

Food Traceability Market Size, Share, and Outlook, 2025 Report- By Application (Meat & Livestock, Fresh Produce & Seeds, Dairy, Beverages, Fisheries, Others), By Equipment (PDA with GPS, Thermal Printers, 2D & 1D Scanners, Tags & Labels, Sensors, Others), By Technology (RFID/RTLS, GPS, Barcode, Infrared, Biometrics), By End-User (Food Manufacturers, Warehouse/Pack Farms, Food Retailers, Defense & Security Departments, Others), 2018-2032

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Abstracts

Food Traceability Market Outlook

The Food Traceability Market size is expected to register a growth rate of 8.9% during the forecast period from \$18.6 Billion in 2025 to \$33.8 Billion in 2032. The Food Traceability market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Food Traceability segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (Meat & Livestock, Fresh Produce & Seeds, Dairy, Beverages, Fisheries, Others), By Equipment (PDA with GPS, Thermal Printers, 2D & 1D Scanners, Tags & Labels, Sensors, Others), By Technology (RFID/RTLS, GPS, Barcode, Infrared, Biometrics), By End-User (Food Manufacturers, Warehouse/Pack Farms, Food Retailers, Defense & Security Departments, Others). Over 70 tables and

charts showcase findings from our latest survey report on Food Traceability markets.

Food Traceability Market Insights, 2025

The food traceability market is expanding rapidly due to stringent food safety regulations, rising consumer demand for transparency, and advancements in blockchain and IoT-based tracking systems. Industry leaders such as IBM Food Trust, FoodLogiQ, and Honeywell are leveraging AI-driven analytics, RFID, and digital ledger technology to enhance farm-to-table traceability. Major food retailers and manufacturers, including Walmart and Nestlé, are adopting blockchain-based traceability solutions to minimize food recalls, prevent fraud, and ensure supply chain integrity. The increasing adoption of QR codes and smart packaging also allows consumers to verify product origins and safety certifications. As regulatory bodies such as the FDA push for stricter compliance under the Food Safety Modernization Act (FSMA), companies are investing in real-time monitoring and predictive analytics to strengthen their food traceability capabilities.

Five Trends that will define global Food Traceability market in 2025 and Beyond

A closer look at the multi-million market for Food Traceability identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Food Traceability companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Food Traceability vendors.

What are the biggest opportunities for growth in the Food Traceability industry?

The Food Traceability sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Food Traceability Market Segment Insights

The Food Traceability industry presents strong offers across categories. The analytical report offers forecasts of Food Traceability industry performance across segments and countries. Key segments in the industry include%li%By Application (Meat & Livestock, Fresh Produce & Seeds, Dairy, Beverages, Fisheries, Others), By Equipment (PDA with GPS, Thermal Printers, 2D & 1D Scanners, Tags & Labels, Sensors, Others), By Technology (RFID/RTLS, GPS, Barcode, Infrared, Biometrics), By End-User (Food Manufacturers, Warehouse/Pack Farms, Food Retailers, Defense & Security Departments, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Food Traceability market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Food Traceability industry ecosystem. It assists decision-makers in evaluating global Food Traceability market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Food Traceability industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Food Traceability Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies

focusing on new product launches and diversification of sales channels.

The State of Europe Food Traceability Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Food Traceability with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Food Traceability market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Food Traceability market Insights%li%Vendors are exploring new opportunities within the US Food Traceability industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Food Traceability companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Food Traceability market.

Latin American Food Traceability market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Food Traceability Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Food Traceability markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Food Traceability markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Food Traceability companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Bar Code Integrators Inc, Bio-Rad Laboratories Inc, C.H. Robinson Worldwide Inc, Carlisle Technology Inc, Cognex Corp, Honeywell International Inc, Mass Group Inc, Merit-Trax Technologies Inc, Picarro Inc, SGS SA.

Food Traceability Market Segmentation

By Application

Meat & Livestock

Fresh Produce & Seeds

Dairy

Beverages

Fisheries

Others

By Equipment

PDA with GPS

Thermal Printers

2D & 1D Scanners

Tags & Labels

Sensors

Others

By Technology

RFID/RTLS

GPS

Barcode

Infrared

Biometrics

By End-User

Food Manufacturers

Warehouse/Pack Farms

Food Retailers

Defense & Security Departments

Others

Leading Companies

Bar Code Integrators Inc

Bio-Rad Laboratories Inc

C.H. Robinson Worldwide Inc

Carlisle Technology Inc

Cognex Corp

Honeywell International Inc

Mass Group Inc

Merit-Trax Technologies Inc

Picarro Inc

SGS SA

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Fresh Produce & Seeds

Dairy

Beverages

Fisheries

Others

By Equipment

PDA with GPS

Thermal Printers

2D & 1D SCANNERS

Tags & Labels

Sensors

Others

By Technology

RFID/RTLS

GPS

Barcode

Infrared

Biometrics

By End-User

Food Manufacturers
Warehouse/Pack Farms
Food Retailers
Defense & Security Departments
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Bio-Rad Laboratories Inc

C.H. Robinson Worldwide Inc

Carlisle Technology Inc

Cognex Corp

Honeywell International Inc

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Picarro Inc

SGS SA

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