

# Retail Self-Scanning Solutions Market Competition Analysis 2025: How Players Are Shaping Growth

*The Business Research Company's Retail Self-Scanning Solutions Global Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034*

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/EINPresswire.com/ -- [The Retail Self-Scanning Solutions market](#)

dominated by a mix of global retail technology leaders and agile niche innovators. Companies are focusing on next-generation self-checkout systems, mobile scan-and-go platforms, and AI-enhanced loss-prevention capabilities to strengthen their market presence and meet evolving consumer expectations. Understanding the competitive landscape is essential for retailers and technology providers aiming to capture growth opportunities, optimize operational efficiency, and form strategic partnerships.

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*The Business Research Company*



## Which Market Player Is Leading the Retail Self-Scanning Solutions Market?

According to our research, Fujitsu Limited led global sales in 2023 with a 6% market share. The Hardware Solutions division of the company is completely involved in the retail self-scanning solutions market, provides the advanced self-checkout systems, including the u-scan genesis ii and u-scan mini-express, designed to enhance retail efficiency and customer experience. These solutions feature modern, flexible software platforms compatible with both fujitsu

and third-party environments, improving performance and operational efficiency. The u-scan genesis ii provides a sleek, reliable self-checkout experience, while the compact u-scan mini-express caters to cashless transactions, optimizing space and reducing wait times.

## How Concentrated Is the Retail Self-Scanning Solutions Market?

The market is fragmented, with the top 10 players accounting for 25% of total market revenue in 2023. This level of fragmentation reflects the sector's varied hardware and software requirements, rapid technological evolution, and the need for scalable, store-specific deployment models across different retail formats. Leading vendors such as Fujitsu Limited, Zebra Technologies Corp., Datalogic S.p.A., Honeywell International Inc., and Diebold Nixdorf Inc. maintain strong positions through robust product portfolios, deep retailer relationships, and global service networks, while smaller firms focus on specialized scanning technologies, mobility platforms, and niche use cases. As demand for frictionless checkout, mobile scan-and-go, and AI-enabled loss-prevention accelerates, the industry is likely to witness increased strategic partnerships and selective consolidation further strengthening the competitive foothold of major players.

•Leading companies include:

- Fujitsu Limited (6 %)
- Zebra Technologies Corp. (5%)
- Datalogic S.p.A. (3%)
- Honeywell International Inc. (2%)
- Diebold Nixdorf Inc. (2%)
- Panasonic Holdings Corporation (2%)
- Mettler-Toledo International Inc. (2%)
- Bluebird Inc. (1%)
- Bizerba GmbH & Co. KG (1%)
- Ingenico Group (1%)

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## Which Companies Are Leading Across Different Regions?

•North America: Fujitsu Frontech North America Inc., Amazon.com, Inc., Marymount Manhattan College, Diebold Nixdorf, Inc., 365 Retail Markets, LLC, ALDI Inc., Grabango Co., Fujitsu Frontech North America Inc., Impulsify, Inc., Loblaw Companies Limited, The Kroger Co., Target Corporation, American Express Company, Visa Inc., Mastercard Incorporated, PayPal Holdings, Inc. and Metz Culinary Management, Inc. are leading companies in this region.

•Asia Pacific: 7-Eleven Australia Pty Ltd, IKEA Retail Australia, VasyERP Solutions Pvt. Ltd., Oravco Pvt. Ltd., TSC Auto ID Technology Co., Ltd., CipherLab Co., Ltd., Telepower Communication Co., Ltd., Tencent Holdings Ltd., Wesine Tech Co., Ltd., CCL Tech Co., Ltd., Panasonic Holdings Corporation, Fujitsu Limited, AEON Retail Co., Ltd., 7-Eleven Japan Co., Ltd., Bluebird Inc., Shinsegae I&C Inc. and Homeplus Co., Ltd are leading companies in this region.

•Western Europe: Cust2Mate Solutions Corp., GK Software SE, Nomitri GmbH, EDEKA Jaeger GmbH, Bónus (Hagar hf.), Iperal Supermercati S.p.A., Extenda Retail AB, Re-Vision B.V., Zebra Technologies Corporation, Swish AB, Datalogic S.p.A., ITAB Group AB, Tesco plc, Harrods Limited, Enactor Limited, NCR Corporation, Diebold Nixdorf, Inc., Wanzl Metallwarenfabrik GmbH, Toshiba Global Commerce Solutions, Inc., Prisma (SOK Corporation) and SATO Holdings

Corporation are leading companies in this region.

- Eastern Europe: Shopreme, Auchan Romania S.A., Magister Software S.R.L., Magnit PJSC, IBA Group a.s., Żabka Polska Sp. z o.o., X5 Retail Group N.V., Scandit AG, Elo Touch Solutions, Inc., Nordic ID Oyj and Datalogic S.p.A. are leading companies in this region.
- South America: Nixdorf, Inc., Logicalis Group Limited, ScanTech Solutions LLC, Colombia Retail Systems S.A.S., PeruScan Technologies S.A.C. and Bematech S.A are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- AI and machine learning is transforming real-time inventory tracking, all of which improve the overall shopping experience.
- Example: Datalogic S.p.A. Shopevolution 8 (January 2025) assigns trustability and loss prevention for self-scanning applications, helping retailers boost profits and reduce shrinkage.
- These innovative robust API (Application Programming Interface) ensures seamless operation across any retail ICT (Information and Communication Technology) system, making it an ideal solution for modern retail environments.

Which Strategies Are Companies Adopting to Stay Ahead?

- Launching innovative self-scanning hardware and mobile scan-and-go solutions to strengthen market position
- Enhancing investments in AI-driven loss prevention, computer vision, and real-time analytics
- Focusing on seamless POS integration, digital payments, and frictionless checkout experience optimization
- Leveraging cloud-based retail platforms for scalable deployment for scalable risk management

Access the detailed Retail Self-Scanning Solutions Market report here:

<https://www.thebusinessresearchcompany.com/report/retail-self-scanning-solutions-global-market-report>

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