

Electronic Article Surveillance Market Report and Forecast 2025-2034

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Report description:

The global electronic article surveillance market demand is expected to increase from USD 1.26 Billion in 2024 to USD 1.96 Billion by 2034, growing at a CAGR of 4.50% in the forecast period of 2025-2034.

Modernizing the retail sector and defending against stock shortages, shoplifting, and theft are the main drivers for the development of the industry over the forecast period.

Market Segmentation

Electronic article surveillance (EAS) is a technical tool to deter shoplifting in retail stores, libraries, and other businesses that display products. The electronic article surveillance market can be segmented into component, type, and end-use.

Market Breakup by Component

- Tags
- Antennas
- Deactivators/Detachers

Market Breakup by Type

- Acoustomagnetic
- Electromagnetic
- Radio Frequency
- Microwave

Market Breakup by End Use

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- Apparel and Fashion Accessories Stores
- Supermarkets and Mass Merchandise Stores
- Drug and Health Product Stores
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Market Analysis

Due to factors such as the transformation of the retail sector, a growing number of retailers are introducing innovative technology-based retail automation solutions, like electronic article surveillance, to provide both retailers and consumers with products that are versatile and easy to access. As electronic article surveillance solutions help protect stock loss from shoplifting and fraud, improve the quality of retail stores, and allow inventory intelligence solutions along with traffic counting, several retailers are implementing electronic article surveillance solutions.

Tags provide superior theft and shoplifting protection for goods. Tags trigger an alert when passing through an electronic article surveillance identification area at the entrance or exit of a store in an active state. Most of the demand for tags are created from the apparel and fashion accessories stores, due to the increasing number of customers, the number of retail outlets is also rising at a rapid pace, thus, driving the growth of the tag market for electronic product surveillance.

It is expected that the Asia Pacific market will show the highest growth rate in the market for electronic article surveillance. A rising number of retail stores are expected to create significant demand for electronic article surveillance systems in the clothing and fashion accessories and the supermarkets and mass merchandise segments.

Competitive Landscape

The report presents a detailed analysis of the following key players in the global electronic article surveillance market, looking into their capacity, market shares, and latest developments like capacity expansions, plant turnarounds, and mergers and acquisitions:

- Johnson Controls
- ALL-TAG Corporation
- Ketec, Inc.
- WG Global GmbH
- Safegear
- Checkpoint Systems, Inc.
- Agon Systems Ltd.
- Others

The EMR report gives an in-depth insight into the industry by providing a SWOT analysis as well as an analysis of Porter's Five

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