Global RFID Market for Retail Applications 2015-2019

Description:
About RFID
The radio-frequency identification (RFID) systems comprise tags, middleware, and interrogators, and are used by retail businesses to streamline their supply chain to help them achieve higher ROI by providing transparency and real-time data of inventory levels across supply chains. RFID systems for retail application reduce the delivery cycle time of goods and number of defects. With the help of RFID systems, retailers are also able to capture data, which, in conjunction with data management software and “Big Data analysis” helps them identify buying patterns of customers and formulate promotional schemes to promote their businesses and increase sales. RFID systems can be implemented at different stages of the supply chain depending on the nature of the business.

The report forecasts the global RFID market for retail applications to grow at a CAGR of 40% over the period 2014-2019.

Covered in this report
This report presents a detailed study of the present scenario and growth prospects of the global RFID market for retail applications for the period 2015-2019. To calculate the market size, the report considers revenue generated by its components, which include interrogators, middleware, and tags.

The market is divided into the following segments based on the components and their applications:
- Interrogators
- Middleware
  - Application management
  - Data management
  - Device management
- Tags
  - Active tags
  - Passive tags

The report covers an overview of the technological landscape, cost structure, supply chain, value chain, regulations and policies, and regulatory agencies and compliance requirements of the RFID industry.

The report also presents a case study discussing the tangible benefits of using RFID systems.

The report, Global RFID Market for Retail Applications 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, APAC, and EMEA; it also covers the landscape of the global RFID market for retail applications and its growth prospects in the coming years. The report includes a discussion on the key vendors operating in this market.

Key regions
- Americas
- APAC
- EMEA

Key vendors
- Alien technologies
- Avery Dennison
- Checkpoint systems
- Impinj
- Smartrac
- Tyco Retail Solutions
- Zebra Technologies

Other prominent vendors
- Global Ranger
- InSync Software
- Nedap
- RFID4U  
- Software AG  
- Tellago  
- TIBCO Software  
- Xterprise  

Market drivers  
- Inefficiencies in supply chains  
- For a full, detailed list, view the full report  

Market challenges  
- High hidden cost of RFID middleware system  
- For a full, detailed list, view the full report  

Market trends  
- Cloud-based RFID solutions  
- For a full, detailed list, view the full report  

Key questions answered in this report  
- What will the market size be in 2019 and what will the growth rate be?  
- What are the key Market trends?  
- What is driving this market?  
- What are the challenges to market growth?  
- Who are the key vendors in this market space?  
- What are the market opportunities and threats faced by the key vendors?  
- What are the strengths and weaknesses of the key vendors?  

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