

Food Traceability Technology Market Size, Trends, Analysis, and Outlook By Technology (Barcoding, RFID (Radio-Frequency Identification)), By Application (Fresh Food, Processed Food, Meat and Poultry), By End-User (Food Manufacturers, Retailers, Logistics and Distribution), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Food Traceability Technology Market Size is valued at \$16.4 Billion in 2024 and is forecast to register a growth rate (CAGR) of 8.7% to reach \$32 Billion by 2032.

The food traceability technology market is witnessing growth as businesses seek innovative solutions to ensure food safety and quality. Technologies such as blockchain, RFID, and IoT are enhancing transparency and traceability in the food supply chain. The increasing focus on consumer safety and regulatory compliance is driving market expansion, prompting manufacturers to invest in advanced traceability technologies that meet evolving industry standards.

Food Traceability Technology Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Food Traceability Technology survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Food Traceability Technology industry.

Key market trends defining the global Food Traceability Technology demand in 2025 and Beyond

The Food Traceability Technology industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Food Traceability Technology Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Food Traceability Technology industry

Leading Food Traceability Technology companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Food Traceability Technology companies.

Food Traceability Technology Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Food Traceability Technology Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Food Traceability Technology industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Food Traceability Technology Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Food Traceability Technology Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Food Traceability Technology market segments. Similarly, strong market demand encourages Canadian Food Traceability Technology companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Food Traceability Technology Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Food Traceability Technology industry remains the major market for companies in the European Food Traceability Technology industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In

In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Food Traceability Technology market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Food Traceability Technology Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Food Traceability Technology in Asia Pacific. In particular, China, India, and South East Asian Food Traceability Technology markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Food Traceability Technology Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Food Traceability Technology Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Food Traceability Technology market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Food Traceability Technology.

Food Traceability Technology Company Profiles

The global Food Traceability Technology market is characterized by intense competitive

conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Bio-Rad Laboratories Inc, C.H. Robinson, Cognex, FoodLogiq, Honeywell International Inc, OPTEL GROUP, SGS SA, TraceOne, Zebra Technologies Corp.

Recent Food Traceability Technology Market Developments

The global Food Traceability Technology market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Food Traceability Technology Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Technology

Barcoding

RFID (Radio-Frequency Identification)

By Application

Fresh Food

Processed Food

Meat and Poultry

By End-User

Food Manufacturers

Retailers

Logistics and Distribution

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Bio-Rad Laboratories Inc

C.H. Robinson

Cognex

FoodLogiQ

Honeywell International Inc

OPTEL GROUP

SGS SA

TraceOne

Zebra Technologies Corp

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. FOOD TRACEABILITY TECHNOLOGY MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Food Traceability Technology Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Food Traceability Technology Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Food Traceability Technology Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Food Traceability Technology Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Food Traceability Technology Market Outlook

to 2032

CHAPTER 5: FOOD TRACEABILITY TECHNOLOGY MARKET DYNAMICS

- 5.1 Key Food Traceability Technology Market Trends
- 5.2 Potential Food Traceability Technology Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL FOOD TRACEABILITY TECHNOLOGY MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Technology
 - Barcoding
 - RFID (Radio-Frequency Identification)
 - Application
 - Fresh Food
 - Processed Food
 - Meat and Poultry
 - End-User
 - Food Manufacturers
 - Retailers
 - Logistics and Distribution
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA FOOD TRACEABILITY TECHNOLOGY MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Technology
 - Barcoding
 - RFID (Radio-Frequency Identification)
 - Application
 - Fresh Food
 - Processed Food
 - Meat and Poultry
 - End-User
 - Food Manufacturers
 - Retailers

Logistics and Distribution

7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Food Traceability Technology Market Size Forecast, 2021- 2032

7.3.2 Canada Food Traceability Technology Market Size Forecast, 2021- 2032

7.3.3 Mexico Food Traceability Technology Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE FOOD TRACEABILITY TECHNOLOGY MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Technology

Barcoding

RFID (Radio-Frequency Identification)

Application

Fresh Food

Processed Food

Meat and Poultry

End-User

Food Manufacturers

Retailers

Logistics and Distribution

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Food Traceability Technology Market Size Forecast, 2021- 2032

8.3.2 France Food Traceability Technology Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Food Traceability Technology Market Size Forecast, 2021- 2032

8.3.4 Spain Food Traceability Technology Market Size Forecast, 2021- 2032

8.3.5 Italy Food Traceability Technology Market Size Forecast, 2021- 2032

8.3.6 Russia Food Traceability Technology Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Food Traceability Technology Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC FOOD TRACEABILITY TECHNOLOGY MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Technology

Barcoding

RFID (Radio-Frequency Identification)

Application

Fresh Food

Processed Food

Meat and Poultry

End-User

Food Manufacturers

Retailers

Logistics and Distribution

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Food Traceability Technology Market Size Forecast, 2021- 2032

9.3.2 India Food Traceability Technology Market Size Forecast, 2021- 2032

9.3.3 Japan Food Traceability Technology Market Size Forecast, 2021- 2032

9.3.4 South Korea Food Traceability Technology Market Size Forecast, 2021- 2032

9.3.5 Australia Food Traceability Technology Market Size Forecast, 2021- 2032

9.3.6 South East Asia Food Traceability Technology Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Food Traceability Technology Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA FOOD TRACEABILITY TECHNOLOGY MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Technology

Barcoding

RFID (Radio-Frequency Identification)

Application

Fresh Food

Processed Food

Meat and Poultry

End-User

Food Manufacturers

Retailers

Logistics and Distribution

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Food Traceability Technology Market Size Forecast, 2021- 2032

10.3.2 Argentina Food Traceability Technology Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Food Traceability Technology Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA FOOD TRACEABILITY TECHNOLOGY MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Technology

Barcoding

RFID (Radio-Frequency Identification)

Application

Fresh Food

Processed Food

Meat and Poultry

End-User

Food Manufacturers

Retailers

Logistics and Distribution

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Food Traceability Technology Market Size Forecast, 2021- 2032

11.3.2 The UAE Food Traceability Technology Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Food Traceability Technology Market Size Forecast, 2021- 2032

11.3.4 South Africa Food Traceability Technology Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Food Traceability Technology Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Bio-Rad Laboratories Inc

C.H. Robinson

Cognex

FoodLogiQ

Honeywell International Inc

OPTEL GROUP

SGS SA

TraceOne

Zebra Technologies Corp

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Food Traceability Technology Market Outlook by Type, 2021- 2032

Figure 6: Global Food Traceability Technology Market Outlook by Application, 2021- 2032

Figure 7: Global Food Traceability Technology Market Outlook by Region, 2021- 2032

Figure 8: North America Food Traceability Technology Market Snapshot, Q4-2024

Figure 9: North America Food Traceability Technology Market Size Forecast by Type, 2021- 2032

Figure 10: North America Food Traceability Technology Market Size Forecast by Application, 2021- 2032

Figure 11: North America Food Traceability Technology Market Share by Country, 2023

Figure 12: Europe Food Traceability Technology Market Snapshot, Q4-2024

Figure 13: Europe Food Traceability Technology Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Food Traceability Technology Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Food Traceability Technology Market Share by Country, 2023

Figure 16: Asia Pacific Food Traceability Technology Market Snapshot, Q4-2024

Figure 17: Asia Pacific Food Traceability Technology Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Food Traceability Technology Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Food Traceability Technology Market Share by Country, 2023

Figure 20: South America Food Traceability Technology Market Snapshot, Q4-2024

Figure 21: South America Food Traceability Technology Market Size Forecast by Type, 2021- 2032

Figure 22: South America Food Traceability Technology Market Size Forecast by Application, 2021- 2032

Figure 23: South America Food Traceability Technology Market Share by Country, 2023

Figure 24: Middle East and Africa Food Traceability Technology Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Food Traceability Technology Market Size Forecast

by Type, 2021- 2032

Figure 26: Middle East and Africa Food Traceability Technology Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Food Traceability Technology Market Share by Country, 2023

Figure 28: United States Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Food Traceability Technology Market Size Outlook, \$ Million, 2021-2032

Figure 46: Argentina Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Food Traceability Technology Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Food Traceability Technology Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Food Traceability Technology Market Size Outlook by Segments, 2021-2032

Table 7: Global Food Traceability Technology Market Size Outlook by Region, 2021-2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Food Traceability Technology Market Outlook by Type, 2021-2032

Table 10: North America- Food Traceability Technology Market Outlook by Country, 2021- 2032

Table 11: Europe - Food Traceability Technology Market Outlook by Type, 2021- 2032

Table 12: Europe - Food Traceability Technology Market Outlook by Country, 2021-2032

Table 13: Asia Pacific - Food Traceability Technology Market Outlook by Type, 2021-2032

Table 14: Asia Pacific - Food Traceability Technology Market Outlook by Country, 2021-2032

Table 15: South America- Food Traceability Technology Market Outlook by Type, 2021-2032

Table 16: South America- Food Traceability Technology Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Food Traceability Technology Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Food Traceability Technology Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Food Traceability Technology Companies

Table 20: Product Profiles of Leading Food Traceability Technology Companies

Table 21: SWOT Profiles of Leading Food Traceability Technology Companies

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