

South 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 South America electronic article surveillance market is expected to grow from US\$ 49.39 million in 2022 to US\$ 57.28 million by 2028. It is estimated to grow at a CAGR of 2.5% from 2022 to 2028.

Technology Integration in Electronic Article Surveillance Systems is Driving South America 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. 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.

South America Electronic Article Surveillance Market Overview

Infrastructure development is key to economic growth. Large infrastructural developments in Latin America have resulted in the growth of commercial complexes, shopping malls, hospitals, hypermarkets, non-food retail stores, supermarkets, etc. thereby increasing the number of retail stores across the region. The increase in retail store will thereby rise the demand for security solutions among them, thereby anticipating fueling the growth of the electronic article surveillance market during the forecast period.

The consumer goods market across South America is evolving rapidly as retailers are responding to consumer demand for convenience products by offering new budget-friendly retail options. In the past few years, the number of supermarkets increased in the region and has observed the fastest growth in food demand. Having significant penetrated in the food retail sector, the supermarkets have triggered an upstream transformation of vegetables and fruits marketing system. On the other hand, the grocery retail sales per capita are considerably lower in the region when compared to the developed markets. This is partly due to lower purchasing power but also due to the occurrence of informal grocery retail, such as street vendors and informal markets. Walmart is the largest grocery retailer in the region. It operates a widespread variety of banners across South America, comprising hypermarkets, discounters, and supermarkets. Thus, the robust retail industry across the region is further contributing to the growth of the SAM electronic article surveillance market.

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

South America Electronic Article Surveillance Market Segmentation

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

Based on component, the South 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 South 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 South 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 South America electronic article surveillance market is segmented into Brazil, Argentina, and the Rest of South America. Brazil dominated the market in 2022.

Amersec Sro; Sensormatic Electronics Corp; Checkpoint Systems Inc; and Nedap NV; are the leading companies operating in the South America electronic article surveillance market.

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