Smart Labels Market by Technology (RFID labels, EAS labels, NFC labels, sensing labels, others), Application (Retail & inventory tracking, pallet tracking), End-Use (FMCG, logistics, retail, healthcare), Component - Global Forecast to 2029

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Report description:

The smart labels market size is projected to grow from USD 11.43 billion in 2024 and is projected to reach USD 17.33 billion by 2029, at a CAGR of 8.7%. The smart labels market has a promising future due to these labels utilizing RFID, QR codes, and NFC tags. They provide interactive and web-based solutions that provide information about the products' quality, improve overall visibility, and promote full tracking. Smart labels have a traceability feature using a unique ID, which allows the various stakeholders to follow the products' life cycle to provide information on procurement and avoid gray market infringement. Consumer awareness leads to more awareness of the origin of products and their attributes, which leads to the adoption of such technologies.

"NFC tags are projected to be the second largest segment by technology in smart labels market"
NFC technology allows two devices to communicate wirelessly and non-intrusively, which is essential for the retail, health, and transportation sectors. NFC tags are used by retailers for purposes of improving customers' shopping experience through activation of their mobile phones, where the customers can gain access the information on the products they are purchasing, check on the genuineness of the products, and engage with the retailers directly on their shopping preferences. The expansion of NFC tags in areas such as contactless payment, inventory tracking, and anti-counterfeiting emphasizes the need for NFC. With industries focusing more on digital and customer concerns, the market requires NFC-based solutions.

"FMCG is projected to be the third largest segment by end-use industry in smart labels market"
FMCG is the third-largest end-use industry in the smart labels market due to the high demand of FMCG industries for smart inventory tracking, improved consumer interaction, and product identification. As the products of FMCG have a short product life

cycle, most businesses utilize the smart label to track their products, thus reducing losses, minimizing losses, and restocking on time. Smart labels also help to trace and authenticate the origin of products, particularly in high-value FMCG products, as the frequency of counterfeits remains high, much to the consumer's demand for more sustainability and ethical standards. Smart labels can be integrated with the sector's needs based on scalability and cost performance, thus increasing its market demands and enhancing the position of the FMCG industry.

"Microprocessors is the third largest segment by component in smart labels market during forecast region."
Microprocessors are the third largest component segment in the smart labels market because they facilitate processing, storing, as well as communicating information within smart label systems. These components are at the core of smart labels, through enabling technologies such as RFID, NFC, and sensing labels. Some of the key operations that microprocessors make it easy for labels to carry out include real-time tracking, temperature tracking of perishable items, and refreshed displays for interactiveness. Their integration enables the improvements of automation in inventory and wholesales, which is crucial for business sectors ranging from retail to healthcare and logistics. The increasing number of complicated labelling operations like secure data encryption and multi-password systems which require more than two points of control also increases the need for microprocessors.

"Asia Pacific accounts for the second-largest share in smart labels market by region"
Retail, FMCG, and logistics industries are some of the fastest-growing industries in Asia Pacific, driving demand for smart labels and their uses in improving supply chain visibility, managing stock, and engaging consumers. Another factor is Asia Pacific's importance in electronics manufacturing since some of the important components of smart labels, such as RFID tags and microprocessors are available at comparatively low costs in this region. The growth of e-commerce across emerging markets such as China, India, and Southeast Asia has intensified the demands for effective tracking and authentication systems that propel the smart labels market.

By Company Type: Tier 1: 25%, Tier 2: 42%, and Tier 3: 33%
By Designation: C-level Executives: 20%, Directors: 30%, and Others: 50%
By Region: North America: 20%, Europe: 10%, Asia Pacific: 40%, South America: 10%, Middle East & Africa 20%
Notes: Others include sales, marketing, and product managers.
Tier 1: >USD 1 Billion; Tier 2: USD 500 million-1 Billion; and Tier 3: <USD 500 million

Companies Covered: Avery Dennison Corporation (US), CCL Industries, Inc. (Canada), Zebra Technologies Corporation (US), SATO Holdings Corporation (Japan), and others are covered in the smart labels market.
The study includes an in-depth competitive analysis of these key players in the smart labels market, with their company profiles, recent developments, and key market strategies
Research Coverage
This research report categorizes the smart labels market by technology, (RFID labels, EAS labels, NFC labels, sensing labels, and others), by application, (retail & inventory tracking, perishable goods, electronic & IT assets, pallet tracking, equipment, and others), by end-use industry (FMCG, logistics, retail, healthcare, manufacturing, automotive, and other end-use industries), by component (batteries, transceivers, microprocessors, memories, and others) and by region (Asia Pacific, North America, Europe, South America, and Middle East & Africa). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the smart labels market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; Contracts, partnerships, agreements. new product launches, acquisitions, and recent developments associated with the smart labels market. Competitive analysis of upcoming startups in the smart labels market ecosystem is covered in this report.
Reasons to buy the report
The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall smart labels market and the subsegments. This report will help stakeholders understand the competitive

landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (Growth of e-commerce), restraints (High cost of smart label technology), opportunities (Integration of the Internet of Things (IoT) with smart labels), and challenges (Data privacy and security challenges).
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the smart labels market
- Market Development: Comprehensive information about profitable markets - the report analyses the smart labels market across varied regions.
- Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the smart labels market.
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players Avery Dennison Corporation (US), CCL Industries, Inc. (Canada), Zebra Technologies Corporation (US), SATO Holdings Corporation (Japan), among others in the smart labels market.

Table of Contents:

1 INTRODUCTION 33
1.1 STUDY OBJECTIVES 33
1.2 MARKET DEFINITION 33
1.3 STUDY SCOPE 34
1.3.1 MARKETS COVERED AND REGIONAL SCOPE 34
1.3.2 INCLUSIONS AND EXCLUSIONS 35
1.3.3 YEARS CONSIDERED 36
1.3.4 CURRENCY CONSIDERED 36
1.3.5 UNITS CONSIDERED 36
1.4 LIMITATIONS 36
1.5 STAKEHOLDERS 37
1.6 SUMMARY OF CHANGES 37
2 RESEARCH METHODOLOGY 38
2.1 RESEARCH DATA 38
2.1.1 SECONDARY DATA 39
2.1.1.1 Key data from secondary sources 39
2.1.2 PRIMARY DATA 40
2.1.2.1 Key primary participants 40
2.1.2.2 Breakdown of interviews with experts 40
2.1.2.3 Key industry insights 41
2.2 MARKET ESTIMATION 41
2.2.1 TOP-DOWN APPROACH 41
2.2.2 BOTTOM-UP APPROACH 42
2.3 BASE NUMBER CALCULATION 42
2.3.1 DEMAND-SIDE APPROACH 42
2.3.2 SUPPLY-SIDE APPROACH 43
2.4 GROWTH FORECAST 43
2.4.1 SUPPLY SIDE 43
2.4.2 DEMAND SIDE 43
2.5 DATA TRIANGULATION 44

2.6 RESEARCH ASSUMPTIONS 45
2.7 FACTOR ANALYSIS 45
2.8 RESEARCH LIMITATIONS 46
2.9 RISK ASSESSMENT 46
3 EXECUTIVE SUMMARY 47
?
4 PREMIUM INSIGHTS 52
4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN SMART LABELS MARKET 52
4.2 SMART LABELS MARKET, BY TECHNOLOGY 52
4.3 SMART LABELS MARKET, BY COMPONENT 53
4.4 SMART LABELS MARKET, BY APPLICATION 53
4.5 SMART LABELS MARKET, BY END-USE INDUSTRY 54
4.6 NORTH AMERICA: SMART LABELS MARKET, BY TECHNOLOGY & COUNTRY 54
4.7 SMART LABELS MARKET, BY KEY COUNTRY 55
5 MARKET OVERVIEW 56
5.1 INTRODUCTION 56
5.2 MARKET DYNAMICS 56
5.2.1 DRIVERS 57
5.2.1.1 Protection against theft, loss, and counterfeiting 57
5.2.1.2 Lack of human intervention 57
5.2.1.3 Single products can be used instead of multiple technologies 58
5.2.1.4 Reduced tracking time 58
5.2.1.5 Increasing retail sales to accelerate smart labels market growth 58
5.2.2 RESTRAINTS 59
5.2.2.1 Lack of standards 59
5.2.2.2 Technical limitations 59
5.2.3 OPPORTUNITIES 59
5.2.3.1 Increasing demand in logistics 59
5.2.3.2 Technological advancements in printed electronics 60
5.2.3.3 Introduction of new technologies such as electronic shelf/dynamic display labels 60
5.2.3.4 Huge opportunities in healthcare, automotive, and chemical sectors 61
5.2.3.5 Reliable and easy real-time tracking 61
5.2.4 CHALLENGES 61
5.2.4.1 Reflection and absorption of RF signals by metallic and liquid objects 61
5.2.4.2 High initial cost 62
5.3 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS 62
5.4 PRICING ANALYSIS 64
5.4.1 AVERAGE SELLING PRICE OF KEY PLAYERS, BY TECHNOLOGY, 2023 64
5.5 VALUE CHAIN ANALYSIS 66
5.6 ECOSYSTEM ANALYSIS 68
5.7 TECHNOLOGY ANALYSIS 69
5.7.1 KEY TECHNOLOGIES 69
5.7.1.1 Printed BLE labels 69
5.7.1.2 Battery-Free BLE labels 69
5.7.1.3 RFID temperature sensing labels 70
?
5.7.2 COMPLEMENTARY TECHNOLOGIES 70

5.7.2.1 Miniaturized and flexible RFID tags 70
5.7.2.2 Cloud connectivity in smart labels 70
5.7.2.3 Thermochromic inks 71
5.8 IMPACT OF GEN AI/AI ON SMART LABELS MARKET 71
5.9 PATENT ANALYSIS 72
5.9.1 INTRODUCTION 72
5.9.2 METHODOLOGY 72
5.9.3 SMART LABELS, PATENT ANALYSIS, 2014-2023 72
5.10 TRADE ANALYSIS 77
5.10.1 EXPORT SCENARIO (HS CODE 8523) 77
5.10.2 IMPORT SCENARIO (HS CODE 8523) 78
5.10.3 EXPORT SCENARIO (HS CODE 4821) 79
5.11 KEY CONFERENCES AND EVENTS IN 2025 80
5.12 TARIFF AND REGULATORY LANDSCAPE 81
5.12.1 TARIFF ANALYSIS 81
5.12.2 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 82
5.12.3 STANDARDS 84
5.12.3.1 ARC program 84
5.12.3.2 ISO/IEC 15459 84
5.12.3.3 ISO/IEC 18000 85
5.12.3.4 EPC global Standards 85
5.13 PORTER'S FIVE FORCES ANALYSIS 85
5.13.1 THREAT OF SUBSTITUTES 86
5.13.2 BARGAINING POWER OF BUYERS 86
5.13.3 THREAT OF NEW ENTRANTS 87
5.13.4 BARGAINING POWER OF SUPPLIERS 87
5.13.5 INTENSITY OF COMPETITIVE RIVALRY 88
5.14 KEY STAKEHOLDERS AND BUYING CRITERIA 88
5.14.1 KEY STAKEHOLDERS IN BUYING PROCESS 88
5.14.2 BUYING CRITERIA 89
5.15 CASE STUDY ANALYSIS 89
5.15.1 AVERY DENNISON'S DIRECTLINK BOOSTS CONSUMER ENGAGEMENT FOR MINERAL FUSION COMPANY 89
5.15.2 INVENGO RFID SOLUTION ENHANCES SUPPLY CHAIN EFFICIENCY FOR FASHION APPAREL BRAND IN CHINA 90
5.15.3 AVERY DENNISON AND AMAZON TRANSFORM RETAIL WITH RFID-POWERED JUST WALK OUT TECHNOLOGY 90
5.16 MACROECONOMIC INDICATORS 91
5.16.1 INTRODUCTION 91
5.16.2 GDP TRENDS AND FORECASTS 91
5.17 INVESTMENT AND FUNDING SCENARIO 92
6 SMART LABELS MARKET, BY TECHNOLOGY 93
6.1 INTRODUCTION 94
6.2 RFID LABELS 96
6.2.1 VERSATILE ROLE IN DIVERSE APPLICATIONS TO DRIVE MARKET 96
6.3 EAS LABELS 96
6.3.1 TECHNOLOGICAL ADVANCEMENTS AND RISE OF E-COMMERCE TO AUGMENT MARKET 96
6.4 NFC TAGS 97
6.4.1 PROLIFERATION OF SMARTPHONES EQUIPPED WITH NFC CAPABILITIES PROPEL MARKET 97
6.5 SENSING LABELS 98

6.5.1 HIGH DEMAND FROM PHARMACEUTICALS AND COLD CHAIN LOGISTICS TO DRIVE MARKET 98
6.6 DYNAMIC DISPLAY LABELS 98
6.6.1 INCREASING AWARENESS TOWARD SUSTAINABILITY AND REAL-TIME UPDATES TO DRIVE MARKET 98
7 SMART LABELS MARKET, BY COMPONENT 99
7.1 INTRODUCTION 100
7.2 BATTERIES 102
7.2.1 EXPANSION OF E-COMMERCE TO DRIVE MARKET 102
7.3 TRANSCEIVERS 102
7.3.1 PUSH TOWARD IOT ADOPTION ACROSS INDUSTRIES TO DRIVE MARKET 102
7.4 MICROPROCESSORS 103
7.4.1 GROWING DEMAND FOR LOGISTICS TO PROPEL MARKET 103
7.5 MEMORIES 103
7.5.1 INCREASING COMPLEXITIES IN INDUSTRIES TO DRIVE MARKET 103
7.6 OTHER COMPONENTS 104
8 SMART LABELS MARKET, BY APPLICATION 105
8.1 INTRODUCTION 106
8.2 RETAIL & INVENTORY TRACKING 108
8.2.1 INCREASING ADOPTION OF TECHNOLOGIES SUCH AS RFID TO DRIVE MARKET 108
8.3 PERISHABLE GOODS 108
8.3.1 TRANSFORMING PERISHABLE GOODS TRACKING AND REDUCING FOOD WASTE TO DRIVE MARKET 108
8.4 ELECTRONICS & IT ASSETS 109
8.4.1 GROWING ADOPTION OF REMOTE WORK AND HYBRID MODELS TO PROPEL MARKET 109
8.5 PALLET TRACKING 109
8.5.1 GROWTH OF E-COMMERCE TO DRIVE MARKET 109
?
8.6 EQUIPMENT 110
8.6.1 INCREASING NEED FOR REAL-TIME VISIBILITY TO PROPEL MARKET 110
8.7 OTHER APPLICATIONS 110
9 SMART LABELS MARKET, BY END-USE INDUSTRY 111
9.1 INTRODUCTION 112
9.2 LOGISTICS 114
9.2.1 HIGH DEMAND FROM AMAZON AND DHL TO DRIVE MARKET 114
9.3 RETAIL 114
9.3.1 WALMART'S RFID INITIATIVE TO DRIVE MARKET 114
9.4 FMCG 115
9.4.1 COUNTERFEIT PRODUCTS CHALLENGES FOR FMCG BRANDS TO
PROPEL MARKET 115
9.5 HEALTHCARE 115
9.5.1 INCREASING RISK OF COUNTERFEIT DRUGS AND AGING POPULATION
TO DRIVE MARKET 115
9.6 AUTOMOTIVE 116
9.6.1 RAPID ADOPTION OF ELECTRIC VEHICLES (EVS) TO PROPEL MARKET 116
9.7 MANUFACTURING 116
9.7.1 INTEGRATION OF IOT AND INDUSTRY 4.0 TECHNOLOGIES TO
AUGMENT MARKET 116
9.8 OTHER END-USE INDUSTRIES 117
10 SMART LABELS MARKET, BY REGION 118

10.1 INTRODUCTION 119
10.2 NORTH AMERICA 121
10.2.1 US 129
10.2.1.1 Retail innovations and logistics growth to support market expansion 129
10.2.2 CANADA 134
10.2.2.1 Diverse retail growth to drive market 134
10.2.3 MEXICO 138
10.2.3.1 Booming retail and technological investments to drive market 138
10.3 ASIA PACIFIC 143
10.3.1 CHINA 150
10.3.1.1 Government initiatives and expanding automotive industry to drive market 150
10.3.2 JAPAN 155
10.3.2.1 Increasing cases of counterfeit goods seizures to drive market 155
10.3.3 INDIA 159
10.3.3.1 Booming FMCG sales and India's healthcare, medical tourism, and e-health to drive market 159
10.3.4 AUSTRALIA 164
10.3.4.1 Growth of e-commerce in Australia to drive market growth 164
?
10.3.5 SOUTH KOREA 169
10.3.5.1 Stringent anti-counterfeit regulations to drive market 169
10.3.6 REST OF ASIA PACIFIC 173
10.4 EUROPE 178
10.4.1 GERMANY 186
10.4.1.1 Thriving hub for smart labels innovation to drive growth 186
10.4.2 ITALY 191
10.4.2.1 Fashion and luxury to drive market 191
10.4.3 UK 196
10.4.3.1 Biggest e-commerce market in Europe to drive market 196
10.4.4 FRANCE 200
10.4.4.1 Increasing use in diverse sectors to drive market growth 200
10.4.5 RUSSIA 205
10.4.5.1 Increasing demand from railway and energy industries to drive RFID market 205
10.4.6 REST OF EUROPE 209
10.5 MIDDLE EAST & AFRICA 214
10.5.1 GCC COUNTRIES 221
10.5.1.1 SAUDI ARABIA 226
10.5.1.1.1 Saudi Arabia's vision 2030 to drive market 226
10.5.1.2 UAE 231
10.5.1.2.1 UAE's growing logistics sector to drive market 231
10.5.1.3 Rest of GCC countries 236
10.5.2 SOUTH AFRICA 240
10.5.2.1 Increasing prevalence of counterfeit products to drive market 240
10.5.3 REST OF THE MIDDLE EAST & AFRICA 245
10.6 SOUTH AMERICA 250
10.6.1 BRAZIL 257
10.6.1.1 Focus on achieving safety in industrial operations to augment demand for RFID smart labels 257
10.6.2 ARGENTINA 262

10.6.2.1 Urbanization and digital innovation to drive market 262
10.6.3 REST OF SOUTH AMERICA 266
11 COMPETITIVE LANDSCAPE 272
11.1 OVERVIEW 272
11.2 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2019-2024 272
11.3 REVENUE ANALYSIS, 2019-2023 274
11.4 MARKET SHARE ANALYSIS, 2023 274
11.5 COMPANY VALUATION AND FINANCIAL METRICS, 2024 276
11.6 PRODUCT COMPARISON ANALYSIS 277
?
11.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023 278
11.7.1 STARS 278
11.7.2 EMERGING LEADERS 278
11.7.3 PERVASIVE PLAYERS 278
11.7.4 PARTICIPANTS 278
11.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023 280
11.7.5.1 Company footprint 280
11.7.5.2 Technology footprint 281
11.7.5.3 Component footprint 281
11.7.5.4 Application footprint 282
11.7.5.5 End-use industry footprint 283
11.7.5.6 Region footprint 284
11.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023 284
11.8.1 PROGRESSIVE COMPANIES 284
11.8.2 RESPONSIVE COMPANIES 284
11.8.3 DYNAMIC COMPANIES 285
11.8.4 STARTING BLOCKS 285
11.8.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023 286
11.8.5.1 Detailed list of key startups/SMEs 286
11.8.5.2 Competitive benchmarking: Startups/SMEs 287
11.9 COMPETITIVE SCENARIO 289
11.9.1 PRODUCT LAUNCHES 289
11.9.2 DEALS 290
11.9.3 EXPANSIONS 295
11.9.4 OTHER DEVELOPMENTS 298
12 COMPANY PROFILES 299
12.1 KEY PLAYERS 299
12.1.1 AVERY DENNISON CORPORATION 299
12.1.1.1 Business overview 299
12.1.1.2 Products/Solutions/Services offered 300
12.1.1.3 Recent developments 302
12.1.1.3.1 Deals 302
12.1.1.3.2 Expansions 304
12.1.1.4 MnM view 304
12.1.1.4.1 Right to win 304
12.1.1.4.2 Strategic choices 305
12.1.1.4.3 Weaknesses & competitive threats 305

12.1.2 CCL INDUSTRIES INC. 306
12.1.2.1 Business overview 306
12.1.2.2 Products/Solutions/Services offered 307
?
12.1.2.3 Recent developments 308
12.1.2.3.1 Deals 308
12.1.2.3.2 Expansions 310
12.1.2.4 MnM view 311
12.1.2.4.1 Right to win 311
12.1.2.4.2 Strategic choices 311
12.1.2.4.3 Weaknesses & competitive threats 311
12.1.3 ZEBRA TECHNOLOGIES CORPORATION 312
12.1.3.1 Business overview 312
12.1.3.2 Products/Solutions/Services offered 313
12.1.3.3 Recent developments 314
12.1.3.3.1 Expansions 314
12.1.3.4 MnM view 315
12.1.3.4.1 Right to win 315
12.1.3.4.2 Strategic choices 315
12.1.3.4.3 Weaknesses & competitive threats 315
12.1.4 SATO HOLDINGS CORPORATION 316
12.1.4.1 Business overview 316
12.1.4.2 Products/Solutions/Services offered 317
12.1.4.3 Recent developments 318
12.1.4.3.1 Product launches 318
12.1.4.3.2 Deals 318
12.1.4.3.3 Expansions 319
12.1.4.4 MnM view 319
12.1.4.4.1 Right to win 319
12.1.4.4.2 Strategic choices 319
12.1.4.4.3 Weaknesses & competitive threats 319
12.1.5 BRADY CORPORATION 320
12.1.5.1 Business overview 320
12.1.5.2 Products/Solutions/Services offered 321
12.1.5.3 Recent developments 322
12.1.5.3.1 Deals 322
12.1.5.4 MnM view 322
12.1.5.4.1 Right to win 322
12.1.5.4.2 Strategic choices 323
12.1.5.4.3 Weaknesses & competitive threats 323
12.1.6 UPM 324
12.1.6.1 Business overview 324
12.1.6.2 Products/Solutions/Services offered 325
?
12.1.6.3 Recent developments 326
12.1.6.3.1 Deals 326
12.1.6.3.2 Expansions 326

12.1.6.3.3 Other developments 327
12.1.6.4 MnM view 327
12.1.7 TOPPAN HOLDINGS INC. 328
12.1.7.1 Business overview 328
12.1.7.2 Products/Solutions/Services offered 329
12.1.7.3 Recent developments 329
12.1.7.3.1 Product launches 329
12.1.7.3.2 Deals 330
12.1.7.3.3 Other developments 331
12.1.7.4 MnM view 331
12.1.8 3M 332
12.1.8.1 Business overview 332
12.1.8.2 Products/Solutions/Services offered 333
12.1.8.3 Recent developments 334
12.1.8.3.1 Deals 334
12.1.8.4 MnM view 334
12.1.9 INVENGO INFORMATION TECHNOLOGY CO., LTD. 335
12.1.9.1 Business overview 335
12.1.9.2 Products/Solutions/Services offered 335
12.1.9.3 MnM view 336
12.1.10 ALIEN TECHNOLOGY, LLC 337
12.1.10.1 Business overview 337
12.1.10.2 Products/Solutions/Services offered 337
12.1.10.3 MnM view 338
12.2 OTHER PLAYERS 339
12.2.1 TAYLOR CORPORATION 339
12.2.2 ALL4LABELS GLOBAL PACKAGING GROUP 340
12.2.3 OMNI SYSTEMS LLC 341
12.2.4 MOLEX, LLC 342
12.2.5 MULTI-COLOR CORPORATION 343
12.2.6 R.R. DONNELLEY & SONS COMPANY 343
12.2.7 MPI LABEL SYSTEMS 344
12.2.8 SCHREINER GROUP 344
12.2.9 OPRFID TECHNOLOGIES CO., LTD. 345
12.2.10 SAG SECURITAG ASSEMBLY GROUP CO., LTD 346
12.2.11 CHENGDU MIND IOT TECHNOLOGY CO., LTD. 347
12.2.12 OMNIA TECHNOLOGIES 348
?
12.2.13 INOVAR 348
12.2.14 GA INTERNATIONAL INC. 349
12.2.15 IDENTIS 349
13 ADJACENT & RELATED MARKET 350
13.1 INTRODUCTION 350
13.2 SELF-ADHESIVE LABELS MARKET 350
13.2.1 MARKET DEFINITION 350
13.2.2 MARKET OVERVIEW 350
13.2.3 SELF-ADHESIVE LABELS MARKET, BY NATURE 351

13.2.4 SELF-ADHESIVE LABELS MARKET, BY TYPE 351
13.2.5 SELF-ADHESIVE LABELS MARKET, BY PRINTING TECHNOLOGY 352
13.2.6 SELF-ADHESIVE LABELS MARKET, BY APPLICATION 353
13.2.7 SELF-ADHESIVE LABELS MARKET, BY REGION 354
14 APPENDIX 355
14.1 DISCUSSION GUIDE 355
14.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL 358
14.3 CUSTOMIZATION OPTIONS 360
14.4 RELATED REPORTS 360
14.5 AUTHOR DETAILS 361

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