

# Track and Trace Solutions - Global Market Outlook (2017-2026)

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## Abstracts

According to Statistics MRC, the Global Track and Trace Solutions market is accounted for \$1.35 billion in 2017 and is expected to reach \$6.60 billion by 2026 growing at a CAGR of 19.3% during the forecast period. Increasing focus of manufacturers on brand protection, growth in the medical devices & pharmaceutical industries and rising number of packaging related product recalls are some key factors driving the market growth. However, high cost associated with serialization and aggregation is restraining the market growth.

Track and trace solutions has a prosperous future with increasing deployment of these solutions by medical devices and pharmaceutical drugs manufacturers. Track and trace solutions are concerned with the distribution and logistics of wide range of products, which facilitates to locate the present and previous location of the object of interest. One of the major problems faced by large scale pharmaceutical and biopharmaceutical companies is drug counterfeiting. To ensure that brands get a share of brand recognition, they are adopting the use of these solutions in supply chain monitoring. Track-and-trace on packaging lines at high rates and subsequently ensures integration with multiple IT systems.

Amongst technology, Radiofrequency Identification (RFID) segment is likely to witness significant market share over the forecast period. RFID in healthcare track and trace is growing at fast pace due to the increasing need for smart packaging in this sector. RFID technology delivers an immediate way to retrieve product information, track products in the supply chain, and offers assistance in order to avoid unnecessary costs associated with counterfeiting or theft of products. By geography, Asia Pacific held largest market share during the forecast period due to high occurrence of counterfeit drugs in the emerging countries like China & India. In addition, manufacturers are increasingly

focusing on strengthening their presence in emerging APAC countries.

Some of the key players profiled in the Track and Trace Solutions include Xyntek Inc., ACG Worldwide, Uhlmann Packaging Systems LP, Sea Vision, Antares Vision, Siemens AG, Zebra Technologies, Körber Medipak Systems, Adents International, METTLER Toledo International Inc., Tracelink Inc., Optel Group, Werum IT Solutions GmbH, Systech International, Axway Inc., Pester pac automation, Robert Bosch GmbH, Seidenader Maschinenbau GmbH, Weber Marking Systems GmbH and Marchesini Group S.p.A.

#### Types Covered:

Hardware

Software

#### Technologies Covered:

Linear/1d Barcodes

2D Barcodes

Radiofrequency Identification (RFID)

#### Applications Covered:

Tracking, Tracing, & Reporting Solutions

Aggregation Solutions

Serialization Solutions

#### End Users Covered:

Cosmetic Industry

Medical Device Companies

Pharmaceutical & Biopharmaceutical Companies

Food & Beverages

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

Market share analysis of the top industry players

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 recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

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