India Barcode Scanners and Printers Market Forecast and Opportunities, 2020

Description:
According to “India Barcode Scanners and Printers Market Forecast & Opportunities, 2020”, the country’s barcode scanners and printers market is forecast to register a CAGR of around 19% during 2015 - 2020. In 2014, retail & e-commerce accounted for the largest share in India's barcode scanners and printers market, followed by logistics & supply chain, automotive, manufacturing, healthcare & pharma, and government sectors. Region wise, northern and southern regions cumulatively accounted for the majority share in the country's barcode scanners and printers market in the same year.

Representation of data in a unique pattern such as vertical lines, dots, hexagons or rectangles containing information about a product, which is optically read by a machine, is known as barcode. Over the last few years, the barcode scanners and printers market in India has been growing on account of expanding organized retail industry, growing need for efficient warehousing & logistics, and favorable government initiatives towards digitization. The country's barcode printers and scanners market is highly consolidated, with major players such as Zebra and Honeywell having acquired other small market players over the past few years. Consequently, in 2014, both the companies accounted for a lion's share of the country's barcode scanners and printers market. SATO, TVS Electronics, TSC, etc. are few of the other major payers operating through their channel partners, distributors and dealers spread across the country.

“India Barcode Scanners and Printers Market Forecast & Opportunities, 2020” report discusses the following aspects of the barcode scanners and printers market in India:

- India Barcode Scanners and Printers Market Size, Share & Forecast
- Segmental Analysis – Barcode Scanners & Barcode Printers
- Policy and Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of India barcode scanners and printers market
- To identify the on-going trends, and anticipated growth over the next five years
- To help industry consultants, and barcode scanner and printer companies align their market-centric strategies
- To obtain research-based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players
- To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

Report Methodology

The information contained in this report is based on both primary and secondary sources. Primary research includes interviews with barcode scanner and printer suppliers and industry experts. Secondary research includes an exhaustive search of relevant publications such as company annual reports, financial reports and other proprietary databases.

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