

# **South & Central America Retail Security Tags Market Forecast to 2030 - Regional Analysis - by Technology (RF and RFID), Material (Paper and Plastic), Print Type (Printable and Non-Printable), and Application (Apparel & Fashion Accessories, Cosmetic & Pharmaceuticals and Others)**

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## **Abstracts**

The South & Central America Retail Security Tags market was valued at US\$ 30.47 million in 2022 and is expected to reach US\$ 43.41 million by 2030; it is estimated to grow at a CAGR of 4.5% from 2022 to 2030.

**Growing Digitalization Among SMEs Fuels the South & Central America Retail Security Tags Market**

The adoption of digital technologies helps businesses increase the overall efficiency of all operations, reduce operational costs, and minimize human errors. In addition, it has the potential to enhance broad and sustainable growth by stimulating innovation, generating efficiencies, and improving services.

According to the World Bank, SMEs account for most businesses worldwide and are important contributors to job creation and global economic development, particularly in developing countries. In the retail industry, SMEs are less likely to get loans from banks compared to large enterprises. Therefore, the World Bank Group is providing solutions in terms of credit guarantee schemes, e-lending platforms, policies, and others to improve SMEs' access to finance, which helps them adopt innovative and advanced digital solutions. Through digitalization, retailers can track inventory in real time, enhance the customer experience, prevent theft, and improve supply chain management with the use of RFID tags and IoT devices. Digitalized security tags help retailers increase their overall workflow efficiency and profitability. Therefore, the growing adoption of digitalization by SMEs is expected to create an opportunity for the

South & Central America retail security tags market during 2022-2030.

### South & Central America Retail Security Tags Market Overview

Infrastructure development is key to economic growth. Large infrastructural developments in SAM have resulted in the growth of commercial complexes, shopping malls, hypermarkets, and supermarkets, increasing the number of retail stores across the region. The increase in retail stores will boost the demand for security solutions, fueling the growth of the retail security tags market during 2022-2030.

For instance,

In September 2022, Brazil's biggest food retailer, GPA, announced a revised plan regarding the number of new stores it plans to open by 2024. It is expected to open 300 stores by 2024. In August 2023, Diario Financiero announced to open a new supermarket in Chile. 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 in the region has increased, and the region has also observed the fastest growth in food demand. Having a significant penetration in the food retail sector, the supermarkets have triggered an upstream transformation of the vegetables and fruits marketing system. On the other hand, grocery retail sales per capita are considerably lower in the region compared to the developed markets. This is due to lower purchasing power and 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 contributing to the growth of the SAM retail security tags market.

South & Central America Retail Security Tags Market Revenue and Forecast to 2030 (US\$ Million)

### South & Central America Retail Security Tags Market Segmentation

The South & Central America Retail Security Tags market is segmented based on technology, material, print type, application, and country.

Based on technology, the South & Central America Retail Security Tags market is categorized into RF & RFID, AM, and others. The RF & RFID segment held the largest share in 2022.

Based on Material, the South & Central America Retail Security Tags market is categorized into paper and plastic. The plastic segment held the larger share in 2022. By print type, the South & Central America Retail Security Tags market is categorized into printable and non-printable. The non-printable segment held the larger share in 2022.

By application, the South & Central America Retail Security Tags market is categorized into apparel & fashion accessories, cosmetics & pharmaceuticals and others. The

apparel & fashion accessories segment held the largest share in 2022.

Based on country, the South & Central America Retail Security Tags market is segmented into the Brazil, Argentina, and Rest of South & Central America. Brazil dominated the South & Central America Retail Security Tags market in 2022.

Avery Dennison Corp, 3M Co, Alien Technology LLC, Brady Corp, Sensormatic electronics Corp, Check Point Systems Inc, and HP Inc are some of the leading companies operating in the South & Central America Retail Security Tags market.

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