

Coding and Marking - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Coding and Marking Market is accounted for \$4.62 billion in 2017 and is expected to reach \$9.29 billion by 2026 growing at a CAGR of 8.1% during the forecast period. Some of the key factors such as increased need for product identification and brand protection, high demand for fast-moving consumer goods (FMCG) and growing demand from the food and beverages industry are boosting the market growth. However, the availability of counterfeit coding equipment & inks and increased raw material prices are restraining the market growth.

Coding and Marking is the method of printing various information and data on different surfaces. Coding and marking equipment is used to print on products to communicate credible data to clients and manufacturers about the product. Coding includes the printing of manufacturing dates, expiry dates and the size of the packaged lot among other details. These reduce the risk of counterfeiting and protect the brand image among end-users. These codes and markings help ensure traceability and safety of the product and mitigate counterfeiting.

Based on Technology, the Primary Package Coding segment accounted for considerable market share during the forecast period due to the Continuous Inkjet (CIJ) technology which has quick dry nature and is easy to install & user-friendly. By Geography, Asia Pacific held the largest market share due to strict government regulations, high demand from food & beverage and growing export of packaged food items.

Some of the key players profiled in the Coding and Marking market include Brother Industries, Danaher, Hitachi Industrial Equipment Systems, Dover, Illinois Tool Works, ID Technology, LLC, Control Print, Guangzhou EC-Pack Packaging Equipment, Beijing

Hi-Pack Coding, Matthews International, Weber Marking Systems, Zanasi, Squid Ink and InkJet.

Products Covered:

Consumables

Spare Parts and Aftermarket

Equipment

Materials Covered:

Plastics

Paper & Cardboard

Material Colors Covered:

White

Brown

Other Material colors

Technologies Covered:

Secondary and Tertiary Packaging Coding

Primary Package Coding

Applications Covered:

Product Coding

Barcode-Label Printing

Case Coding

Pallet Coding

End Users Covered:

Electronics, Instruments & Machinery

Chemicals & Construction

Consumer Products

Healthcare & Pharmaceuticals

Automotive & Aerospace

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to3)

SWOT Analysis of key players (up to3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the clients interest (Note: Depends of feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: North America, Europe, Asia Pacific, Middle East, Latin America and RoW tables are represented in above manner.

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