfolio, its market penetration.

Bitly

QR TIGER

My QR Code

DENSO WAVE

Flowcode

Adobe

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oneIDentity+

Uniqode

Chetu

QR Code Chimp

BL.INK

DocHipo

Tlinky

Scantrust

QR.io

Scanova

Unitag

QRStuff

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