

North America Barcode Software Market Size and Forecast (2021–2031)

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Abstracts

The North America barcode software market is projected to grow significantly, reaching an estimated US\$ 504.30 million by 2031, up from US\$ 338.00 million in 2024. This growth represents a compound annual growth rate (CAGR) of 6.1% from 2025 to 2031, driven by the increasing digitalization across various industries.

Executive Summary and Market Analysis

The surge in digital transformation initiatives across sectors is a primary factor fueling the demand for barcode software solutions. As businesses shift towards digital processes, barcode software plays a crucial role in integrating these workflows, allowing for efficient and accurate data capture. Millions of businesses in North America utilize GS1 Barcode Standards, which are essential for modern commerce. GS1, a not-for-profit organization, aims to facilitate the adoption of advanced 2D barcode technology among retailers and brands. Major companies like PepsiCo, Walmart, P&G, and Amazon are leading this transition, emphasizing the importance of 2D barcodes supported by GS1 standards.

In May 2024, Barcoding, Inc., a company specializing in supply chain automation, announced a merger with DecisionPoint Systems, Inc. This strategic move aims to enhance their offerings in point-of-sale technologies and expand their national presence, particularly in the Southeast and West Coast. This merger exemplifies how barcode software providers are evolving to meet the needs of enterprise customers in retail and supply chain sectors, thereby enhancing their service capabilities.

The well-established retail and e-commerce sectors in North America are also significant drivers of barcode software demand. The need for transparency in product

information and supply chain processes is paramount, leading to increased adoption of barcode solutions.

Strategic Insights

Market Segmentation Analysis

The North America barcode software market can be segmented based on barcode type, deployment method, application, and end-use industry:

Barcode Type: The market is divided into 1D and 2D barcodes, with 1D barcodes holding a larger market share in 2024.

Deployment: The market is categorized into on-premises and cloud solutions, with on-premises solutions dominating in 2024.

Application: Key applications include inventory management, point-of-sale operations, asset management, and employee attendance tracking, with inventory management being the largest segment.

End-Use Industry: The market is segmented into BFSI, transportation and logistics, manufacturing, healthcare, retail, and e-commerce, with retail and e-commerce leading in market share.

Market Outlook

The global B2B e-commerce sector has seen consistent growth, with projections indicating it could reach US\$ 36 trillion by 2026. This growth is largely attributed to the digital transformation of industries, as businesses increasingly adopt e-commerce platforms to enhance operations and customer experiences. In the fourth quarter of 2024, e-commerce sales in the US accounted for 16.4% of total retail sales, amounting to US\$ 352.9 billion, marking a 22.1% increase from the previous quarter. For the entire year, e-commerce sales reached approximately US\$ 1,192.6 billion, reflecting an 8.1% growth from 2023.

In Canada, e-commerce is also thriving, with online sales reaching around US\$ 3.14 billion in December 2024, representing 6.1% of all retail sales. The Canadian e-commerce market is expected to grow from an estimated US\$ 65.5 billion in 2024 to

US\$ 104 billion by 2029, driven by robust digital infrastructure and consumer demand for convenience.

The rapid growth of the retail and e-commerce sectors necessitates efficient inventory and supply chain management systems. Barcode software is essential for improving stock management, tracking product movement, and enhancing customer service. As e-commerce continues to expand, the demand for barcode scanning and tracking software will become increasingly critical for accurate order fulfillment.

Country Insights

The North America barcode software market includes the US, Canada, and Mexico, with the US holding the largest market share in 2024. Key sectors driving barcode software adoption in the US include retail, healthcare, and manufacturing. The competitive retail sector, with a GDP contribution exceeding US\$ 1.8 trillion, is a significant driver for barcode software usage, particularly for inventory management and point-of-sale transactions.

In September 2024, Zebra Technologies Corporation launched several innovative solutions aimed at enhancing retail and warehouse operations, further driving the demand for barcode software in the US.

Company Profiles

Key players in the North America barcode software market include Bluebird Inc, Honeywell International Inc, Datalogic SpA, Zebra Technologies Corp, and others. These companies are focusing on expansion, product innovation, and strategic mergers to enhance their market presence and offer advanced solutions to consumers.

Research Methodology

The market analysis is based on comprehensive secondary research, including company reports, industry publications, and government data, complemented by primary research through interviews with industry stakeholders to validate findings and gain insights into market dynamics.

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