

Coding And Marking Solutions - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 136 pages | Mordor Intelligence

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Report description:

The Coding And Marking Solutions Market size is estimated at USD 8.62 billion in 2025, and is expected to reach USD 11.79 billion by 2030, at a CAGR of 6.46% during the forecast period (2025-2030).

Demand for coding and marking solutions is surging across industries like food and beverage, electronics, chemicals, and healthcare. This uptick is driven by needs such as regulatory compliance, product authentication, enhancing supply chain efficiency, and expanding market reach.

Key Highlights

- Furthermore, global coding and marking equipment manufacturers are increasingly emphasizing laser printing options. This technology applies small character codes such as lot codes, batch numbers, and dates, along with other alphanumeric details, to packaged goods.
- Coding and marking are vital processes for food and beverage manufacturers that ensure product quality, traceability, and authenticity. The information printed on beverages guides consumers in their purchasing decisions and aids retailers and supply chain partners in accurate stock processing.
- Coding and marking technologies have undergone significant advancements in response to the rising demand for customizable packaging. Control Print Ltd., a frontrunner in the coding and marking domain, has rolled out cutting-edge technologies that empower businesses to achieve personalized packaging more efficiently and cost-effectively.
- Track and trace packaging has emerged as a frontline defense against counterfeiting, a pressing concern for industries worldwide. As a result, demand for this packaging solution has surged across industries. The pharmaceutical industry is under immense pressure to ensure patient and drug safety while dealing with a complex web of global & national regulations.
- Investing in laser or inkjet machines demands a significant upfront commitment. Advanced, high-quality laser systems,

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particularly those boasting enhanced features and greater power, come with a hefty price tag. This financial hurdle can pose challenges for small businesses or those operating on tighter budgets. Yet, despite the steep initial outlay, it's essential to weigh the long-term cost benefits. In high-volume production scenarios, laser cutting efficiency can gradually balance out the initial investment.

Coding And Marking Solutions Market Trends

Food and Beverage Segment is Expected to Hold the Highest Share in the Market

- Coding and marking play a pivotal role in the food and beverage sector. These systems are widely employed to print crucial details on products and packaging, such as manufacturing dates, lot sizes, expiry dates, and more, ensuring customers receive authentic information.
- Globally, at present, consumers are more discerning, prioritizing a healthy and transparent supply chain. They seek clarity not just on ingredients but also on batch numbers and shelf life.
- For beverage manufacturers, coding and marking are vital processes that uphold product quality, traceability, and authenticity. The information printed on beverages not only aids consumers in making informed purchasing decisions but also ensures retailers and supply chain partners can manage stock efficiently.
- In December 2024, DOMINO Printing Sciences unveiled its latest CO2 laser coders, the Dx-Series. These were tailored to assist beverage manufacturers in meeting future high-resolution coding demands without compromising production performance.
- The Dx-Series laser boasts a coding speed that's up to 30% faster than its predecessors and is specifically optimized for the challenging environments common in beverage applications.
- In recent years, global consumption of organic food has surged dramatically. This trend signifies a deliberate move towards healthier and more sustainable eating habits, rather than a fleeting fad.
- As per the Organic Trade Association, the United States market for organic packaged food is projected to reach a value of USD 25,060.4 million, continuing its consistent upward trajectory from recent years.
- This growth is poised to amplify the demand for clean labels and organic certifications on food and beverage products. For instance, in the U.S., new regulations mandate that every shipment of imported organic agricultural products must be certified and labeled in accordance with these rules.

Asia Pacific Holds Major Market Share

- A rising appetite for packaged foods, especially healthier options, drives up the demand for coding and marking systems. The food and pharmaceutical sectors, known for their stringent regulations on supply chain traceability, rely heavily on these systems. They employ batch numbers, barcodes, expiration dates, coding, and labeling to bolster traceability and safeguard consumers and businesses. With advancements in coding technologies offering real-time reporting and analytics, consumers can anticipate more precise insights into the origins of product components.
- The food and beverage, pharmaceutical, and cosmetic industries must comply with strict labeling requirements. Manufacturers require coding and marking solutions to meet FDA and USDA regulatory standards.
- Modern manufacturing heavily relies on automation. Central to this evolution are laser marking machines, which deliver swift and precise marking solutions on production lines. Their role in smart manufacturing systems boosts efficiency and minimizes human errors. Moreover, with the push from Industry 4.0 initiatives, there's a heightened demand for these machines, underscoring the importance of data exchange and automation in today's production landscape.
- Traceability has become paramount in end-user sectors. Laser marking machines, by providing enduring markings like batch

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numbers and barcodes, are crucial in ensuring compliance and safety. These machines cater to the increasing demand for accurate and long-lasting markings, especially in industries where product identification and traceability are critical.

- In October 2024, Videojet Technologies, a global leader in coding, marking, and printing solutions, unveiled its latest innovations at the Pack Expo International at McCormick Place-the showcase aimed at streamlining manufacturers' packaging operations. Videojet's offerings, spanning printers, lasers, and software, are meticulously crafted to meet manufacturers' diverse package coding needs. Their technology boasts the versatility to print and mark on various packaging-from primary and secondary stages to tertiary packaging, encompassing stretch-wrapped pallets.

Coding And Marking Solutions Industry Overview

The presence of several manufacturers in the marking and coding industry is expected to create competitive rivalry during the forecast period.

These include market incumbents such as Danaher Corporation, Hitachi Ltd, Dover Corporation, Domino Printing Sciences PLC, and Leibinger Group. These firms have expanded their scale of operations by focusing on market expansions and acquisitions.

Regarding sustainable competitive advantage through innovation, the coding and marking solutions market is moderately favorable compared to other alternatives. Nevertheless, several prominent companies are allocating substantial resources toward their research and development operations to safeguard their market position and foster innovation in the market studied. Overall, the intensity of competitive rivalry is high as several players specifically develop marking and coding machines for end-user applications.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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