

# **Barcode Software Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Barcode Type (1D Barcodes and 2D Barcodes), Deployment (Cloud and On-Premise), Application [Inventory Management, Point-of-Sale (POS) Operations, Asset Management, Employee Attendance and Time Tracking, and Others], End-Use Industry (BFSI, Transportation and Logistics, Manufacturing, Healthcare, Retail and E-Commerce, and Others), and Geography (North America, Europe, Asia Pacific, Middle East and Africa, and South and Central America)**

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## **Abstracts**

The barcode software market size was valued at US\$ 881.03 million in 2024 and is anticipated to reach US\$ 1,378.29 million by 2031. The barcode software market is estimated to record a CAGR of 6.8% from 2025 to 2031.

The MEA barcode software market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of MEA. The region is projected to witness a rapid rise in industrialization in the coming years. Manufacturers in Middle Eastern countries are focusing on utilizing the latest technological advancements, particularly in logistics tracking and labeling technologies, wide format printing, and fostering the growth of commercial printing into the rapidly advancing segment of flexible packaging. In order to

remain competitive, SMEs in the Middle East and Africa are increasingly utilizing digital tools. Barcode software, especially cloud-based solutions, is becoming more accessible to smaller businesses due to its affordability and scalability. Government initiatives such as digital economy projects in Saudi Arabia and the UAE, as well as expanding access to reasonably priced internet and cloud infrastructure throughout Africa, are supporting this digital transformation. Effective inventory management solutions, such as barcode systems, are becoming increasingly necessary as SMEs grow in industries, including manufacturing, food and beverages, and retail.

Massive modernization is being pushed by Vision 2030 in a number of industries, including retail, healthcare, and logistics. Automation, traceability, and inventory control are made possible by barcode software, which supports digital infrastructure. Additionally, there is a strong push for e-government services and smart logistics, where barcode systems are essential. Local manufacturing and industrial growth are booming as the Kingdom of Saudi Arabia attempts to lessen its dependency on oil. Throughout supply chains, barcode software facilitates the tracking of components, completed goods, and raw materials. The frequent bundling of barcode systems with ERP, MES, and WMS tools drives the need for integrated solutions.

Online purchasing has skyrocketed in the UAE, particularly since COVID. Retailers purchase barcode systems for order fulfillment, inventory control, and logistics monitoring. Barcode software increases accuracy and streamlines processes. Connecting Asia, Europe, and Africa, the UAE has a significant logistics hub, particularly in Dubai. Barcode technology is essential for supply chain efficiency, error reduction, and product tracking. The need for adaptable barcode software is being driven by integration with ERP and warehouse management systems (WMS). The UAE's retail industry is now larger than it was before the COVID-19 outbreak. According to the Dubai Chamber of Commerce and Industry, the UAE's retail sales are predicted to expand by 6.6% annually to US\$ 70.5 billion by 2025. Hence, shops have had to adjust to the latest global retail trends to be successful. The UAE government has been open to allowing businesses to modify their operations to reflect these retail trends, which is driving the market growth in the UAE.

Based on barcode type, the global barcode software market is segmented into 1D barcodes and 2D barcodes. The 1D barcodes segment held the largest barcode software market share in 2024. 1D barcodes, or linear barcodes, are extensively utilized across multiple sectors for a variety of applications. They include formats such as UPC and EAN, which are widely used on retail products. These barcodes are scanned horizontally and can accommodate up to 85 characters of data. They play a crucial role

in optimizing warehouse management, retail operations, manufacturing processes, logistics, the food and beverages industry, healthcare, library systems, and event coordination. Various players globally are offering 1D barcode software. For example, TEC-IT offers TEC-IT Barcode Studio, which offers linear (1D) and 2D (QR), with specific templates for EAN codes and others.

Bluebird Inc., Honeywell International Inc., Dynamic System Inc., Datalogic SpA, DENSO ADC, General Data Company, Inc., Zebra Technologies Corp, NCR VOYIX Corp, TKX Corp SAS, Archon Systems Inc., Wasp Barcode Technologies, TEC-IT Datenverarbeitung GmbH, BSD InfoTech Pvt. Ltd., Foxit Software Inc., and Zoho Corp Pvt Ltd. are among the prominent players profiled in the barcode software market. Several other major players were also studied and analyzed in the barcode software market report to get a holistic view of the market and its ecosystem.

The overall barcode software market share has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the barcode software market. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders specializing in the barcode software market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the barcode software market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations such as specific country and segmental insight highlights crucial progressive industry trends in the barcode software market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering

developed and emerging markets

Scrutinize in-depth market trends and outlook coupled with the factors driving the market, as well as those hindering it

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing and distribution

### The List of Companies - Barcode Software Market

Honeywell International Inc

Dynamic System Inc.

Datalogic SpA

DENSO ADC

General Data Company, Inc.

Zebra Technologies Corp

NCR VOYIX Corp

Zebex Industries Inc

TKX Corp SAS

Archon Systems Inc.

Wasp Barcode Technologies

TEC-IT Datenverarbeitung GmbH

BSD InfoTech Pvt. Ltd.

Foxit Software Inc.

Zoho Corp Pvt Ltd

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