

Middle East & Africa Electronic Article Surveillance Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Component (Electronic Tag, Electronic Antenna, Deactivator/Detacher, and Others), Product Type (Radio Frequency Systems, Acousto-Magnetic Systems, Electromagnetic Systems, and Microwave Systems), and Application (Apparel & Fashion Accessories, Cosmetic & Pharmaceuticals, and Supermarkets & Grocery Stores)

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Abstracts

The Middle East & Africa electronic article surveillance market is expected to grow from US\$ 78.57 million in 2022 to US\$ 94.35 million by 2028. It is estimated to grow at a CAGR of 3.1% from 2022 to 2028.

Technology Integration in Electronic Article Surveillance Systems is Driving Middle East & Africa Electronic Article Surveillance Market

The rise in technology adoption across retail outlets is increasing the demand for advanced security systems to reduce the risk of retail losses. Global electronic article surveillance market players are engaged in integrating advanced technologies to increase the efficiency of systems, thereby enabling real-time data of all inventory and products across the retail outlets. For instance, Agon Systems Ltd. offers a next-generation concept tag for retail loss prevention across the retail industry. The distinct locking technology and they the patented detacher helps retailers to reduce the risk of

shoplifting by 50% compared to the traditional security tags. These concept tags are offered with integrated technologies such as radio frequency (RF) and acousto-magnetic technologies. Similarly, Checkpoint Systems, Inc. offers NEO Systems integrated with wireless connectivity for easier installation and less cable requirement. It is directly connected to store networks through a cloud platform, which eliminates the need for middlemen such as security personnel and workers, thereby ensuring easy and accurate data collection of store activities. In addition, several companies are offering RFID-based EAS solutions for faster and more convenient checkout options. For instance, Nedap offers RFID tags for simplifying checkout across retail stores, thereby enhancing the overall customer experience. Therefore, all these factors are expected to contribute to the growth of the electronic article surveillance market over the coming years.

Middle East & Africa Electronic Article Surveillance Market Overview

The Middle East & Africa electronic article surveillance market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of MEA. Infrastructure development in the countries across the MEA, including commercial infrastructure, has been rising over the years. Attributing to the fact that these countries are focusing extensively on tourism, the commercial infrastructure plays a major role in the respective country's economy. The region witnessed high investment in commercial construction, such as supermarkets, specialty stores, and malls. These factors are increasing the demand for electronic article surveillance, thereby contributing to the growth of the market.

Middle East & Africa Electronic Article Surveillance Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Electronic Article Surveillance Market Segmentation

The Middle East & Africa electronic article surveillance market is segmented into component, product type, application, and country.

Based on component, the Middle East & Africa electronic article surveillance market is sub segmented into electronic tag, electronic antenna, deactivator/detacher, and others. The electronic tag segment held the largest market share in 2022.

Based on product type, the Middle East & Africa electronic article surveillance market is segmented into radio frequency systems, acousto-magnetic systems, electromagnetic systems, and microwave systems. The acousto-magnetic systems segment held the

largest market share in 2022.

Based on application, the Middle East & Africa electronic article surveillance market is segmented into apparel & fashion accessories, cosmetic & pharmaceuticals, and supermarkets & grocery stores. The apparel & fashion accessories segment held the largest market share in 2022.

Based on country, the Middle East & Africa electronic article surveillance market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The UAE dominated the market in 2022.

Amersec Sro; Sensormatic Electronics Corp; Checkpoint Systems Inc; Nedap NV; Feltron Security Systems LLC; Cross Point Middle East Technologies LLC; and Tekno Electro Solutions Pvt Ltd are the leading companies operating in the Middle East & Africa electronic article surveillance market.

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