

North America 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 North America electronic article surveillance market is expected to grow from US\$ 395.45 million in 2022 to US\$ 521.58 million by 2028. It is estimated to grow at a CAGR of 4.7% from 2022 to 2028.

Increasing Retail Outlets by Various Brands is Driving North America Electronic Article Surveillance Market

The rising investment by retail brands to expand their footprint across the globe is increasing the number of retail outlets of fashion & apparel, cosmetics & pharmaceuticals, and supermarkets & groceries. A few of the major retail brands focused on increasing their retail footprint are mentioned below:

In November 2022, JD Sports announced its plan to open 15 retail stores in Canada by 2023. This strategy is undertaken to expand the company's retail footprint in the country. In October 2022, Miniso announced the launch of US\$ 2 plus stores in Canada. These stores were established in the country to manufacture low-cost, high-

quality products for the growing customer base. In December 2022, REWE announced the launch of its fully automatic store in Germany to expand its footprint and increase the adoption of technologies. The growing number of initiatives by global retail brands to expand their outlets across the globe is increasing the need for various security solutions to prevent shoplifting, thereby boosting the demand for electronic article surveillance systems.

North America Electronic Article Surveillance Market Overview

The North America electronic article surveillance market is segmented into the US, Canada, and Mexico. The significant presence of the retail industry in North America is one of the major factors driving the growth of the electronic article surveillance market. Major retail brands across the region include The Kroger Co., Costco, Best Buy, Carvana, The Home Depot, Target, eBay, and Walmart. Many expansion strategies have been adopted by the abovementioned brands, including the opening of several new retail stores across the region. For example, in 2022, Target opened 23 new stores across different locations such as New York, Texas, Pittsburgh and South Carolina. Thus, the increase in the number of retail stores is further increasing the demand for electronic article surveillance solutions across the region.

North America Electronic Article Surveillance Market Revenue and Forecast to 2028 (US\$ Million)

North America Electronic Article Surveillance Market Segmentation

The North America electronic article surveillance market is segmented into component, product type, application, and country.

Based on component, the North America 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 North America 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 North America 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 North America electronic article surveillance market is segmented into the US, Canada, and Mexico. The US dominated the market in 2022.

ALL-TAG Corp; Amersec Sro; Ketec Inc; Shopguard Ltd; Sensormatic Electronics Corp; Checkpoint Systems Inc; and Nedap NV are the leading companies operating in the North America electronic article surveillance market.

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