

Middle East & Africa UHF RFID (RAIN) Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/M027B2670081EN.html>

Date: April 2026

Pages: 175

Price: US\$ 3,450.00 (Single User License)

ID: M027B2670081EN

Abstracts

The UHF RFID (RAIN) market in the Middle East and Africa (MEA) is poised for significant growth, with projections indicating that the market size will reach approximately US\$ 806.9 million by 2031, up from US\$ 284.2 million in 2024. This growth represents a compound annual growth rate (CAGR) of 16.7% from 2025 to 2031, highlighting the increasing adoption of RFID technology across various sectors in the region.

Executive Summary and Market Analysis

The MEA UHF RFID (RAIN) market is categorized into several key regions, including South Africa, Saudi Arabia, the UAE, and the Rest of MEA. Among these, the UAE stands out as the most technologically advanced country, with its government actively promoting the enhancement of the retail infrastructure through technological innovations. The ongoing infrastructural developments in the Middle East are compelling retailers to adapt their business models, both commercially and operationally, to meet the evolving market demands.

The retail sector in the region is experiencing robust growth, driven by rising consumer spending in countries like Saudi Arabia and the UAE. This trend is prompting retailers to invest heavily in their operations. A notable example is SML Group, a global leader in digital ID and label solutions, which announced the launch of its new operations in the Middle East in July 2023, establishing a presence in Dubai. This strategic move allows SML to tap into the rapidly expanding Middle Eastern market, particularly as Dubai's apparel and retail market is projected to grow by US\$ 3.2 billion by 2027. By opening its first label and RFID solutions service center in Dubai, SML is reinforcing its commitment to the region and supporting its customers in navigating an increasingly competitive

landscape. Such expansions are expected to create lucrative opportunities for market growth in the MEA region.

Market Segmentation Analysis

The Middle East & Africa UHF RFID (RAIN) market is segmented based on various components, including hardware, software, and services. In 2024, hardware is anticipated to hold the largest market share. Further segmentation of hardware reveals that tags and labels will dominate this category, while the market applications are divided into several sectors, including retail and commerce goods, logistics and transportation, manufacturing, healthcare, automotive, aerospace and defense, among others. Retail and commerce goods are expected to capture the largest share of the market in 2024.

Market Outlook

The automotive industry is a significant user of RAIN RFID technology, leveraging it to enhance efficiency, improve traceability, and streamline operations. RAIN RFID tags are utilized throughout the manufacturing process to track parts and components, ensuring supply chain transparency and minimizing errors. By integrating RAIN RFID into assembly lines, manufacturers can automate work-in-progress tracking, allowing for real-time monitoring and optimization of production processes. This technology also facilitates effective inventory management by providing real-time data on the location and condition of components and finished products.

For instance, Emirates Motor Company (EMC), the official distributor of Mercedes-Benz in Abu Dhabi, employs RFID technology to track vehicle movements within its service center. This implementation has resulted in faster vehicle location times, improved technician productivity, and enhanced customer satisfaction. The automotive sector's stringent requirements for reliability and durability make RAIN RFID tags particularly suitable, as they are designed to withstand the demanding conditions of automotive manufacturing, including high-temperature environments where traditional barcodes may fail.

Country Insights

The MEA UHF RFID (RAIN) market is further analyzed by country, with the UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa being the primary segments. The Rest of MEA is expected to hold the largest market share in 2024. Key countries in

this segment include Bahrain, Cyprus, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, and Ethiopia.

In Egypt, the retail landscape is particularly dynamic, with various platforms competing for market share. WooCommerce leads with 4,860 stores, accounting for 38.01% of the total, followed closely by Shopify with 4,810 stores (37.67%). Custom Cart also plays a significant role with 933 stores (7.30%). This diverse platform environment indicates substantial growth potential for the retail sector in Egypt, which can be further enhanced through the integration of UHF RFID (RAIN) technology. As businesses scale their operations to meet rising consumer demands, RFID solutions can provide critical advantages in improving inventory accuracy, streamlining order fulfillment, and enhancing supply chain visibility.

Company Profiles

Key players in the Middle East & Africa UHF RFID (RAIN) market include Honeywell International Inc., Zebra Technologies Corp., Convergence Systems Limited, NXP Semiconductors NV, Avery Dennison Corp., CAEN RFID S.r.l., Impinj Inc., INVENGO TECHNOLOGY PTE. LTD., Jadak, LOWRY SOLUTIONS INC., Murata Manufacturing Co Ltd, SAG Securitag Assembly Group Co., LTD, WALKI GROUP OY, Alien Technology, LLC, and Checkpoint Systems Inc. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and deliver innovative solutions to their customers.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. UHF RFID (RAIN) MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 List of Vendors in the Value Chain

5. MIDDLE EAST & AFRICA UHF RFID (RAIN) MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends
- 5.5 Impact of Drivers and Restraints:

6. UHF RFID (RAIN) MARKET - MIDDLE EAST & AFRICA MARKET ANALYSIS

6.1 Middle East & Africa UHF RFID (RAIN) Market Revenue (US\$ Million), 2024 - 2031

6.2 Middle East & Africa UHF RFID (RAIN) Market Forecast and Analysis

7. MIDDLE EAST & AFRICA UHF RFID (RAIN) MARKET REVENUE ANALYSIS - BY COMPONENT

7.1 Hardware

7.1.1 Overview

7.1.2 Hardware: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.2 Software

7.2.1 Overview

7.2.2 Software: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.3 Services

7.3.1 Overview

7.3.2 Services: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8. MIDDLE EAST & AFRICA UHF RFID (RAIN) MARKET REVENUE ANALYSIS - BY HARDWARE TYPE

8.1 Tags and Labels

8.1.1 Overview

8.1.2 Tags and Labels: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2 Readers

8.2.1 Overview

8.2.2 Readers: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.3 Printers

8.3.1 Overview

8.3.2 Printers: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.4 Others

8.4.1 Overview

8.4.2 Others: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9. MIDDLE EAST & AFRICA UHF RFID (RAIN) MARKET REVENUE ANALYSIS - BY APPLICATION

9.1 Retail and Commerce Goods

9.1.1 Overview

9.1.2 Retail and Commerce Goods: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.2 Logistics and Transportation

9.2.1 Overview

9.2.2 Logistics and Transportation: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.3 Manufacturing

9.3.1 Overview

9.3.2 Manufacturing: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.4 Healthcare

9.4.1 Overview

9.4.2 Healthcare: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.5 Automotive

9.5.1 Overview

9.5.2 Automotive: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.6 Aerospace and Defense

9.6.1 Overview

9.6.2 Aerospace and Defense: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.7 Others

9.7.1 Overview

9.7.2 Others: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10. MIDDLE EAST & AFRICA UHF RFID (RAIN) MARKET - COUNTRY ANALYSIS

10.1 Middle East & Africa

10.1.1 Middle East & Africa UHF RFID (RAIN) Market Revenue and Forecast and Analysis - by Country

10.1.1.1 Middle East & Africa UHF RFID (RAIN) Market Revenue and Forecast and Analysis - by Country

10.1.2.2 United Arab Emirates: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.1.2.2.1 United Arab Emirates: Middle East & Africa UHF RFID (RAIN) Market Share - by Component

10.1.2.2.2 United Arab Emirates: Middle East & Africa UHF RFID (RAIN) Market Share - by Hardware Type

10.1.2.2.3 United Arab Emirates: Middle East & Africa UHF RFID (RAIN) Market Share - by Application

10.2.3.3 Saudi Arabia: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.2.3.3.1 Saudi Arabia: Middle East & Africa UHF RFID (RAIN) Market Share - by Component

10.2.3.3.2 Saudi Arabia: Middle East & Africa UHF RFID (RAIN) Market Share - by Hardware Type

10.2.3.3.3 Saudi Arabia: Middle East & Africa UHF RFID (RAIN) Market Share - by Application

10.3.4.4 South Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.3.4.4.1 South Africa: Middle East & Africa UHF RFID (RAIN) Market Share - by Component

10.3.4.4.2 South Africa: Middle East & Africa UHF RFID (RAIN) Market Share - by Hardware Type

10.3.4.4.3 South Africa: Middle East & Africa UHF RFID (RAIN) Market Share - by Application

10.4.5.5 Rest of Middle East & Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.4.5.5.1 Rest of Middle East & Africa: Middle East & Africa UHF RFID (RAIN) Market Share - by Component

10.4.5.5.2 Rest of Middle East & Africa: Middle East & Africa UHF RFID (RAIN) Market Share - by Hardware Type

10.4.5.5.3 Rest of Middle East & Africa: Middle East & Africa UHF RFID (RAIN) Market Share - by Application

11 COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

11.2 Company Positioning & Concentration

12 INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 New Product Development
- 12.3 Merger and Acquisition
- 12.4 Other Strategic Developments

13 COMPANY PROFILES

- 13.1 Honeywell International Inc
 - 13.1.1 Key Facts
 - 13.1.2 Business Description
 - 13.1.3 Products and Services
 - 13.1.4 Financial Overview
 - 13.1.5 SWOT Analysis
 - 13.1.6 Key Developments
- 13.2 Zebra Technologies Corp
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 Convergence Systems Limited
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 NXP Semiconductors NV
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 Avery Dennison Corp
 - 13.5.1 Key Facts
 - 13.5.2 Business Description

- 13.5.3 Products and Services
- 13.5.4 Financial Overview
- 13.5.5 SWOT Analysis
- 13.5.6 Key Developments
- 13.6 CAEN RFID S.r.l.
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Impinj Inc
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 INVENGO TECHNOLOGY PTE. LTD.
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 JadaK
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments
- 13.10 LOWRY SOLUTIONS INC.
 - 13.10.1 Key Facts
 - 13.10.2 Business Description
 - 13.10.3 Products and Services
 - 13.10.4 Financial Overview
 - 13.10.5 SWOT Analysis
 - 13.10.6 Key Developments

13.11 Murata Manufacturing Co Ltd

- 13.11.1 Key Facts
- 13.11.2 Business Description
- 13.11.3 Products and Services
- 13.11.4 Financial Overview
- 13.11.5 SWOT Analysis
- 13.11.6 Key Developments

13.12 SAG Securitag Assembly Group Co., LTD

- 13.12.1 Key Facts
- 13.12.2 Business Description
- 13.12.3 Products and Services
- 13.12.4 Financial Overview
- 13.12.5 SWOT Analysis
- 13.12.6 Key Developments

13.13 WALKI GROUP OY

- 13.13.1 Key Facts
- 13.13.2 Business Description
- 13.13.3 Products and Services
- 13.13.4 Financial Overview
- 13.13.5 SWOT Analysis
- 13.13.6 Key Developments

13.14 Alien Technology, LLC

- 13.14.1 Key Facts
- 13.14.2 Business Description
- 13.14.3 Products and Services
- 13.14.4 Financial Overview
- 13.14.5 SWOT Analysis
- 13.14.6 Key Developments

13.15 Checkpoint Systems Inc

- 13.15.1 Key Facts
- 13.15.2 Business Description
- 13.15.3 Products and Services
- 13.15.4 Financial Overview
- 13.15.5 SWOT Analysis
- 13.15.6 Key Developments

14. APPENDIX**14.1 About The Insight Partners**

List Of Tables

LIST OF TABLES

Table 1. Middle East & Africa UHF RFID (RAIN) Market Segmentation

Table 2. List of Vendors

Table 3. Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Component

Table 5. Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Hardware Type

Table 6. Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 7. Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 8. United Arab Emirates: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Component

Table 9. United Arab Emirates: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Hardware Type

Table 10. United Arab Emirates: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 11. Saudi Arabia: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Component

Table 12. Saudi Arabia: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Hardware Type

Table 13. Saudi Arabia: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 14. South Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Component

Table 15. South Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Hardware Type

Table 16. South Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 17. Rest of Middle East & Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Component

Table 18. Rest of Middle East & Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Hardware Type

Table 19. Rest of Middle East & Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 20. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. Middle East & Africa UHF RFID (RAIN) Market Segmentation - Country

Figure 2. PEST Analysis

Figure 3. Ecosystem: UHF RFID (RAIN) Market

Figure 4. Middle East & Africa UHF RFID (RAIN) Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. Middle East & Africa UHF RFID (RAIN) Market Revenue (US\$ Million), 2024 - 2031

Figure 7. Middle East & Africa UHF RFID (RAIN) Market Share (%) - by Component, 2024 and 2031

Figure 8. Hardware: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. Software: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. Services: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 11. Middle East & Africa UHF RFID (RAIN) Market Share (%) - by Hardware Type, 2024 and 2031

Figure 12. Tags and Labels: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. Readers: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 14. Printers: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 15. Others: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 16. Middle East & Africa UHF RFID (RAIN) Market Share (%) - by Application, 2024 and 2031

Figure 17. Retail and Commerce Goods: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. Logistics and Transportation: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 19. Manufacturing: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. Healthcare: Middle East & Africa UHF RFID (RAIN) Market - Revenue and

Forecast, 2021 - 2031 (US\$ Million)

Figure 21. Automotive: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Aerospace and Defense: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 23. Others: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 24. Middle East & Africa UHF RFID (RAIN) Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 25. United Arab Emirates: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 26. Saudi Arabia: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 27. South Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 28. Rest of Middle East & Africa: Middle East & Africa UHF RFID (RAIN) Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 29. Company Positioning & Concentration

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