

Marking and Coding Equipment Market to Reach USD 13.8 Billion by 2035 — Surge Led by India, China, USA

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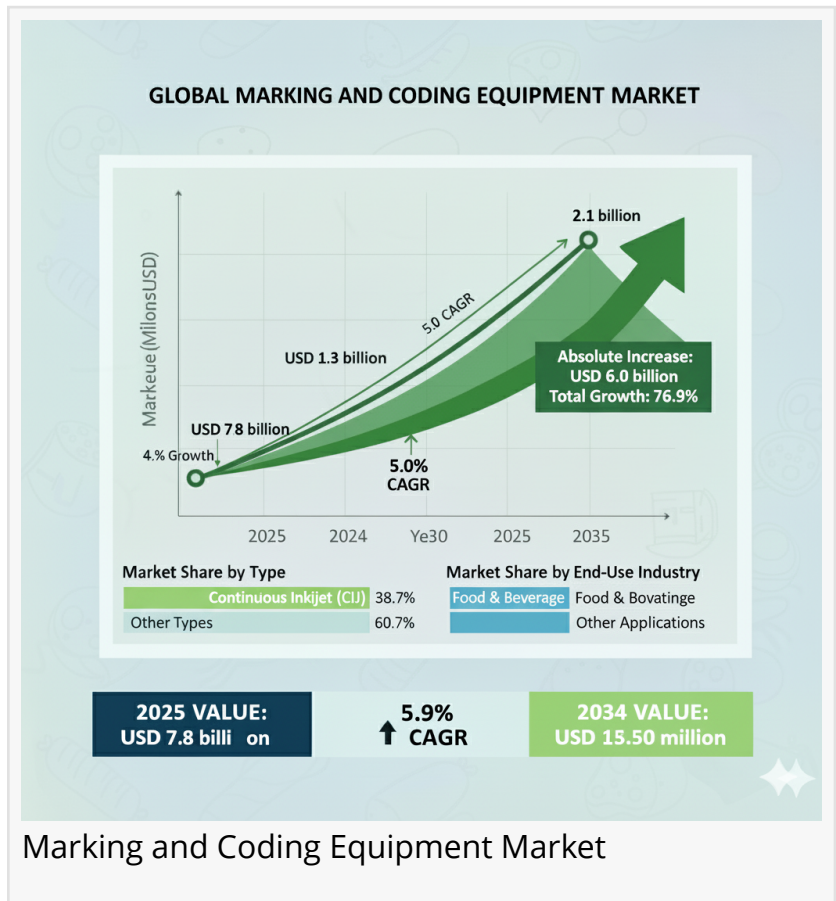
The global [marking and coding equipment market](#) is poised for robust expansion through 2035, propelled by stringent regulatory mandates, supply chain transparency demands, and advancements in high-speed printing technologies. According to Future Market Insights (FMI), the market is valued at USD 7.8 billion in 2025 and is projected to hit USD 13.8 billion by 2035, growing at a compound annual growth rate (CAGR) of 5.9%.

The FMI report, “Marking and Coding Equipment Market Size, Share, and Forecast 2025–2035,” reveals an absolute revenue increase of USD 6.1 billion over the decade, representing a 78.2% total growth. This nearly 1.78X expansion is driven by escalating needs for product traceability in pharmaceuticals, automated identification in food & beverage, and anti-counterfeiting solutions across consumer goods.

A Decade of Growth Anchored by Serialization Mandates and Laser Innovation:

Pharmaceutical serialization and track-and-trace systems are accelerating adoption, with laser marking and continuous inkjet (CIJ) technologies leading the charge. From 2025 to 2030, the market will grow by USD 2.8 billion, capturing 45.9% of the total forecast expansion amid rising regulatory compliance in pharma packaging.

Between 2030 and 2035, FMI projects an additional USD 3.3 billion in growth, supported by IoT-enabled smart coding, high-resolution inkjet for flexible substrates, and Industry 4.0 integration



in manufacturing lines.

“Serialization is no longer optional—it's a core supply chain imperative,” said an FMI research analyst. “Laser and CIJ systems deliver permanent, verifiable coding that combats counterfeiting while ensuring seamless data aggregation.”

Marking and Coding Equipment Key Market Insights at a Glance:

Metric- Global Estimate

Market Value (2025)- USD 7.8 billion

Forecast Value (2035)- USD 13.8 billion

CAGR- 5.9%

Leading Technology- Continuous Inkjet (CIJ) (38.7% share)

Dominant Application- Food & Beverage (42.3% share)

Fastest-Growing Region- India (8.5% CAGR)

India: The Standout Growth Engine in Marking and Coding:

FMI's in-depth analysis positions India as the global leader in market velocity. With an 8.5% CAGR through 2035, India's expansion is powered by its booming pharmaceutical exports, food processing surge, and automated packaging investments. Generic drug production and food safety regulations are key catalysts, with CIJ and laser systems dominating new installations in pharma clusters and beverage lines.

China follows closely at 7.3% CAGR, bolstered by export-oriented manufacturing and smart factory rollouts. The USA (5.2% CAGR) emphasizes Drug Supply Chain Security Act compliance, while Germany (4.9% CAGR) excels in precision automotive and pharma applications.

Marking and Coding Equipment Five Forces Driving Market Expansion:

Pharmaceutical Serialization: Unique identifiers, 2D barcodes, and aggregation for regulatory adherence and counterfeit prevention.

Laser Marking Permanence: Non-contact, zero-consumable fiber and CO2 systems for metals, plastics, and glass.

High-Speed CIJ Reliability: Enhanced inks and printheads for variable data on high-volume

bottling and canning lines.

IoT-Enabled Monitoring: Cloud connectivity, predictive maintenance, and real-time analytics for uptime optimization.

Regional Manufacturing Hubs: Localized production in Asia Pacific reducing costs and accelerating response times.

Marking and Coding Equipment Market Segment Overview:

By Technology Type: CIJ holds 38.7% share in 2025, ideal for non-contact, high-speed applications in food and pharma. Laser marking follows, driven by permanent identification demands.

By End-Use Industry: Food & beverage commands 42.3%, fueled by lot tracking, expiration coding, and traceability. Pharmaceuticals & healthcare contribute 20-25%.

By Product Form: Printers lead, with consumables (inks, solvents, ribbons) and services growing via recurring revenue models.

By Application: Primary packaging dominates, supported by regulatory labeling on bottles, cartons, and flexible films.

Marking and Coding Equipment Market Regional Overview:

Asia Pacific: Leads with India (8.5% CAGR) and China (7.3% CAGR), driven by pharma hubs and export packaging.

North America: USA at 5.2% CAGR, focused on serialization and food safety automation.

Europe: From USD 2.1 billion in 2025 to USD 3.8 billion by 2035 (6.1% CAGR); Germany holds 31.2% regional share.

Latin America & MEA: Brazil (6.4% CAGR) emphasizes food processing; emerging traceability in GCC and South Africa.

Full Market Report available for delivery. For purchase or customization, please request here: <https://www.futuremarketinsights.com/checkout/5614>

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Marking and Coding Equipment Market Competitive Landscape:

- Domino Printing Sciences (Brother Industries)

- Videojet Technologies (Danaher Corporation)
- Markem-Imaje (Dover Corporation)
- Hitachi Industrial Equipment Systems
- KEYENCE Corporation
- Illinois Tool Works Inc. (Diagraph)

Top players like Domino, Videojet, and Markem-Imaje control significant share through CIJ dominance, laser precision, and serialization portfolios. Investments in IoT connectivity, ink formulations, and regional service networks are intensifying competition.

Marking and Coding Equipment Market Outlook: Traceability Redefined:

Over the forecast period, marking and coding will evolve into intelligent, data-driven systems integral to supply chain resilience. Innovations in UV-curable inks, remote diagnostics, and AI-verified printing will set new benchmarks for accuracy and efficiency.

“Beyond labeling, these systems are authenticity guardians and efficiency engines,” the FMI analyst noted. “Manufacturers integrating serialization with IoT and sustainable substrates will capture premium opportunities in regulated sectors.”

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