

QR Code Labels - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global QR code labels market accounted for \$907.83 million in 2017 and is expected to reach \$2,105.85 million by 2026 growing at a CAGR of 9.8% during the forecast period. Some of the key factors such as rising use of code labels in inventory management and personal use and usage of these codes in storing information such as webpages, URLs, text, and contact information are driving the market growth. However, codes steadiness on a mobile device or smartphone act as the restraining factor for the QR code labels market growth.

QR code labels are mostly used in security labels and presently they are mostly being utilized for various applications. The manufactures of these labels are currently manufacturing a variety of waterproof labels, especially for harsh environments. They are robust and high-density and are capable of carrying abundant information as compared to conventional barcodes.

By Label Type, Pressure Sensitive Labels segment is likely to grow due to the growing transportation and logistics industries and the need for product authentication, tamper evidence and security features have stimulated the market for these labels. Furthermore the increased application across the sectors such as food & beverages, pharmaceuticals and automotive has fueled the market used in packaging.

By geography, North America is estimated to have a lucrative growth in the forecast period, mainly due to the rising demand for these tags in this region owing to large manufacture and use of QR code labels. Furthermore, thriving food & beverages industry in countries such as the U.S. and Canada will inflate the scope of the market in the region.

Some of the key players in this QR code labels market include Advanced Labels NW, Avery, CCL Industries, Coast Label Company, Consolidated Label & Co., Data Label

Co. UK., Hibiscus PLC, Label Impressions Inc., Label Logic, Inc., Lintec Corporation and Packtica SDN Bhd.

Material Types Covered:

Vinyl

Polyethylene Terephthalate (PET)

Poly Vinyl Chloride (PVC)

Label Types Covered:

Glue Applied Labels

Paper QR Code Labels

Plastic QR Code Labels

Pressure Sensitive Labels

Sleeve Labels

Other Labels

Printing Technologies Covered:

Offset Lithography

Gravure Printing

Flexographic Printing

Digital Printing

Other Printing Technologies

Applications Covered:

Personal Use

Mobile Payments

Marketing & Advertisement

Inventory Management

End Users Covered:

Retail

Pharmaceuticals

Military

Industrial Goods

Homecare & Toiletries

Food

Electronics & Electricals

Cosmetic & Personal Care

Chemicals

Beverages

Automotive

Aerospace

Other End Users

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 to 3)

SWOT Analysis of key players (up to 3)

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: Tables for North America, Europe, Asia Pacific, South America and Middle East & Africa are represented in the same manner above.

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