

Europe Retail Security Tags Market Forecast to 2030 - Regional Analysis - by Technology (RF and RFID), Material (Paper and Plastic), Print Type (Printable and Non-Printable), and Application (Apparel & Fashion Accessories, Cosmetic & Pharmaceuticals and Others)

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Abstracts

The Europe retail security tags market was valued at US\$ 171.19 million in 2022 and is expected to reach US\$ 266.87 million by 2030; it is estimated to grow at a CAGR of 5.7% from 2022 to 2030.

Growing Shoplifting Cases Fuels the Europe Retail Security Tags Market

Shoplifting or retail fraud is the theft of goods from retail outlets. There is an increase in incidents of shoplifting across the region. For instance, according to Novaya Gazeta Europe, there was an 18% rise in shoplifting cases across Russia from February to April 2022 compared to the same period in 2021. The rising cost of living is one of the major factors catalyzing the number of shoplifting cases worldwide. Due to rising shoplifting cases, retailers suffer huge losses that hamper their business performance and profitability. For instance, according to a report by National Retail Federation, the total store loss was US\$ 453,940 per US\$ 1 billion in sales in 2015 and increased to US\$ 719,458 in 2020. The rise in shoplifting cases generates the need for installing security solutions, such as security tags, across retail stores. Retail security firms use security tags with different technologies, such as barcodes and RFID, to prevent theft and trigger an alarm when someone tries to steal a tagged item from the retail store. These tags help in checkpoint retail security to cut down on shoplifting losses.

Europe Retail Security Tags Market Overview

The Europe retail security tags market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The retail industry in Europe has experienced

significant growth owing to the growing adoption of omnichannel business strategies by several retail brands. For instance, European brands such as Nordstrom and Louis Vuitton have significantly adopted the omnichannel model for their business growth.

The region is also experiencing a significant rise in the number of retail outlets. For instance, in February 2023, the fashion brand "Reserved" announced its plans to open several new stores across the UK and Europe. Similarly, in May 2021, Action announced its plans to open 200 new stores across Europe over the next five years. The rise in retail outlets is contributing to the increasing adoption of retail security tags across retail stores to monitor inventory and signal the management if any product is leaving the retail campus without billing, thereby contributing to the market's growth. The presence of global fashion brands such as H&M, ASOS, Prada, Burberry, Levi's, Gucci, Benetton, Ted Baker, and Promod, coupled with their investment to expand the number of retail outlets across the region, is boosting the demand for retail security tags in the fashion industry. For instance, in November 2022, Goldsmiths announced its plan to expand its operations across Europe by opening a new luxury concept store in England. Similarly, in August 2022, H&M opened its new stores in Costa Rica and North Macedonia.

These factors are further contributing to the rise in demand for security solutions across the stores, thus contributing to the growth of the Europe retail security tags market. The key players operating in the Europe retail security tags market include ALL-TAG, Century Europe, and Johnson Controls. The increasing adoption of strategies such as new product development, merger & acquisition, partnerships, and geographical expansion to cater to the growing demand for retail security tags is promoting the market growth across the region.

Europe Retail Security Tags Market Revenue and Forecast to 2030 (US\$ Million)

Europe Retail Security Tags Market Segmentation

The Europe retail security tags market is segmented based on technology, material, print type, application, and country.

Based on technology, the Europe retail security tags market is categorized into RF & RFID, AM, and others. The RF & RFID segment held the largest share in 2022.

Based on material, the Europe retail security tags market is categorized into paper and plastic. The plastic segment held the larger share in 2022.

By print type, the Europe retail security tags market is categorized into printable and non-printable. The non-printable segment held the larger share in 2022.

By application, the Europe retail security tags market is categorized into apparel & fashion accessories, cosmetics & pharmaceuticals, and others. The apparel & fashion accessories segment held the largest share in 2022.

Based on country, the Europe retail security tags market is segmented into the

Germany, France, the UK, Italy, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe retail security tags market in 2022.

Avery Dennison Corp, 3M Co, Alien Technology LLC, Brady Corp, Sensormatic electronics Corp, Check Point Systems Inc, HP Inc, and Century Retail Europe BV are some of the leading companies operating in the Europe retail security tags market.

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