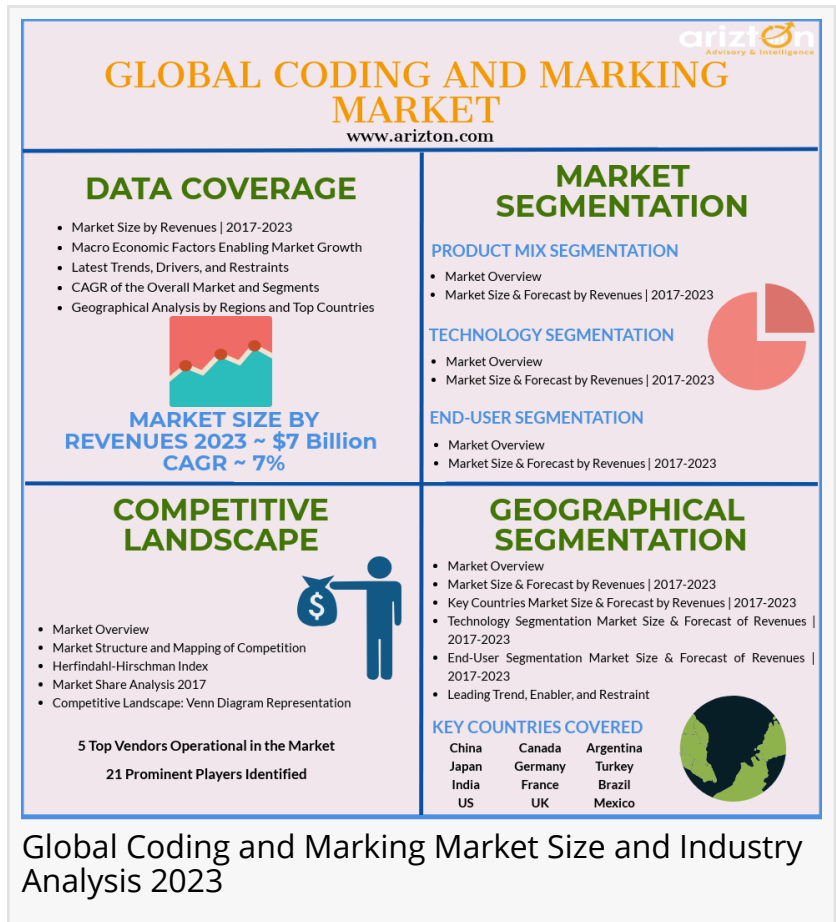


Coding and Marking Market Size, Industry Analysis, Growth, Demand, Opportunity Forecast 2023 | Arizton

The global coding and marking market is projected to reach values of over \$7 billion by 2023, growing at a CAGR of approximately 7% during 2017-2023.

CHICAGO, IL, UNITED STATES, November 29, 2018 / EINPresswire.com/ -- Arizton's market research report on [coding and marking market](#) offers analysis on market size & forecast, market share, industry trends, growth drivers, and vendor analysis. The market study also includes insights on segmentation by technology (primary package coding (CIJ, Laser, TIJ, and TTO) and secondary and tertiary packaging coding (VIJ, PALM, and PIJ)), by product mix (equipment, consumables, and spare parts and aftermarket), by end-user industries (chemicals & construction, food & beverage, electrical & electronics, healthcare, and others), and by geography (APAC, Central & Eastern Europe, Latin America, Middle East & Africa, North America, and Western Europe).



Coding and Marking Market - Overview

The establishment of stringent government standards and laws that prevents counterfeit of products is propelling the growth of the global coding and marking market. The growing adoption of the centrally integrated system, automated inventory operations, and high throughput of production processes will boost the demand for these services in the global market. These devices are used to deliver the information about production date and timing of the product, location of production, and details of usage and consumption in the market. The vendors are leveraging the marking process to



China and Japan in the APAC region are the largest users of coding and marking market"

Abby, Sr Consultant

shorten the length of the production process enhancing the value addition and reduce product counterfeiting in the market. The increasing focus on developing eco-friendly systems to reduce bioaccumulation and eco-toxicity due to their environment-degrading components will transform the market and promote sustainable development. The exponential growth of the

packaging industry will create new opportunities for leading players in the global market. Industries such as pharmaceutical, food and beverage, automotive, and cosmetics are the key end-users in this market. The increasing requirement and use of highly efficient, speedy, and reliable processes in industrial sectors will revolutionize the coding and marking market.



The growing importance of printing information such as manufacture date, expiry, batch numbers, promotional codes, and the quality control information is driving the demand for these devices in the global market. The increasing production capacity by manufacturing industries and rapid urbanization is augmenting the growth of this market in the emerging regions in APAC. The global coding and marking market is projected to reach values of over \$7 billion by 2023, growing at a CAGR of approximately 7% during 2017-2023.

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Coding and Marking Market - Dynamics

The increasing number of consolidations witnessed will attribute to the growing revenues in the global coding and marking market. The industries are thriving on an innovative and entrepreneurial zeal to widen their end-user base and improve profitability in the market. The market is witnessing a surge in the number of M&A activities by large electronics equipment manufacturers to strategically expand their businesses. The recent acquisitions will assist vendors to improve their distribution channels and increase their market reach during the forecast period. For instance, in January 2016 Hitachi America completed the acquisition of Label House (L.A. Supply Corporation), a leading provider of marking, and labeling products and services to form a new subsidiary which will operate as Label House in the global market. The growing number of M&A activities is expected to help players to increase their customer base and add revenues in the global coding and marking market.

Coding and Marking Market - Segmentation

This market research report includes a detailed segmentation of the market by technology, product mix, end-user industries, and geography.

Coding and Marking Market – By Technology

Quick-dry nature of CIJ technique to boost the popularity of this technology in the coding and marking market during the forecast period

The global coding and marking market by technology is segmented into primary package coding (CIJ, Laser, TIJ, and TTO) and secondary and tertiary packaging coding (VIJ, PALM, and PIJ). CIJ technique is the commonly used method in the market and is estimated to grow at a CAGR of over 6% during the forecast period. The easy installation procedure, user-friendliness, high-speed printing, and its "quick-dry" nature are some of the factors attributing to the popularity of CIJ technique in the global market. This technology uses a high-pressure pump, which targets the ink through a nozzle onto the surface of the target material and is extremely versatile and enables printing on virtually any surface. Companies such as ID Technology and Domino Printing Sciences are some of the leading companies offering a wide array of CIJ solutions for several

end-user industries in the global coding and marking market.

Coding and Marking Market – By End-User Industries

The growth of the pre-packed snack in the food and beverage industry will transform the coding and marking market during the forecast period

The end-user industries in the global coding and marking market is categorized into chemicals & construction, food & beverage, electrical & electronics, healthcare, and others. The food and beverage industry dominated the largest market share in 2017, growing at a CAGR of around 7% during the forecast period. TTO, TIJ, CIJ, and laser techniques are the most widely used in the food and beverage industry. The exponential growth of the pre-packed snack industry is augmenting the growth of the food and beverage segment in the global market. The growing demand for taint-free coding and fast-drying inkjets to meet high-speed production requirements in the confectionery market will encourage vendors to introduce innovative systems in the global market. The demand for food safe inks and fast printing will help companies launch innovative products in the global coding and marking market.

Coding and Marking Market – By Geography

China and Japan in the APAC region are the largest users of this equipment in the coding and marking market

The global coding and marking market by geography is divided into APAC, Central & Eastern Europe, Latin America, Middle East & Africa, North America, and Western Europe. APAC occupied that largest market share in 2017, growing at a CAGR of approximately 8% during the forecast period. The development of innovative, flexible packaging designs in Japan, South Korea, China, Indonesia, and India is propelling the growth of APAC region in the market. The presence of robust manufacturing industries, including automotive, construction, chemicals, defense, and aerospace will boost the demand for sophisticated equipment in the global market. The rise in the number of urban population and development of the retail infrastructure will help the vendors expand their businesses in the APAC region. The expansion of various industrial sectors such as iron and steel, cement, and textile that requires identification of products will have a positive impact on the overall growth of the coding and marking market in the APAC region.

Key Countries Profiled in the report are:

China
Japan
India
US
Canada
Germany
France
UK
Brazil
Mexico
Argentina
Turkey

Key Vendor Analysis

The introduction of high-quality products with additional features such as RFID system and QR codes are intensifying the competition in the global coding and marking market. The dynamic technological environment is resulting in continual innovations and upgrades, thereby propelling the vendors to launch new product portfolios in the global market. The introduction of devices

with high functionality and designs will increase the level of competition in the coding and marking market. The increasing investments in the R&D for inkjet technologies will help players sustain the competition in the global market. The players are competing in terms of price, availability, brand, and variety in the global market.

The major vendors in the global market are:

Danaher
Dover
Brother Industries
Hitachi Industrial Equipment Systems
ITW

Other prominent vendors include ANSER Coding, Beijing Hi-Pack Coding, Control Print, EBS Elektronische Beschriftungs-Systeme, Guangzhou EC-Pack Packaging Equipment, Iconotech, ID Technology, InkJet, KBA-Metronic, KEYENCE, Kotho, Macsa ID, Matthews International, Paul Leibinger, REA Elektronik, SATO Holdings, Squid Ink, Universal Labeling Systems, Weber Marking Systems, Xaar, and Zanasi.

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Key market insights include

The analysis of global coding and marking market provides market size and growth rate for the forecast period 2018-2023.

It offers comprehensive insights into current industry trends, trend forecast, and growth drivers about the global coding and marking market.

The report provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.

It offers a complete overview of market segments and the regional outlook of global coding and marking market.

The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

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