

## **Electronic Article Surveillance (EAS) - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 140 pages | Mordor Intelligence

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### **Report description:**

The Electronic Article Surveillance Market size is estimated at USD 1.21 billion in 2025, and is expected to reach USD 1.42 billion by 2030, at a CAGR of 3.29% during the forecast period (2025-2030).

#### Key Highlights

- The increasing frequency of shoplifting incidents and organized retail crime has led retailers to invest in robust security solutions like EAS systems to protect their assets and minimize losses. The advancement of technology and innovations have impacted EAS systems in recent years.
- The threat of organized retail crime continues to grow around the world. Organized retail crime, from brazen thefts of goods by aggressive gangs to sophisticated ebuyer fraud teams, is an increasing concern for retailers. Hence, safeguarding against shoplifting, inventory losses, and theft is becoming a main issue for retail stores, generating demand for EAS products and thus boosting the growth of the market studied significantly.
- Shoplifting is a major cause of retail contraction. The increasing number of shoplifters worldwide has increased the demand for electronic merchandise surveillance systems, especially in the retail industry. Using EAS reduces the need for comprehensive surveillance in all areas, saving significant investments and providing security for the products.
- Moreover, the rising trend of digital operations and growing potential for growth in emerging markets are some of the significant opportunities for EAS providers. Apparel and fashion stores are expected to capture a large market share of EAS technology.
- However, aspects such as the need for extra investment to implement EAS solutions and disruptions in the retail industry affecting the demand are anticipated to be significant factors impeding the growth of the market studied throughout the forecast period.
- During the COVID-19 outbreak, the growth rate of the market slowed down significantly due to the temporary closure of stores worldwide, including clothing and fashion stores and other department stores. In the post-COVID-19 scenario, the retail sector is

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experiencing significant growth, which is expected to increase the demand for EAS.

## Electronic Article Surveillance (EAS) Market Trends

### Clothing and Fashion Accessories to Hold Significant Market Share

- Electronic article surveillance (EAS) helps apparel retailers detect and prevent theft, protecting everything from designer jeans and handbags to leather jackets and shoes. Sensor tags or labels are attached to items and removed or deactivated by staff when items are properly purchased or checked out.
- The integration of EAS into apparel and fashion accessories is driven by related benefits such as ease of use, reduced effort, open merchandising and branding, faster delivery in stores, and better customer experience.
- Merchandise visibility with radio frequency identification (RFID)-based solutions that provide detailed information on the location and quantity of footwear and apparel from source to store to reduce costs inventory, reduce stockouts, and increase sales and profits.
- Clothing is usually secured by using hard security tags available in various shapes with different operating mechanisms and strengths. Each of these factors improves the security of the items.
- For safety considerations, round or shell-shaped labels are recommended as it is less likely to peel off. At the same time, attention is also paid to the size of the pin head to ensure safety. The larger the pinhead, the more difficult it is to pull on clothing without damaging the item and making it unusable due to shoplifting. In addition, ink labels are also used on clothing and can be applied to enhance EAS labels. Ink-dye labels release permanent ink onto clothing if the label is tampered with, ensuring a denial-of-profit strategy.
- An RFID (Radio Frequency Identification) based solution shows exactly how many shoes and clothes are on their way from the factory to the store. This means lower inventory costs, fewer out-of-stocks, and more sales and profits.
- By region, Asia Pacific is projected to grow due to the growing demand for clothing and fashion accessories and the increasing export of fashion goods. According to World Trade Statistical Review 2023, China was the leading exporter of the clothing industry in 2022, with a total export value of USD 182 billion. The export value for Bangladesh and Vietnam was valued at USD 45 billion and USD 35 billion, respectively. The growing export of clothing is expected to drive the retail sales of clothing, which in turn is expected to drive the segment growth.

### Asia Pacific to Register Major Growth

- In India's retail industry, luxury shopping is progressively gaining traction. Growing shopping activities have resulted in increased sales for luxury online players as consumers are still trying novel methods to get their hands on luxury and rare things.
- According to the India Brand Equity Foundation (IBEF), India's e-commerce market is expected to reach a value of USD 200 billion by 2026. There is a growing demand for international brands and foreign products among India's digitally connected consumers, leading to high-volume orders for advanced automated warehouses to accommodate the growing volume of general merchandise. An increase in such purchases is expected to boost the market studied.
- In China, among end-user segments, supermarkets and mass merchandise stores account for a significant share of the market. As the number of stores selling clothing and fashion accessories, supermarkets, and mass merchandisers rises, so does the demand for EAS systems. The number of supermarkets and mass merchandise outlets is anticipated to increase as a result of the country's strong economic expansion, improving living standards, rising disposable incomes, increasing consumption, and changing lifestyles.
- In Japan, the market's growth is driven by a growing awareness among retailers and shop owners about the benefits of using

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EAS antennas, such as protection against inventory loss. This is why several major players are developing sophisticated security systems that offer high stability, an extended range of detection, reduced False alarms, and strong anti-interference capabilities. The market has been given a positive outlook based on this, together with increasing demand for EAS antennas in the healthcare sector.

- In Asia-Pacific, countries such as Bangladesh, South Korea, Singapore, Australia, and Malaysia have a huge opportunity in the electronic article surveillance (EAS) market. The EAS market is anticipated to grow at a significant rate in Asia-Pacific. EAS systems are expected to be in increased demand as the number of retail platforms in the garment, supermarket, and mass merchandise sectors grows.
- The growth in supermarket stores is driving the demand for an advanced EAS system to cater to the increasing cases of shop thefts. In July 2023, Australia-based supermarket chain operator Coles Supermarkets, owned by Coles Group Ltd, announced the expansion of its business in Malaysia through a partnership with Jaya Grocer Holdings Sdn Bhd, introducing a varied collection of 200 products. Such developments are expected to boost the demand for EAS solutions and products in the region.

## Electronic Article Surveillance (EAS) Industry Overview

The EAS system market is moderately competitive, with many global and regional players like Sensormatic Solutions (Johnson Controls International PLC), Nedap NV, Avery Dennison Corporation, Ketec Inc., and Checkpoint Systems Inc. (CCL Industries Inc.). Increased R&D investments and innovation, along with strategies such as partnerships and collaborations, are expected to drive market growth in the near future and provide potential growth opportunities for new market entrants in the future.

For instance, in April 2023, Checkpoint Systems, a leading RF and RFID technology solutions provider, acquired Alert Systems based in Denmark, a leading Internet of Things (IoT) expert focused on magnet and metal detection in the retail sector.

In May 2023, CONTROLTEK, a leading tamper-evident packaging, RFID inventory, asset tracking, and retail asset protection solution, granted a new patent for its EAS system using Time of Flight (TOF) technology, which understands customer movements and reduces false alarms for RFID as EAS. The new patent allows CONTROLTEK to reduce system false alarms and improve threat detection accuracy. InFlight RFID, the next generation RFID as EAS, leverages this technology and is being implemented in retail stores worldwide. Accurate detection of threats is a major component of a secure EAS system, and CONTROLTEK constantly incorporates this technology into its EAS system.

### Additional Benefits:

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

### Table of Contents:

#### 1 INTRODUCTION

##### 1.1 Study Assumptions and Market Definition

##### 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET INSIGHTS

##### 4.1 Market Overview

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## 4.2 Industry Attractiveness - Porter's Five Forces Analysis

- 4.2.1 Bargaining Power of Suppliers
- 4.2.2 Bargaining Power of Consumers
- 4.2.3 Threat of New Entrants
- 4.2.4 Threat of Substitute Products
- 4.2.5 Intensity of Competitive Rivalry
- 4.3 Industry Value Chain Analysis
- 4.4 Assessment of Impact of COVID-19 on the Industry

## 5 MARKET DYNAMICS

### 5.1 Market Drivers

- 5.1.1 Protection Against Inventory Losses, Shoplifting, and Theft
- 5.1.2 High Adoption of Acousto-magnetic System for Wider Protection in Retail Stores

### 5.2 Market Restraints

- 5.2.1 Requirement of Additional Investment to Implement EAS Systems
- 5.2.2 Disruption in Retail Sector Affecting the Demand

## 6 MARKET SEGMENTATION

### 6.1 By Component

- 6.1.1 Tags
- 6.1.2 Antennas
- 6.1.3 Deactivators/Detachers
- 6.1.4 Other Components (Labels and Safers)

### 6.2 By Technology

- 6.2.1 Acousto-magnetic
- 6.2.2 Electromagnetic
- 6.2.3 RF and RFID
- 6.2.4 Microwave and Others

### 6.3 By End User

- 6.3.1 Clothing and Fashion Accessories
- 6.3.2 Cosmetics/Pharmacy
- 6.3.3 Supermarkets and Mass Merchandise Stores
- 6.3.4 Other End Users

### 6.4 By Geography

- 6.4.1 North America
  - 6.4.1.1 United States
  - 6.4.1.2 Canada
- 6.4.2 Europe
  - 6.4.2.1 Germany
  - 6.4.2.2 United Kingdom
  - 6.4.2.3 France
  - 6.4.2.4 Rest of Europe
- 6.4.3 Asia-Pacific
  - 6.4.3.1 India
  - 6.4.3.2 China
  - 6.4.3.3 Japan
  - 6.4.3.4 Rest of Asia-Pacific

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- 6.4.4 Latin America
  - 6.4.4.1 Brazil
  - 6.4.4.2 Mexico
  - 6.4.4.3 Rest of Latin America
- 6.4.5 Middle East and Africa

## 7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles\*
  - 7.1.1 Sensormatic Solutions (Johnson Controls International PLC)
  - 7.1.2 Nedap NV
  - 7.1.3 Avery Dennison Corporation
  - 7.1.4 Ketec Inc.
  - 7.1.5 Checkpoint Systems Inc. (CCL Industries Inc.)
  - 7.1.6 Agon Systems
  - 7.1.7 All-Tag Corporation
  - 7.1.8 Shenzhen Emeno Technology
  - 7.1.9 Dexilon Automation SL
  - 7.1.10 Tag Company (UK) Ltd

## 8 INVESTMENT ANALYSIS

## 9 FUTURE OUTLOOK OF THE MARKET

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