

RFID Market by Tag, Reader, Software & Service, Card, Label, Sensor-based, Inventory & Asset Management, Security & Access Control, Contactless Payment, Retail, Animal Tracking, and Industrial & Manufacturing - Global Forecast to 2034

Market Report | 2026-01-23 | 332 pages | MarketsandMarkets

AVAILABLE LICENSES:

- Single User \$4950.00
- Multi User \$6650.00
- Corporate License \$8150.00
- Enterprise Site License \$10000.00

Report description:

The RFID market is projected to reach USD 14.58 billion in 2025 and USD 30.47 billion by 2034, registering a CAGR of 8.5% between 2025 and 2034. The market is projected to witness steady growth during the forecast period, driven by increasing demand for real-time tracking, operational visibility, and data accuracy across multiple industries. Enterprises are adopting RFID to improve inventory accuracy, asset utilization, and supply chain transparency. Growing deployment of UHF RFID tags, fixed and handheld readers, antennas, and RFID software platforms supports automation across retail, logistics, manufacturing, and healthcare environments. Item-level tagging and warehouse automation are reducing manual processes and cycle times. Integration of RFID with IoT platforms, cloud analytics, and enterprise systems enables data-driven decision-making and predictive insights. Expansion of omnichannel retail, cold-chain logistics, and industrial automation further strengthens adoption. Government initiatives related to traceability, food safety, and healthcare compliance also support market growth. However, challenges such as upfront implementation costs, system integration complexity, and data management requirements may limit adoption in cost-sensitive environments. Continued innovation in tag design, reader performance, and software interoperability, along with scalable deployment models, will be critical to sustaining long-term RFID market expansion.

<https://mnimimg.marketsandmarkets.com/Images/rfid-market-img-overview.webp>

"By application, the contactless payments segment is expected to register the highest CAGR between 2025 and 2034." The contactless payments segment is projected to record the highest CAGR in the RFID market during the forecast period, driven by rising demand for fast, secure, and convenient transaction methods. Increasing adoption of NFC- and HF-based RFID technologies supports widespread deployment across retail, public transport, hospitality, and banking applications. Consumers

prefer contactless payments for reduced transaction time, improved hygiene, and enhanced user experience. Governments and financial institutions continue to promote cashless payment ecosystems, accelerating infrastructure upgrades and terminal installations. Growth of urban transit systems and smart mobility initiatives further boosts adoption of RFID-enabled fare collection. Advancements in secure elements, encryption, and tokenization strengthen transaction security and regulatory compliance. Integration of contactless payment systems with mobile wallets, wearables, and smart cards expands addressable use. Emerging markets are witnessing rapid growth as digital payment penetration increases. While initial infrastructure costs and interoperability challenges remain, ongoing standardization and technology improvements position contactless payments as the fastest-growing application segment in the RFID market.

"Based on form factor, the labels segment is projected to account for the largest market share in 2034."

The RFID labels segment is projected to hold the largest market share due to widespread adoption across high-volume, cost-sensitive applications. RFID labels combine RFID inlays with printed labels, enabling efficient identification and tracking of products, packages, and assets. Retail remains the primary driver, with large-scale deployment of item-level labeling to improve inventory accuracy, reduce shrinkage, and support omnichannel fulfillment. Logistics & warehousing operations use RFID labels for shipment tracking, pallet management, and process automation. The segment benefits from low unit costs, ease of integration, and compatibility with existing labeling workflows. Advances in antenna design, chip sensitivity, and printing technologies improve read performance and durability. RFID labels are also gaining adoption in healthcare, medical & pharmaceuticals, and food supply chains to support traceability and regulatory compliance. Standardization of UHF protocols and global sourcing capabilities further support scalability. As enterprises expand RFID deployments beyond pilot projects, RFID labels continue to dominate by volume and application breadth within the overall RFID market.

"The Asia Pacific region is projected to exhibit the highest CAGR from 2025 to 2034."

Asia Pacific represents the largest RFID market due to its strong manufacturing base, large retail footprint, and expanding logistics and supply chain networks. Countries such as China, Japan, South Korea, and India are witnessing rising adoption of RFID across retail, electronics manufacturing, automotive, healthcare, and transportation sectors. High-volume production of consumer goods and electronics supports large-scale deployment of RFID tags, inlays, and readers. The region benefits from the presence of major RFID component manufacturers, tag converters, and system integrators, enabling cost-effective and scalable deployments.

Retailers in the Asia Pacific increasingly adopt item-level tagging to improve inventory accuracy and support omnichannel fulfillment. Logistics providers use RFID for warehouse automation, shipment tracking, and asset visibility. Government initiatives promoting digitalization, smart manufacturing, and supply chain transparency further support adoption. Growing use of RFID in healthcare, food safety, and public transportation also contributes to market expansion. Combined with declining tag costs and improving infrastructure, these factors position Asia Pacific as the leading regional contributor to the global RFID market.

The break-up of the profile of primary participants in the RFID market-

- By Company Type: Tier 1 - 25%, Tier 2 - 35%, Tier 3 - 40%
- By Designation: C-level Executives - 40%, Directors - 30%, Others - 30%
- By Region: North America - 35%, Europe - 25%, Asia Pacific - 25%, RoW - 15%

Note: Other designations include sales, marketing, and product managers.

The three tiers of the companies are based on their total revenues as of 2024: Tier 1: >USD 1 billion, Tier 2: USD 500 million-1 billion, and Tier 3: USD 500 million.

The major players in the RFID market with a significant global presence include Zebra Technologies Corp. (US), Honeywell International Inc. (US), Avery Dennison Corporation (US), HID Global Corporation (US), and Datalogic S.p.A. (Italy).

Research Coverage

The report segments the RFID market and forecasts its size by offering, form factor, frequency range, vertical, application, material, and region. It also comprehensively reviews the drivers, restraints, opportunities, and challenges that influence market growth. The report encompasses both qualitative and quantitative aspects of the market.

Reasons to Buy the Report:

The report will help the market leaders/new entrants with information on the closest approximate revenues for the overall RFID market and related segments. This report will help stakeholders understand the competitive landscape and gain valuable insights to strengthen their market position and develop effective go-to-market strategies. The report also helps stakeholders understand

the pulse of the market, providing them with information on key market drivers, restraints, opportunities, and challenges.

The report provides insights into the following pointers:

- Analysis of key drivers (supply chain digitalization and real-time visibility demand, automation growth in logistics and warehousing, integration of RFID with IoT and analytics platforms, demand for contactless and touchless identification solutions), restraints (high total cost of ownership for large-scale deployments, integration complexity with legacy IT and WMS/ERP systems, price sensitivity of tags in low-margin industries, infrastructure upgrade requirements at the site level), opportunities (industry 4.0 and smart manufacturing adoption, RFID-enabled traceability in healthcare and pharmaceuticals, advances in low-cost, sensor-enabled, and printable RFID tags, adoption in emerging markets with modernizing supply chains), and challenges (RF signal interference and read accuracy constraints in metal- and liquid-intensive RFID deployments,)
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and strategies such as new product launches, expansions, partnerships, and acquisitions in the RFID market
- Market Development: Comprehensive information about lucrative markets-the report analyses the RFID market across varied regions
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the RFID market
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players, including Zebra Technologies Corp. (US), Honeywell International Inc. (US), Avery Dennison Corporation (US), HID Global Corporation (US), Datalogic S.p.A. (Italy), Impinj, Inc. (US), Alien Technology, LLC (US), CAEN RFID S.r.l. (Italy), GAO RFID Inc. (Canada), and Xemelgo, Inc. (US).

Table of Contents:

1	INTRODUCTION	29
1.1	STUDY OBJECTIVES	29
1.2	MARKET DEFINITION	29
1.3	MARKET SCOPE	30
1.3.1	MARKET SEGMENTATION AND REGIONAL SCOPE	30
1.3.2	YEARS CONSIDERED	31
1.3.3	INCLUSIONS AND EXCLUSIONS	31
1.4	CURRENCY CONSIDERED	32
1.5	UNIT CONSIDERED	32
1.6	STAKEHOLDERS	32
1.7	SUMMARY OF CHANGES	33
2	EXECUTIVE SUMMARY	34
2.1	MARKET HIGHLIGHTS AND KEY INSIGHTS	34
2.2	KEY MARKET PARTICIPANTS: MAPPING OF STRATEGIC DEVELOPMENTS	36
2.3	DISRUPTIVE TRENDS IN RFID MARKET	37
2.4	HIGH-GROWTH SEGMENTS	38
2.5	REGIONAL SNAPSHOT: MARKET SIZE, GROWTH RATE, AND FORECAST	39
3	PREMIUM INSIGHTS	40
3.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN RFID MARKET	40
3.2	RFID MARKET, BY OFFERING	40
3.3	RFID MARKET, BY FORM FACTOR	41
3.4	RFID MARKET, BY MATERIAL	41
3.5	RFID MARKET, BY FREQUENCY RANGE	42
3.6	RFID MARKET, BY END USE	42
3.7	RFID MARKET, BY APPLICATION	43
3.8	RFID MARKET, BY REGION	43

3.9 RFID MARKET, BY GEOGRAPHY	44
4 MARKET OVERVIEW	45
4.1 INTRODUCTION	45
4.2 MARKET DYNAMICS	46
4.2.1 DRIVERS	46
4.2.1.1 Evolution of digital supply chains	46
4.2.1.2 Automation in logistics and warehousing due to rapid expansion of e-commerce sector	47
4.2.1.3 Integration of RFID into IoT, analytics, and edge computing platforms	48
4.2.1.4 Rising demand for contactless and touchless identification solutions	48
4.2.2 RESTRAINTS	49
4.2.2.1 High cost of ownership for large-scale multi-site deployments	49
4.2.2.2 Complexities associated with RFID integration in legacy IT and WMS/ERP systems	50
4.2.2.3 Price sensitivity of RFID tags in low-margin industries	50
4.2.2.4 Site-level infrastructure upgrade requirements	51
4.2.3 OPPORTUNITIES	52
4.2.3.1 Elevating adoption of Industry 4.0 and smart manufacturing solutions	52
4.2.3.2 Increasing use of RFID-enabled traceability solutions in healthcare and pharmaceutical supply chains	53
4.2.3.3 Advances in low-cost, sensor-enabled, and printable RFID tags	53
4.2.3.4 Transition of emerging markets toward digital supply chains	54
4.2.4 CHALLENGES	55
4.2.4.1 RF signal interference and read accuracy constraints in metal- and liquid-intensive RFID deployments	55
4.2.4.2 Interoperability issues in heterogeneous RFID ecosystems	56
4.2.4.3 Limited RFID expertise and workforce skills among SMEs	56
4.2.4.4 Difficulty in scaling pilot projects into enterprise-wide deployments	57
4.3 INTERCONNECTED MARKETS AND CROSS-SECTOR OPPORTUNITIES	58
4.3.1 INTERCONNECTED MARKETS	58
4.3.2 CROSS-SECTOR OPPORTUNITIES	59
4.4 STRATEGIC MOVES BY TIER 1/2/3 PLAYERS	60
5 INDUSTRY TRENDS	61
5.1 INTRODUCTION	61
5.2 PORTER'S FIVE FORCES ANALYSIS	61
5.2.1 THREAT OF NEW ENTRANTS	62
5.2.2 THREAT OF SUBSTITUTES	62
5.2.3 BARGAINING POWER OF SUPPLIERS	63
5.2.4 BARGAINING POWER OF BUYERS	63
5.2.5 INTENSITY OF COMPETITIVE RIVALRY	63
5.3 MACROECONOMIC OUTLOOK	63
5.3.1 INTRODUCTION	63
5.3.2 GDP TRENDS AND FORECAST	63
5.3.3 TRENDS IN GLOBAL RFID INDUSTRY	65
5.3.4 TRENDS IN GLOBAL IOT INDUSTRY	66
5.4 VALUE CHAIN ANALYSIS	66
5.5 ECOSYSTEM ANALYSIS	68
5.6 PRICING ANALYSIS	70
5.6.1 AVERAGE SELLING PRICE TREND OF RFID OFFERINGS, BY KEY PLAYER, 2021-2024	70
5.6.1.1 Average selling price trend of RFID tags, by key player, 2021-2024	71
5.6.1.2 Average selling price trend of RFID readers, by key player,	

2021-2024]72

5.6.2]AVERAGE SELLING PRICE TREND OF RFID OFFERINGS, BY REGION,

2021-2024]73

5.6.2.1]Average selling price trend of RFID tags, by region, 2021-2024]73

5.6.2.2]Average selling price trend of RFID readers, by region, 2021-2024]74

5.7]TRADE ANALYSIS]74

5.7.1]IMPORT SCENARIO (HS CODE 8523)]75

5.7.2]EXPORT SCENARIO (HS CODE 8523)]76

5.8]KEY CONFERENCES AND EVENTS, 2026-2027]77

5.9]TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESSES]78

5.10]INVESTMENT AND FUNDING SCENARIO, 2021-2025]79

5.11]CASE STUDY ANALYSIS]79

5.11.1]WALMART IMPROVES ITEM-LEVEL INVENTORY ACCURACY USING RFID TAGS OFFERED BY AVERY DENNISON]79

5.11.2]DECATHLON ENHANCES SUPPLY CHAIN VISIBILITY BY DEPLOYING RFID SOLUTION PROVIDED BY ZEBRA TECHNOLOGIES]80

5.11.3]HID GLOBAL HELPS HOSPITAL HEALTHCARE NETWORK TO OPTIMIZE STAFF PRODUCTIVITY BY DEPLOYING RFID TAGS]80

5.12]IMPACT OF 2025 US TARIFF - RFID MARKET]81

5.12.1]KEY TARIFF RATES]81

5.12.2]PRICE IMPACT ANALYSIS]82

5.12.3]IMPACT ON COUNTRIES/REGIONS]82

5.12.3.1]US]82

5.12.3.2]Europe]83

5.12.3.3]Asia Pacific]83

5.12.4]IMPACT ON END USES]83

6]TECHNOLOGICAL ADVANCEMENTS, AI-DRIVEN IMPACT, PATENTS,

AND INNOVATIONS]85

6.1]KEY EMERGING TECHNOLOGIES]85

6.1.1]COMPUTER VISION]85

6.1.2]REAL-TIME LOCATION SYSTEMS]85

6.1.3]RFID-ENABLED SENSORS AND ROBOTICS]85

6.2]COMPLEMENTARY TECHNOLOGIES]86

6.2.1]CLOUD-BASED RFID]86

6.2.2]RFID IN IOT]86

6.2.3]INTEGRATION OF RFID WITH BLOCKCHAIN]87

6.3]ADJACENT TECHNOLOGIES]87

6.3.1]NEAR-FIELD COMMUNICATION AND RFID HYBRID SOLUTIONS]87

6.3.2]FLEXIBLE RFID TAGS]87

?

6.4]TECHNOLOGY ROADMAP]88

6.4.1]SHORT-TERM (2025-2027): INFRASTRUCTURE MODERNIZATION & INTELLIGENT TRACKING]88

6.4.2]MID-TERM (2027-2030): INTELLIGENT AUTOMATION & ECOSYSTEM INTEGRATION]88

6.4.3]LONG-TERM (2030-2035+): AUTONOMOUS, TRUSTED, & DATA-DRIVEN RFID ECOSYSTEMS]89

6.5]PATENT ANALYSIS]90

6.6]IMPACT OF AI ON RFID MARKET]92

6.6.1]TOP USE CASES AND MARKET POTENTIAL]92

6.6.2]BEST PRACTICES FOLLOWED BY COMPANIES IN RFID MARKET]93

6.6.3]CASE STUDIES RELATED TO AI IMPLEMENTATION IN RFID MARKET]93

6.6.4]INTERCONNECTED/ADJACENT ECOSYSTEM AND IMPACT ON MARKET PLAYERS]94

6.6.5 CLIENTS' READINESS TO ADOPT AI IN RFID MARKET	94
7 REGULATORY LANDSCAPE AND SUSTAINABILITY INITIATIVES	96
7.1 INTRODUCTION	96
7.2 REGIONAL REGULATIONS AND COMPLIANCE	96
7.2.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	96
7.2.2 INDUSTRY STANDARDS	100
7.2.2.1 ISO/IEC RFID air interface standards (ISO/IEC 18000 series)	100
7.2.2.2 EPCglobal standards (GS1 EPC framework)	100
7.2.2.3 RFID security and data protection standards (ISO/IEC 29167 series)	100
7.2.2.4 Regional spectrum and compliance standards (ETSI, FCC, and others)	100
7.2.2.5 RAIN RFID interoperability specifications	101
7.3 SUSTAINABILITY INITIATIVES	101
7.3.1 USE OF RFID TO REDUCE ENVIRONMENTAL IMPACT	101
7.3.1.1 Deployment of RFID technology to reduce carbon impact	101
7.3.1.2 Implementation of RFID products to promote circular economy	101
7.3.2 UTILIZATION OF SUSTAINABLE RFID PRODUCT DESIGNS AND MATERIALS	102
7.3.2.1 Material innovation and end-of-life considerations	102
7.3.3 DEPLOYMENT OF ENERGY-EFFICIENT AND LOW-POWER RFID SYSTEMS	102
7.3.3.1 Passive RFID and infrastructure-level energy optimization	102
7.3.4 ADOPTION OF RFID-ENABLED CIRCULAR ECONOMY AND REUSABLE MODELS	102
7.3.4.1 Lifecycle visibility and asset circulation	102
7.3.5 IMPLEMENTATION OF RFID TO MEET ENVIRONMENTAL AND TRACEABILITY REGULATIONS	103
7.3.5.1 Traceability of environmental and ESG regulations	103
7.3.6 ACCEPTANCE OF SUSTAINABLE MANUFACTURING AND SUPPLY CHAIN TRANSPARENCY	103
7.3.6.1 Process visibility and resource optimization	103
7.3.7 ADOPTION OF RFID TO REDUCE PACKAGING AND DOCUMENTATION WASTE	103
7.3.7.1 Digital identification and paperless operations	103
7.4 IMPACT OF REGULATORY POLICIES ON SUSTAINABILITY INITIATIVES	104
7.4.1 IMPACT OF ENVIRONMENTAL REGULATIONS ON RFID PRODUCT DESIGN	104
7.4.2 IMPACT OF WASTE MANAGEMENT POLICIES ON RFID VENDORS AND END USERS	104
7.4.3 IMPACT OF TRADE REGULATIONS ACROSS DOMESTIC AND CROSS-BORDER SUPPLY CHAINS	105
7.4.4 IMPACT OF ESG DISCLOSURE REGULATIONS ON DATA COLLECTION AND MANAGEMENT	105
7.4.5 IMPACT OF VARYING REGULATIONS ACROSS REGIONS	105
8 CUSTOMER LANDSCAPE AND BUYER BEHAVIOR	106
8.1 INTRODUCTION	106
8.2 DECISION-MAKING PROCESS	106
8.3 KEY STAKEHOLDERS INVOLVED IN BUYING PROCESS AND THEIR EVALUATION CRITERIA	108
8.3.1 KEY STAKEHOLDERS IN BUYING PROCESS	108
8.3.2 BUYING CRITERIA	109
8.4 ADOPTION BARRIERS AND INTERNAL CHALLENGES	109
8.5 UNMET NEEDS OF VARIOUS END USE SEGMENTS	111
9 WAFER DIMENSIONS USED IN RFID CHIP MANUFACTURING	113
9.1 INTRODUCTION	113
9.2 8-INCH	113
9.3 12-INCH	114
9.4 OTHERS	114
10 RFID MARKET, BY OFFERING	116

10.1 INTRODUCTION	117
10.2 TAGS	118
10.2.1 RISING DEMAND FOR REAL-TIME INVENTORY VISIBILITY AND SUPPLY CHAIN AUTOMATION TO DRIVE MARKET	118
10.2.2 PASSIVE	128
10.2.2.1 Low unit cost and suitability for high-volume tagging to accelerate demand	128
10.2.3 ACTIVE	129
10.2.3.1 Demand for long-range, real-time asset visibility to fuel segmental growth	129
10.3 READERS	130
10.3.1 GROWING FOCUS ON REAL-TIME VISIBILITY AND FASTER OPERATIONAL DECISION-MAKING TO SPUR DEMAND	130
10.3.2 FIXED	132
10.3.3 HANDHELD	132
10.3.4 WEARABLE	132
10.4 SOFTWARE & SERVICES	133
10.4.1 INCREASING COMPLEXITY OF MULTI-SITE OPERATIONS TO ESCALATE DEMAND	133
11 RFID MARKET, BY MATERIAL	135
11.1 INTRODUCTION	136
11.2 PLASTIC	137
11.2.1 COST EFFICIENCY, DURABILITY, AND HIGH-VOLUME DEPLOYMENTS TO FACILITATE SEGMENTAL GROWTH	137
11.3 GLASS	138
11.3.1 STABLE READ PERFORMANCE AND RESISTANCE TO HARSH CONDITIONS TO SUPPORT SEGMENTAL GROWTH	138
11.4 PAPER	138
11.4.1 INCREASING USE OF RECYCLABLE PACKAGING MATERIALS TO CONTRIBUTE TO SEGMENTAL GROWTH	138
11.5 OTHER MATERIALS	139
12 RFID MARKET, BY FREQUENCY RANGE	140
12.1 INTRODUCTION	141
12.2 LOW	142
12.2.1 STRINGENT REGULATIONS ACROSS AGRICULTURE AND FOOD SUPPLY CHAINS TO FOSTER SEGMENTAL GROWTH	142
12.3 HIGH	144
12.3.1 RISING USE IN FINANCIAL TRANSACTIONS AND COMPLIANCE-SENSITIVE APPLICATIONS TO DRIVE SEGMENTAL GROWTH	144
12.4 ULTRA-HIGH	146
12.4.1 LONG-RANGE READABILITY AND HIGH-SPEED MULTI-TAG IDENTIFICATION FEATURES TO BOOST DEMAND	146
13 RFID MARKET, BY FORM FACTOR	149
13.1 INTRODUCTION	150
13.2 CARDS	152
13.2.1 INCREASING USE IN ACCESS CONTROL AND SECURITY APPLICATIONS TO DRIVE MARKET	152
13.3 LABELS	152
13.3.1 NEED FOR REAL-TIME VISIBILITY INTO PRODUCT AVAILABILITY TO SPUR DEMAND	152
13.4 KEY FOBS & TOKENS	153
13.4.1 INCREASING USE OF CONTACTLESS ACCESS CONTROL SOLUTIONS AT OFFICES AND TRANSPORTATION HUBS TO DRIVE MARKET	153
13.5 BANDS	154
13.5.1 SURGING USE OF WEARABLE TECHNOLOGY TO CREATE GROWTH OPPORTUNITIES	154
13.6 PAPERS & INLAYS	154
13.6.1 RISING ADOPTION IN PHARMACEUTICAL PACKAGING TO ENSURE REGULATORY COMPLIANCE TO DRIVE MARKET	154
13.7 IMPLANTS	155
13.7.1 HEALTHCARE DIGITIZATION AND REGULATED IDENTIFICATION REQUIREMENTS TO BOOST DEMAND	155
13.8 SENSOR-BASED TAGS	155

13.8.1 COLD CHAIN INTEGRITY, CONDITION MONITORING, AND DATA-DRIVEN TRACEABILITY TO STIMULATE DEMAND	155
13.9 OTHER FORM FACTORS	156
14 RFID MARKET, BY APPLICATION	158
14.1 INTRODUCTION	159
14.2 INVENTORY & ASSET MANAGEMENT	160
14.2.1 E-COMMERCE EXPANSION, WAREHOUSE AUTOMATION, AND REAL-TIME VISIBILITY TO HIGH-VOLUME INVENTORY TO FACILITATE ADOPTION	160
14.3 SECURITY & ACCESS CONTROL	162
14.3.1 IDENTITY ASSURANCE, COMPLIANCE ENFORCEMENT, AND SMART FACILITY GOVERNANCE REQUIREMENTS TO ELEVATE ADOPTION	162
14.4 TICKETING	163
14.4.1 NEED FOR CROWD FLOW OPTIMIZATION IN HIGH-DENSITY ENVIRONMENTS TO FUEL DEMAND	163
14.5 CONTACTLESS PAYMENTS	164
14.5.1 PREFERENCE FOR FAST, RELIABLE, AND CONTACTLESS PAYMENTS TO FOSTER MARKET GROWTH	164
15 RFID MARKET, BY END USE	166
15.1 INTRODUCTION	167
15.2 AUTOMOTIVE	169
15.2.1 NEED FOR SUPPLY CHAIN OPTIMIZATION AND REAL-TIME INVENTORY MANAGEMENT TO DRIVE MARKET	169
15.3 MEDICAL, HEALTHCARE & PHARMACEUTICAL	171
15.3.1 DEMAND FOR REAL-TIME VISIBILITY OF PATIENTS, ASSETS, AND PHARMACEUTICALS TO DRIVE ADOPTION	171
15.4 AGRICULTURE	174
15.4.1 GROWING ADOPTION OF AUTOMATION AND TRACEABILITY IN CROP AND PRODUCE MANAGEMENT TO FUEL MARKET GROWTH	174
15.5 RETAIL	176
15.5.1 DEMAND FOR INVENTORY ACCURACY AND OMNICHANNEL FULFILLMENT TO FOSTER DEPLOYMENT	176
15.6 TRANSPORTATION, LOGISTICS & WAREHOUSING	179
15.6.1 FOCUS ON AUTOMATION, REAL-TIME VISIBILITY, AND INFRASTRUCTURE DIGITALIZATION TO SPUR DEMAND	179
15.7 ANIMAL TRACKING	182
15.7.1 REGULATORY MANDATES FOR ANIMAL IDENTIFICATION TO PROMOTE RFID ADOPTION	182
15.8 AEROSPACE & DEFENSE	184
15.8.1 EMPHASIS ON ENHANCING ASSET CONTROL AND IMPROVING MAINTENANCE EFFICIENCY TO BOOST DEMAND	184
15.9 SPORTS, EVENTS, & PEOPLE TRACKING	186
15.9.1 REQUIREMENT FOR SECURITY MEASURES FOR CROWD MANAGEMENT TO ELEVATE DEMAND	186
15.10 DATA CENTER	189
15.10.1 NEED TO MINIMIZE ASSET LOSS AND MANUAL AUDIT EFFORT TO INCREASE DEMAND	189
15.11 INDUSTRIAL & MANUFACTURING	191
15.11.1 AUTOMATION, TRACEABILITY, AND ASSET VISIBILITY REQUIREMENTS TO BOOST ADOPTION	191
15.11.2 PAPER & PULP	194
15.11.3 METAL & MINING	194
15.11.4 CEMENT	194
15.11.5 FOOD PROCESSING	195
15.11.6 OTHERS	195
16 RFID MARKET, BY REGION	197
16.1 INTRODUCTION	198
16.2 NORTH AMERICA	199
16.2.1 US	201
16.2.1.1 Rising focus of industry players on enhancing supply chain transparency to accelerate demand	201

16.2.2 CANADA 202

16.2.2.1 Growing adoption of RFID in logistics and transportation applications to drive market 202

16.2.3 MEXICO 203

16.2.3.1 Thriving e-commerce sector to create growth opportunities 203

16.3 EUROPE 203

16.3.1 UK 206

16.3.1.1 Booming retail and logistics sectors to propel market 206

16.3.2 GERMANY 207

16.3.2.1 Smart city initiatives to fuel market growth 207

16.3.3 FRANCE 208

16.3.3.1 Significant investment in digital transformation and smart city projects to spike demand 208

16.3.4 ITALY 208

16.3.4.1 Retail, fashion, and agriculture industries to contribute to market growth 208

16.3.5 SPAIN 209

16.3.5.1 Digital transformation of retail sector to fuel demand 209

16.3.6 RUSSIA 209

16.3.6.1 Government-backed infrastructure modernization projects to create opportunities 209

16.3.7 POLAND 210

16.3.7.1 Thriving e-commerce and logistics & warehousing sectors to propel market 210

16.3.8 REST OF EUROPE 210

16.4 ASIA PACIFIC 211

16.4.1 CHINA 214

16.4.1.1 Retail, healthcare, and logistics & warehousing industries to be key contributors to market growth 214

16.4.2 JAPAN 215

16.4.2.1 Growing deployment of smart ticketing solutions in public transportation to augment market growth 215

16.4.3 SOUTH KOREA 216

16.4.3.1 Rising adoption of smart manufacturing to drive market 216

16.4.4 INDIA 217

16.4.4.1 Increasing use of automated toll collection systems to support market growth 217

16.4.5 AUSTRALIA & NEW ZEALAND 217

16.4.5.1 Elevating use of digital technology in agriculture, retail, and healthcare sectors to foster market growth 217

16.4.6 ASEAN 218

16.4.6.1 Growing adoption in logistics & warehousing, retail, animal tracking, and agriculture sectors to foster market growth 218

16.4.7 REST OF ASIA PACIFIC 219

16.5 ROW 219

16.5.1 MIDDLE EAST 222

16.5.1.1 Bahrain 223

16.5.1.1.1 Government initiatives promoting smart infrastructure and operational transparency to drive market 223

16.5.1.2 Kuwait 224

16.5.1.2.1 Continued investments in energy infrastructure to propel market 224

16.5.1.3 Oman 224

16.5.1.3.1 Sustained capital allocation to modernize infrastructure and deploy automation to drive market 224

16.5.1.4 Qatar 225

16.5.1.4.1 Smart infrastructure development and logistics automation to boost adoption 225

16.5.1.5 Saudi Arabia 225

16.5.1.5.1 Large-scale industrial digitization to accelerate RFID adoption 225

16.5.1.6 UAE 226

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

16.5.1.6.1 Smart city initiatives to drive market	226
16.5.1.7 Rest of Middle East	226
16.5.2 AFRICA	227
16.5.2.1 South Africa	227
16.5.2.1.1 High demand from mining, retail, and healthcare sectors to contribute to market growth	227
16.5.2.2 Rest of Africa	228
16.5.3 SOUTH AMERICA	228
16.5.3.1 Brazil	229
16.5.3.1.1 Large-scale retail operations and export-oriented agriculture to boost demand	229
16.5.3.2 Rest of South America	230
17 COMPETITIVE LANDSCAPE	231
17.1 OVERVIEW	231
17.2 KEY PLAYER COMPETITIVE STRATEGIES/RIGHT TO WIN, 2021-2025	231
17.3 REVENUE ANALYSIS, 2020-2024	232
17.4 MARKET SHARE ANALYSIS, 2024	233
17.5 COMPANY VALUATION AND FINANCIAL METRICS, 2024	235
17.6 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024	236
17.6.1 STARS	236
17.6.2 EMERGING LEADERS	236
17.6.3 PERVERSIVE PLAYERS	236
17.6.4 PARTICIPANTS	237
17.6.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024	238
17.6.5.1 Company footprint	238
17.6.5.2 Region footprint	239
17.6.5.3 Offering footprint	240
17.6.5.4 Frequency range footprint	241
17.6.5.5 Application footprint	242
17.6.5.6 End use footprint	243
17.7 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024	244
17.7.1 PROGRESSIVE COMPANIES	244
17.7.2 RESPONSIVE COMPANIES	244
17.7.3 DYNAMIC COMPANIES	244
17.7.4 STARTING BLOCKS	244
17.7.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2024	246
17.7.5.1 Detailed list of startups/SMEs	246
17.7.5.2 Competitive benchmarking of key startups/SMEs	247
17.8 BRAND/PRODUCT COMPARISON	248
17.9 COMPETITIVE SCENARIO	249
17.9.1 PRODUCT LAUNCHES/ENHANCEMENTS	249
17.9.2 DEALS	250
17.9.3 EXPANSIONS	251
?	
18 COMPANY PROFILES	253
18.1 INTRODUCTION	253
18.2 KEY PLAYERS	253
18.2.1 ZEBRA TECHNOLOGIES CORP.	253
18.2.1.1 Business overview	253

18.2.1.2 Products/Solutions/Services offered 254
18.2.1.3 Recent developments 255
18.2.1.3.1 Product launches/Enhancements 255
18.2.1.3.2 Deals 256
18.2.1.4 MnM view 257
18.2.1.4.1 Key strengths/Right to win 257
18.2.1.4.2 Strategic choices 257
18.2.1.4.3 Weaknesses/Competitive threats 257
18.2.2 HONEYWELL INTERNATIONAL INC. 258
18.2.2.1 Business overview 258
18.2.2.2 Products/Solutions/Services offered 259
18.2.2.3 Recent developments 260
18.2.2.3.1 Product launches/Enhancements 260
18.2.2.3.2 Deals 260
18.2.2.4 MnM view 261
18.2.2.4.1 Key strengths/Right to win 261
18.2.2.4.2 Strategic choices 261
18.2.2.4.3 Weaknesses/Competitive threats 261
18.2.3 Avery Dennison Corporation 262
18.2.3.1 Business overview 262
18.2.3.2 Products/Solutions/Services offered 263
18.2.3.3 Recent developments 265
18.2.3.3.1 Product launches/Enhancements 265
18.2.3.3.2 Deals 266
18.2.3.3.3 Expansions 268
18.2.3.4 MnM view 269
18.2.3.4.1 Key strengths/Right to win 269
18.2.3.4.2 Strategic choices 269
18.2.3.4.3 Weaknesses/Competitive threats 269
18.2.4 HID GLOBAL CORPORATION 270
18.2.4.1 Business overview 270
18.2.4.2 Products/Solutions/Services offered 271
18.2.4.3 Recent developments 272
18.2.4.3.1 Product launches/Enhancements 272
18.2.4.3.2 Deals 273
18.2.4.4 MnM view 275
18.2.4.4.1 Key strengths/Right to win 275
18.2.4.4.2 Strategic choices 275
18.2.4.4.3 Weaknesses/Competitive threats 275
18.2.5 DATALOGIC S.P.A. 276
18.2.5.1 Business overview 276
18.2.5.2 Products/Solutions/Services offered 277
18.2.5.3 MnM view 278
18.2.5.3.1 Key strengths/Right to win 278
18.2.5.3.2 Strategic choices 278
18.2.5.3.3 Weaknesses/Competitive threats 278
18.2.6 IMPINJ, INC. 279

18.2.6.1	Business overview	279
18.2.6.2	Products/Solutions/Services offered	280
18.2.6.3	Recent developments	281
18.2.6.3.1	Product launches/Enhancements	281
18.2.7	ALIEN TECHNOLOGY, LLC	282
18.2.7.1	Business overview	282
18.2.7.2	Products/Solutions/Services offered	283
18.2.8	CAEN RFID S.R.L.	284
18.2.8.1	Business overview	284
18.2.8.2	Products/Solutions/Services offered	284
18.2.8.3	Recent developments	285
18.2.8.3.1	Product launches/Enhancements	285
18.2.8.3.2	Deals	286
18.2.8.3.3	Expansions	286
18.2.9	GAO RFID INC.	287
18.2.9.1	Business overview	287
18.2.9.2	Products/Solutions/Services offered	287
18.2.9.3	Recent developments	289
18.2.9.3.1	Expansions	289
18.2.10	XEMELGO, INC.	290
18.2.10.1	Business overview	290
18.2.10.2	Products/solutions/services offered	290
18.2.10.3	Recent developments	291
18.2.10.3.1	Product launches/Enhancements	291
18.2.10.3.2	Deals	292
18.2.10.3.3	Other developments	292
18.3	OTHER PLAYERS	293
18.3.1	INVENGO INFORMATION TECHNOLOGY CO., LTD.	293
18.3.2	MOJIX	294
18.3.3	SAG SECURITAG ASSEMBLY GROUP CO., LTD.	295
18.3.4	LINXENS	296
18.3.5	CHECKPOINT SYSTEMS, INC.	297
18.3.6	IDENTIV, INC.	298
18.3.7	NEDAP N.V.	299
18.3.8	JADAK	300
18.3.9	UNITECH ELECTRONICS CO., LTD.	301
18.3.10	INFOTEK SOFTWARE & SYSTEMS (P) LTD.	301
18.3.11	BARTRONICS INDIA LIMITED	302
18.3.12	BARTECH DATA SYSTEMS PVT. LTD.	303
18.3.13	GLOBERANGER	304
18.3.14	ORBCOMM INC.	304
18.3.15	BEONTAG	305
18.3.16	CORERFID	306
18.3.17	TAGMASTER NORTH AMERICA	307
18.3.18	RFID, INC.	308
18.3.19	OMNITAAS	309
18.3.20	CONTROLTEK	309

19	RESEARCH METHODOLOGY	311
19.1	RESEARCH DATA	311
19.1.1	SECONDARY AND PRIMARY RESEARCH	313
19.1.2	SECONDARY DATA	313
19.1.2.1	List of key secondary sources	314
19.1.2.2	Key data from secondary sources	314
19.1.3	PRIMARY DATA	314
19.1.3.1	List of primary interview participants	315
19.1.3.2	Breakdown of primaries	316
19.1.3.3	Key data from primary sources	316
19.1.3.4	Key industry insights	318
19.2	MARKET SIZE ESTIMATION	318
19.2.1	BOTTOM-UP APPROACH	318
19.2.1.1	Approach to estimate market size using bottom-up analysis (demand side)	318
19.2.2	TOP-DOWN APPROACH	319
19.2.2.1	Approach to estimate market size using top-down analysis (supply side)	319
19.3	DATA TRIANGULATION	320
19.4	RESEARCH ASSUMPTIONS	321
19.5	RESEARCH LIMITATIONS	322
19.6	RISK ASSESSMENT	322
?		
20	APPENDIX	323
20.1	INSIGHTS FROM INDUSTRY EXPERTS	323
20.2	DISCUSSION GUIDE	323
20.3	KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL	328
20.4	CUSTOMIZATION OPTIONS	330
20.5	RELATED REPORTS	330
20.6	AUTHOR DETAILS	331

RFID Market by Tag, Reader, Software & Service, Card, Label, Sensor-based, Inventory & Asset Management, Security & Access Control, Contactless Payment, Retail, Animal Tracking, and Industrial & Manufacturing - Global Forecast to 2034

Market Report | 2026-01-23 | 332 pages | MarketsandMarkets

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User	\$4950.00
	Multi User	\$6650.00
	Corporate License	\$8150.00
	Enterprise Site License	\$10000.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

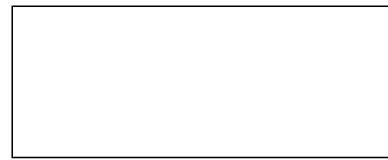
tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2026-02-07

Signature



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com