Coding and Marking 2017 Global Market Expected to Grow at CAGR 6.25% and Forecast to 2022

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Global Coding and Marking Market is likely to Grow at a CAGR of 6.25% during the forecast period 2016- 2022

Coding and Marking Market – Report Insights

Coding and marking equipment are used to print product-specific details on the product. These details are to provide end-users and manufacturers authentic information about the product. Coding includes the printing of manufacturing dates, expiry dates, and the size of the packaged lot among other details. Printing of codes or marks printed on products helps manufacturers to reduce the risk of counterfeiting and protect the brand image among end-users.

"Coding and Marking Market 2017"

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Scope of the Report

The report, "Global Coding and Marking Market – Strategic Assessment and Forecast 2017-2022" considers the present scenario of the global coding and marking market and its strategic assessment for the period 2017–2022. It includes a detailed study of growth drivers, trends, and restraints. The report also includes the leading five vendors in the market and other key vendors.

It provides the analysis of the key segments of the market by technology, end-user, geography, country, and vendors. The report also provides a detailed analysis of the market size and revenue forecast. It provides the detailed market revenue of each segment such as:

By Technology Type
• Continuous Ink Jet Printer (CIJ)
• LASER
• Piezo Ink Jet Printer (PIEZO)
• Print and Apply Labelling Products (PALM)
• Thermal Ink Jet Printer (TIJ)
• Thermal Transfer Overprinting Printer (TTO)
• Valve Jet Printer (VIJ)

By End User
• Food and beverage
• Healthcare
• Electricals and electronics
• Chemicals and constructions
• Others

By Geography
• APAC
• Eastern Europe and Central Europe
• Latin America
• MEA
• North America
• Western Europe

Key Countries
• Argentina
• Brazil
• Canada
• China
• France
• Germany
• India
• Japan
• Mexico
• UK
• US

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Coding and Marking Market – Market Size and Dynamics

Analysts expects the global coding and marking market to grow at a CAGR of 6.25% during the forecast period 2016-2022. The importance of these products has been realized by varied industries for ascertaining the authenticity of their products. The devices are used at varied levels of the supply chain such as at the manufacturer level for the coding of finished products, at the distributor level for stacking the coded products in the inventory, and back tracing in case of faulty production at the production level. The market is expected to witness an increased demand for coding and marking devices due to increased government regulations and standards, high demand for FMCG goods, and implementation of fast retail cycles.

The global coding and marking market consists of various technology coding printers such as CIJ, Laser, VIJ, PIJ, TTO, TIJ, and PALM. The CIJ segment accounted for the largest market share and held the top position in 2016. It was followed by the Laser and PALM segments in 2016. In 2022, the CIJ segment will continue to lead the global coding and marking market.

The food and beverage segment is expected to remain the largest market share holder till 2022. It will be followed by the healthcare segment.

Coding and Marking Market – Trends, Drivers, and Challenges

Increased market consolidation is one of the latest trends the market is going to witness in 2022. Unlike other markets, the coding and marking market is witnessing consolidation. The industry has been thriving due to an innovative and entrepreneurial zeal to widen their end-user base and improve profitability in the market. Large electronics equipment manufacturers are seen aggressively involving in M&A activities in the global coding and marking market as these companies are expanding their market presence in this domain and are increasing their market potential through M&A worldwide. Further, the report provides a detailed description of the emerging trends, driving factors, and expected challenges of the market.

Introduction of innovative coding and marking equipment and the increased need for product identification and brand protection are enlisted as the major growth factors of the market. Some of the impeding challenges to the market are increased raw material prices and volatility in the application industry.

Coding and Marking Market – Geographical Analysis

The global coding and marking market is well-diversified across North America, APAC, Eastern Europe, Western Europe , Latin America, and MEA. In 2016, APAC dominated the market and accounted for 29.41% of the market share. It was followed by the North America and Western Europe. The market in APAC is expected to witness a rapid growth rate due to the high demand for coding and marking equipment in various end-user industries during the forecast period. The coding and marking market in Western Europe is mature and is likely to grow at a CAGR of 5% by 2022. Germany, France, and the UK together constitute a high proportion of market size in Europe. The pharmaceutical market is a leading revenue contributor to the global coding and marking market and is going to drive the market in North America in 2022.

Coding and Marking Market – Key Vendors and Market Share

The report profiles major companies in the global coding and marking market and provides the competitive landscape and market share of the key players. It covers the entire market outlook including the value chain operating within the
market. The major players in the market are as following:

• Brother Industries
• Danaher
• Dover
• Hitachi
• ITW

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