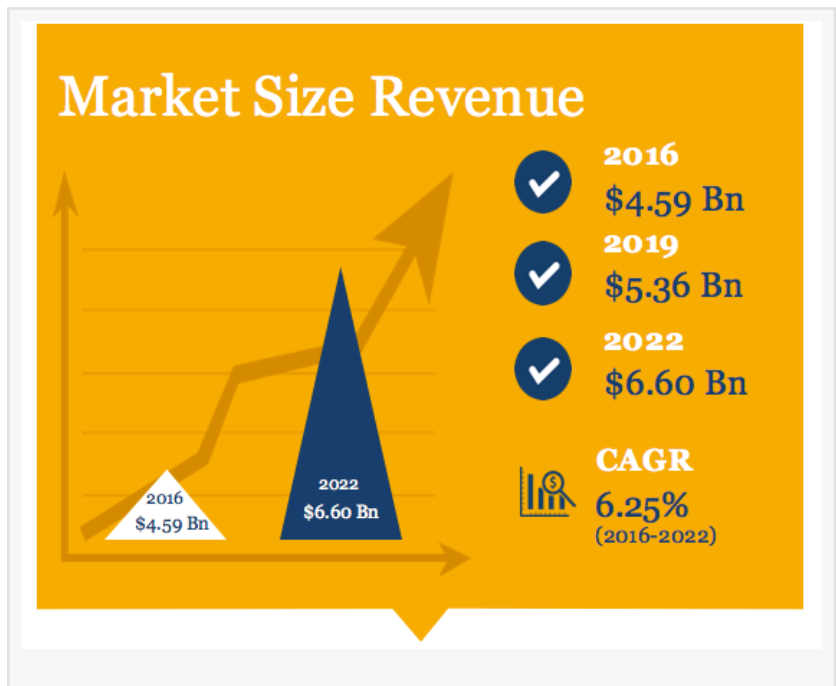


Brother Industries, Danaher, Dover, Hitachi, and ITW Identified as Leading Vendors in Global Coding and Marking Market

Increased instances of product counterfeiting and government regulations are fuelling the demand for coding and marking and helping the market to grow worldwide

CHICAGO, ILLINOIS, UNITED STATES, September 25, 2017 / EINPresswire.com/ -- 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.



The global coding and marking market is likely to reach \$6 billion by 2022, growing at CAGR of 6.25% during the forecast period. The overall market growth is highly correlated to the growth of the global packaging industry. Since the global packaging industry is growing at a steady rate of approximately 5% annually, the global coding and marking market is also experiencing high growth.

“

Though the food and beverage segment is going to be a dominant end-user segment, the healthcare segment is expected to register the highest growth rate during the period.”

John Frank - Analyst

The report provides a [holistic view of the global coding and marking market](#), the companies involved in the market, and the factors driving its growth. The report also provides information on some of the latest trends that have started to surface and are likely to become strong market driving

forces over the next five years. This report also provides the Porter's Five Forces analysis along with a description of each force and its impact on the market. Further, the report also provides complete value chain analysis of the global coding and marking market.

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

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)

End Users

Food and beverage

Healthcare

Electricals and electronics

Chemicals and constructions

Others

Major Geography

APAC

Eastern Europe and Central Europe

Latin America

MEA

North America

Western Europe

Key Countries

Argentina

Brazil

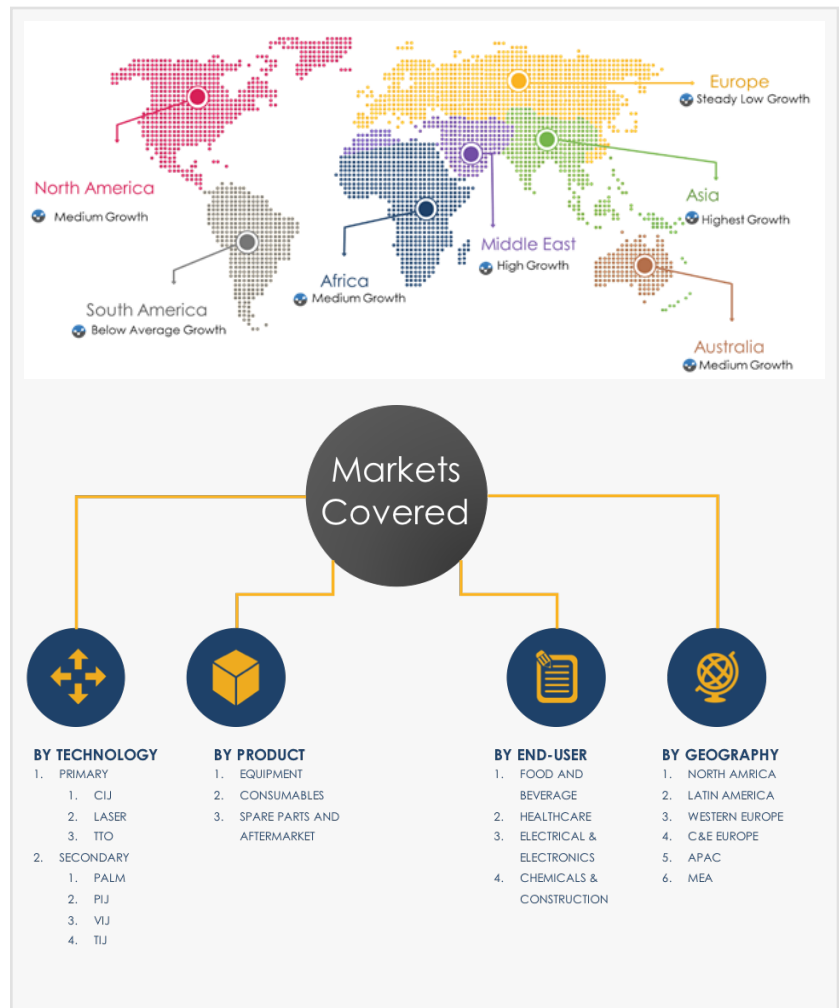
Canada

China

France

Germany

India



Coding and Marking: Market Key Vendor Analysis

Vendors providing high-quality products to penetrate the market

[Looking for more information on this market? Request a free sample report](#)

The competitive scenario in the global coding and marking market is currently intensifying. Market leaders are providing high-quality products with additional features such as RFID system, QR codes required to enhance the performance of the products, while local vendors such as Macsa ID and Iconotech are providing inexpensive product offerings with basic features. Major vendors in the global market are Brother Industries, Danaher, Dover, Hitachi, and ITW.

Other prominent vendors in the market include Control Print, ID Technology, Iconotech, Inkjet, Keyence, Macsa, Matthews International, Paul Leibinger, SATO Holdings, Squid Ink, Universal Labeling Systems, Weber Marking Systems, and Xaar.

Down a free sample copy of the report: <https://arizton.com/reports/market-analysis/coding-and-marking-market#requestsample>

Coding and Marking: Market Dynamics

Innovation in products likely to drive the market

Increased manufacturing coding and marking equipment that are more graphic in nature, high demand from pharmaceutical, cosmetic, and food and beverage industries are among the leading factors that are going to accelerate the growth of the global market. The need for product identification and brand protection is increasing everyday among vendors worldwide. Manufacturers are encouraged to adopt coding and marking techniques to print product-specific information on packaged goods to protect the interests of end-users this trend is going to drive the market during the forecast period.

High impact of internet that helps end-users to make informed purchasing decisions, increased market consolidation, and high spending on R&D to introduce innovative applications and solutions in the market are among the emerging trends are likely to drive the market worldwide.

Coding and Marking Market: Segmental Overview

Inkjet technology to dominate the market

The laser and TIJ coding and marking technology segments are expected to gain the market share during the forecast period. Inkjet technology to constitute almost 40% of the global market share in 2022. The CIJ segment is likely to lose its market share marginally to other technologies during the forecast period. However, these can be overcome due to its easy availability and high penetration within the market.

The food and beverage segment will continue to hold the largest share of the market (50.71%) till 2022. It will be followed by the healthcare segment.

To read more about the Global Coding and Marking market, please visit

<https://arizton.com/reports/market-analysis/coding-and-marking-market#requestsample>

Coding and Marking Market: Geographical Analysis

APAC is the fastest growing market

The report provides the market size of major regions such as APAC, Western Europe, Eastern and Central Europe, Latin America, MEA, and North America. The market in APAC is expected to witness a rapid growth rate due to high demand for coding and marking equipment in various end-user industries during the forecast period. APAC is also the fastest growing region in the global coding and marking market. The region is likely to remain the leader during 2016–2022. North America will be the second largest market during the forecast period. Legislations and industry mandates are expected to drive the global coding and marking market.

Jessica Shirley

+1-312-235-2040

Arizton Advisory and Intelligence

email us here

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