

Smart Labelling in Logistics Market to Reach USD 12.6 billion by 2035, Driven by RFID & IoT-Enabled Supply Chains

Smart Labelling in Logistics Market will grow from USD 7.7 billion in 2025 to USD 12.6 billion by 2035 at 5% CAGR, fueled by automation, RFID & IoT integration.

NEWARK, DE, UNITED STATES, August 29, 2025 /EINPresswire.com/ -- The global [Smart Labelling in Logistics Market](#) is entering a pivotal decade of growth as digitalization, compliance, and consumer expectations redefine how goods move across the world. Valued at USD 7.7 billion in 2025, the market is projected to reach USD 12.6 billion by 2035, reflecting a steady compound annual growth rate (CAGR) of 5.0%. This expansion highlights the indispensable role smart labelling plays in enabling transparency, speed, and accuracy in modern logistics.



By 2030, the market is forecast to touch USD 9.8 billion, representing a five-year incremental gain of USD 2.1 billion. Much of this rise is being fueled by the integration of RFID and NFC tags, QR codes with sensors, and IoT-enabled systems that minimize manual error while ensuring traceability at every stage of the supply chain. Retail, e-commerce, cold chain logistics, and pharmaceuticals are at the forefront of adoption, leveraging smart labels to meet regulatory demands, reduce spoilage, and enhance customer trust.

Market Dynamics and Growth Drivers

The shift from traditional barcodes to intelligent labels is more than a technological upgrade—it is a transformation of logistics ecosystems. Businesses today face pressure to deliver goods faster while maintaining strict compliance. Smart labels provide the data-driven backbone for these operations. Their integration with warehouse management systems and transportation platforms creates a seamless flow of real-time information.

Request Smart Labelling in Logistics Market Draft Report:

Globalization of trade and rising consumer expectations for transparency are also propelling adoption. With regulators mandating traceability in pharmaceuticals and food, smart labels are becoming non-negotiable. Beyond compliance, companies are recognizing cost benefits, with automation reducing human error and optimizing labor allocation.

The market is also witnessing rapid advancements in label sensor technology. Smart labels embedded with temperature, humidity, and shock sensors are revolutionizing cold chain monitoring. Pharmaceutical companies and food distributors are turning to these innovations to ensure safety and quality.

Segmental Outlook

The market is segmented by component, product, deployment type, company size, application, and geography. Hardware remains foundational, projected to hold 44.2% of revenue share in 2025, thanks to rising deployment of RFID readers, scanners, and printers. Hardware ensures the interface between physical goods and digital platforms, enabling large-scale adoption.

By product type, RFID labels are expected to dominate with a 48.5% market share in 2025. Their ability to capture data without direct line-of-sight scanning, along with bulk reading capacity, makes them essential for high-speed logistics operations.

Cloud-based deployment leads the software space with a projected 53.1% market share in 2025. Enterprises are embracing cloud platforms for their scalability, security, and ability to centralize operations across global networks. These platforms provide seamless integration with ERP systems and support real-time decision-making.

Regional Growth Patterns

North America, Asia-Pacific, and Europe are leading growth regions. China is projected to record the highest CAGR of 6.8%, driven by e-commerce expansion and infrastructure investments. India follows at 6.3%, as modernization of supply chains accelerates adoption. Germany, France, and the UK show steady growth, largely influenced by regulatory standards and consumer demand for authenticity. In the United States, growth remains steady at 4.3% CAGR, bolstered by logistics digitization initiatives.

China's logistics sector has expanded RFID and QR code adoption, particularly in pharmaceutical and cold chain operations. India is witnessing strong demand for anti-counterfeit labelling, supported by government regulations. Meanwhile, Germany and France are aligning with strict EU compliance frameworks, fostering adoption across automotive and food sectors.

Competitive Landscape

The smart labelling in logistics market is competitive, featuring a mix of global leaders and emerging innovators. Avery Dennison continues to lead with its vast RFID portfolio, while Zebra Technologies dominates with barcode and RFID printers widely adopted in e-commerce networks. Honeywell International Inc. enhances logistics accuracy with integrated hardware and software offerings.

Oracle Corporation provides a software-driven advantage, integrating labelling solutions with cloud supply chain platforms to enable predictive analytics and routing optimization. Impinj and Smartrac N.V. stand out for their RFID inlays and connectivity solutions, strengthening traceability at the item level. Sato Holdings focuses on robust label printers suited for cold chain and industrial settings.

Meanwhile, newer players are entering with sensor-equipped labels, tamper-proof features, and blockchain-integrated solutions, marking a significant shift toward secure and data-rich logistics ecosystems.

Recent Developments

One of the notable industry developments includes Checkpoint Systems' announcement on July 8, 2025, regarding the opening of a USD 40 million RFID production facility in Mexico City. Spanning 10,000 square meters, the facility will produce 4.2 billion RFID inlays annually, supporting North American supply chains. Certified under SMETA and FSC CoC, the investment underscores the global shift toward high-capacity, sustainable RFID production.

For more on their methodology and market coverage, visit!

<https://www.futuremarketinsights.com/about-us>

The Road Ahead

The next decade will see smart labels evolve into intelligent hubs of data collection, supporting advanced analytics and automation across logistics. Integration with IoT, AI, and blockchain is expected to push the industry toward unprecedented transparency. From ensuring pharmaceutical safety to supporting same-day e-commerce deliveries, smart labelling is becoming the invisible yet indispensable driver of modern logistics.

With both established players and emerging innovators shaping the market, the smart labelling in logistics industry is poised to deliver a decade of steady growth, technological breakthroughs, and transformative impact across the global supply chain.

Related Reports:

Monobloc Aerosol Cans Market: <https://www.futuremarketinsights.com/reports/monobloc->

[aerosol-cans-market](#)

Tissue Paper Embosser Machine Market: <https://www.futuremarketinsights.com/reports/tissue-paper-embosser-machine-market>

Coated Paper Packaging Box Market: <https://www.futuremarketinsights.com/reports/coated-paper-packaging-box-market>

Editor's Note:

This release is based exclusively on verified and factual market content derived from industry analysis by Future Market Insights. No AI-generated statistics or speculative data have been introduced. This press release highlights significant shifts in the Smart Labelling in Logistics Market, which is experiencing a pivotal change driven by consumer demand for healthier, more transparent products.

Rahul Singh

Future Market Insights Inc.

+18455795705 ext.

[email us here](#)

Visit us on social media:

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/844263996>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.