

**Global and China RFID Industry Report,
2016-2020**

Oct. 2016

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

Radio Frequency Identification (RFID) is a non-contact, automatic identification technology that acts as the core technology for perception layer of the Internet of Things (IoT). It has a broad array of advantages including long-distance identification, batch identification, mobile identification, and data encryption, etc., and therefore finding wide application in industry, finance, logistics, warehousing, retailing, medical care, security, and other fields.

As the IoT industry booms, the global RFID market has grown rapidly, with the market size exceeding USD10 billion in 2015. And this figure is expected to surpass USD17 billion in 2020. At present, the global RFID industry is mainly concentrated in European and American markets, where RFID technology has more mature applications, accounting for nearly 70% of the global total in 2015. In contrast, China is at the stage of RFID exploration and has no mature standards and technologies, thus leading to lower market penetration. In future, with improvements in RFID standards, technical breakthroughs, lower tag costs, as well as the advancement of smart IoT industry, the Chinese RFID market is expected to grow at an annual rate of around 20% in 2016-2020.

The development of the RFID industry hinges on the consummation of the whole industry chain. As a link in the entire industry chain that produces the highest profit margin, RFID chips are mainly monopolized by foreign companies like Alien Technology, NXP, and Freescale. Currently, China has mastered HF RFID chip technology, but still has a bigger gap with foreign countries in UHF and higher-frequency RFID chips.

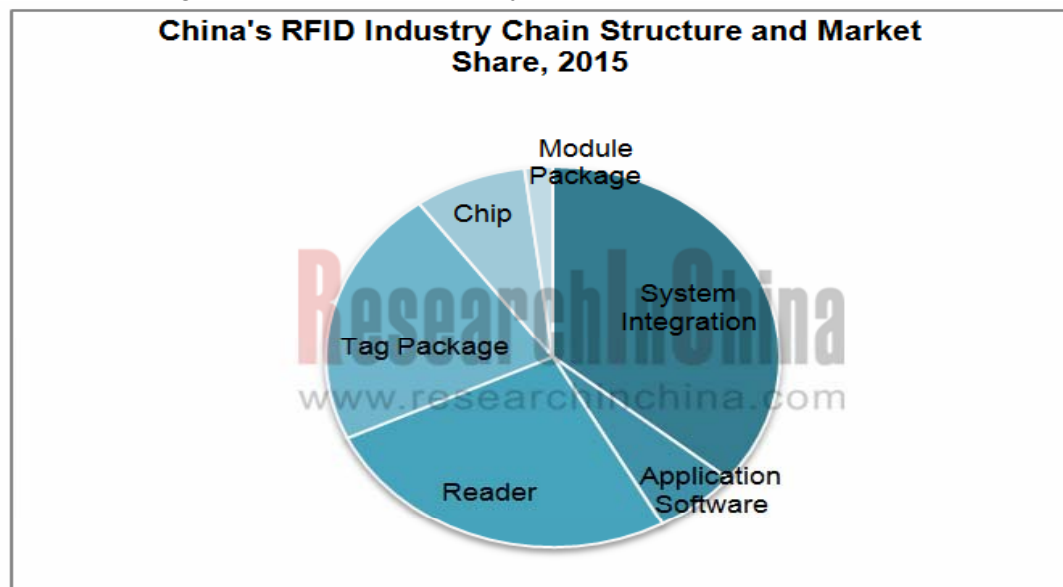
In terms of RFID tags, China has become the world's largest production base, representing roughly over 70% of the world's total. In 2015, China's RFID market size approached RMB3 billion, 90% of which came from passive RFID. Comparatively, however, active RFID boasts long-distance identification, big data transmission, low transmitting power, and excellent reliability and compatibility, among others. Therefore, starting in 2004, active RFID market showed rapid growth, and a large number of enterprises such as Shanghai Super Ele&Tec, ZTE Intelligent IOT Technology, and Shenzhen Aerospace Innotech have already entered the market.

As for RFID readers, China has launched a series of products, and low-power read/write modules have been up to the level of foreign products of same kind. Moreover, China has made breakthroughs in high-power read-write modules and SoC. In future, RFID readers will develop towards mufti-function, multiple interfaces, modularization, miniaturization, as well as portable- and embedded-type.

From the perspective of applications, the RFID technology in China has been applied in a broad range of fields from railway vehicle number identification, ID card and ticket management, animal identification, book management, to public transportation and production process management. But in logistics, clothing, medical care, food and other fields, it is still in its infancy, which results from the four reasons: first, higher costs; second, delay in establishment of national standards; next, high costs in infrastructure replacement; last, low technical level. In the future, RFID technology is expected to enjoy unprecedented development in food safety tracking, smart transportation, intelligent manufacturing, and clothing retailing in the wake of transformation and upgrading of traditional industries.

Global and China RFID Industry Report, 2016-2020 by ResearchInChina is primarily concerned with the following:

- Global RFID standards and technologies, market size, market structure, and key competitors, etc.;
- Chinese RFID market size, market structure, and key players;
- RFID industry chain, including chips, tags, packaging equipment, readers, middleware, and system integration;
- RFID applications, including mobile payment, logistics, intelligent transportation, medical care, and security, etc.;
- Operation, RFID Business, etc. of 10 global and 20 Chinese key companies.



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1. Overview of RFID 1.1 Overview 1.1.1 Definition 1.1.2 Structure and Operating Principle 1.1.3 Classification 1.2 Applications 1.3 Industry Chain	4. Main Market Segments 4.1 RFID Tags 4.1.1 RFID Tag Structure 4.1.2 RFID Tag Market Situation 4.1.3 Main RFID Tag Products 4.2 RFID Reader 4.3 RFID Middleware and System Integration	6 Global RFID Vendors 6.1 Alien Technology 6.1.1 Profile 6.1.2 Operation 6.1.3 Development in China 6.2 IMPINJ 6.2.1 Profile 6.2.2 Operation 6.2.3 Development in China 6.3 TI 6.3.1 Profile 6.3.2 Operation 6.3.3 RFID Business 6.3.4 Development in China 6.4 Zebra Technologies 6.4.1 Profile 6.4.2 Operation 6.4.3 Development in China 6.5 NXP Semiconductors 6.5.1 Profile 6.5.2 Operation 6.5.3 Development in China 6.6 Honeywell 6.6.1 Profile 6.6.2 Honeywell Sensing and Productivity Solutions 6.6.3 Business in China 6.7 SATO
2. Global RFID Market 2.1 RFID Technologies and Standards 2.2 Market Situation 2.2.1 Market Size 2.2.2 By Region 2.2.3 By Product 2.2.4 By Application 2.3 Enterprise Competition 2.3.1 Overview 2.3.2 Industrial RFID 2.4 Development Trends	5 RFID Applications 5.1 (Financial) Mobile Payment 5.1.1 Status Quo of Mobile Payment 5.1.2 RFID Application 5.2 Logistics Industry 5.2.1 Status Quo 5.2.2 RFID Solutions 5.2.3 RFID Market 5.3 Smart Transportation 5.3.1 Status Quo 5.3.2 RFID Application 5.3.3 ETC 5.3.4 Electronic License Plate 5.4 Retailing 5.4.1 Status Quo 5.4.2 RFID Solutions 5.4.3 RFID Market 5.5 Medical Care 5.6 Security	
3. Chinese RFID Market 3.1 Standards 3.2 Market Situation 3.2.1 Market Size 3.2.2 Market Structure 3.3 Key Enterprises		

6.7.1 Profile	7.3 Xiamen Xindeco	7.8.4 RFID Technology & R&D
6.7.2 Operation	7.3.1 Profile	7.9 Arizon RFID Technology (Yangzhou)
6.7.3 Development in China	7.3.2 Operation	7.9.1 Profile
6.8 ThingMagic	7.3.3 RFID Product Solutions	7.9.2 RFID Business
6.8.1 Profile	7.3.4 RFID Technology & R&D	7.10 Quanray Electronics
6.8.2 RFID Business	7.4 TatwahSmartech	7.10.1 Profile
6.8.3 Development in China	7.4.1 Profile	7.10.2 RFID Business
6.9 Awid	7.4.2 Operation	7.11 Sense Technology
6.9.1 Profile	7.4.3 RFID Product Solutions	7.11.1 Profile
6.9.2 RFID Business	7.5 Aisino Corporation	7.11.2 RFID Business
6.9.3 Development in China	7.5.1 Profile	7.12 Sinogistics
6.10 Transcore	7.5.2 Operation	7.12.1 Profile
6.10.1 Profile	7.5.3 RFID Product Solutions	7.12.2 RFID Business
6.10.2 RFID Business	7.5.4 RFID Technology & R&D	7.13 PUSH Information & Automation (Chengdu)
7 Chinese RFID Players	7.6 Xiamen Innov Information Technology	7.14 ZTE Intelligent IOT Technology (ZIT)
7.1 Invengo	7.6.1 Profile	7.15 MERITAG
7.1.1 Profile	7.6.2 Operation	7.16 ShengHua Electronics Technology
7.1.2 Operation	7.6.3 RFID Product Solutions	7.17 BoingTech
7.1.3 RFID Product Solutions	7.7 Shenzhen Hyan Microelectronics	7.18 Shanghai Inlay Link Inc
7.1.4 RFID Technology & R&D	7.7.1 Profile	Business
7.2 Century	7.7.2 Operation	7.19 Winson RFID Technology (Beijing)
7.2.1 Profile	7.7.3 RFID Product Solutions	7.20 Suzhou Digican Technology
7.2.2 Operation	7.8 Golden Spring Internet of Things	
7.2.3 RFID Product Solutions	7.8.1 Profile	8 Conclusion and Forecast
7.2.4 RFID Technology & R&D	7.8.2 Operation	8.1 Market
	7.8.3 RFID Product Solutions	8.2 Trend

- RFID System Structure
- LF, HF, and UHF RFID Systems
- Passive, Active, and BAP RFID Systems
- RFID Industry Chain
- Technical Comparison between Bar Code and RFID
- Evolution of RFID Technology
- Performance of RFID Tags with Frequency Ranges
- World's Three Major RFID Standards
- Global RFID Market Size, 2012-2020E
- Global IoT Market Size, 2014-2020E
- Global RFID Market Share by Region, 2013-2020E
- Global RFID Market Size (by Product), 2015 & 2020E
- Global Sales Volume of RFID Tags (by Type), 2014-2020E
- Global Sales Volume of Clothing UHF RFID Tags, 2014-2020E
- Global RFID Market Size (by Field), 2015-2020E
- Number of RFID Patents Filed in China, 1995-2013
- China RFID Market Size, 2013-2020E
- China IoT Market Size and YoY Growth, 2010-2020E
- RFID Market Share in China by Region, 2015
- RFID Market Structure in China by Application, 2015
- China's RFID Industry Chain Structure and Shares
- Distribution of Enterprises in China RFID Industry Chain
- Advantages and Disadvantages of Domestic and Foreign RFID Chips
- Major RFID Chip Makers and Products in China
- Main RFID Antennas and Their Advantages and Disadvantages
- RFID Tag Packaging Types

- Major RFID Tag Packaging Equipment Manufacturers in China
- Capacity and Output Value of RFID Tags in China, 2014-2025E
- Price Trends for RFID Tags Worldwide, 2000-2020E
- Major RFID Tag Producers in China
- Comparison of Main RFID Tags
- Major Chinese and Foreign Active RFID Tag Producers
- Major Manufacturers of Battery for Active RFID Tags in China
- Market Share of RFID Tags in China (by Frequency), 2015
- Structure of UHF RFID Tags
- Chinese Government-backed UHF Chip Development Programs and Related Chip Companies
- Major RFID Reader/Writer Producers in China
- Major RFID System Integrators in China
- Global Mobile Payment Market Size, 2015-2020E
- Total Turnover of Mobile Payment in China, 2015-2020E
- Cellular Phone-based Mobile Payment Industry Chain in China
- RFID-based Mobile Payment Mode
- Comparison of Four Major Mobile Payment Technologies in China
- RFID Market Size in Global Financial Service Sector, 2014-2020E
- Global NFC Payment Turnover, 2016-2021E
- Structure of RF-SIM Card
- SIM Pass Technical Scheme
- Total Income and YoY Growth of Social Logistics in China, 2013-2020E
- Total Value and Like-for-like Growth of Social Logistics in China, 2013-2020E
- Total Cost and YoY Growth of Social Logistics in China, 2013-2020E
- Total Cost Structure of Social Logistics in China by Source, 2015-2016
- Percentage of Total Social Logistics Costs in China's GDP, 2013-2016

- Total Cost of Social Logistics in China and % of GDP, 2013-2016
- Warehousing Cost Structure
- RFID Application in Inventory Management
- RFID Application in Distribution
- Intelligent Logistics Market Size in China, 2014-2020E
- RFID Market Size in Global Logistics Industry, 2014-2020E
- Main RFID Application Cases in China's Logistics Industry
- Investment in Intelligent Transportation System in China, 2010-2020E
- Intelligent Transportation RFID and E-payment Market Size in China, 2012-2020E
- Typical RFID Application in Intelligent Transportation
- China's ETC Market Size, 2012-2020E
- Difference between Electronic Vehicle Identification (EVI) and Other Positioning Systems
- China's Policies on Electronic Vehicle Identification (EVI), 2013-2016
- Pilot EVI Projects in China, 2009-2016
- RFID-based Electronic License Plate Industry Chain
- Electronic License Plate Market Size in China by Industry Chain, 2018E
- Major Global Retail Market Size by Region, 2019E
- Challenges Faced by Retail Brand Suppliers
- RFID's Superiority in Retailing
- Global Retail RFID Market Size, 2014-2020E
- Number of Global UHF RFID Tags for Retailing, 2011-2020E
- Market Structure of RFID for Global Retailing by Region, 2014-2020E
- Health Care Market Size in China, 2014-2020E
- China's Medical IoT Market Size, 2015-2020E
- Medical IoT Solutions
- RFID Application Cases in Health Care

- China's Security Market Size, 2011-2020E
- Global Presence of Alien Technology
- Key Products and Application of Alien Technology
- Revenue and Net Income of Impinj, 2014-2016
- Revenue and Net Income of TI, 2011-2016
- TI's Revenue Structure (by Application), 2015
- TI's Revenue Breakdown (by Business), 2014-2015
- Revenue and Net Income of Zebra Technologies, 2011-2016
- Main Indicators of Zebra Technologies Legacy Zebra Segment, 2013-2015
- Revenue and Net Income of NXP, 2014-2016
- NXP's Revenue Breakdown (by Product), 2014-2016
- Revenue and Net Income of Honeywell, 2012-2016
- Honeywell's Revenue Breakdown (by Business), FY2013-FY2015
- Global Network of SATO
- Revenue and Net Income of SATO, FY2013-FY2015
- Major Products of SATO
- SATO's Revenue Breakdown (by Business), FY2013-FY2015
- SATO's Main Companies and Business at the end of 2015
- Products of AWID
- Revenue and Net Income of Invengo, 2013-2016
- Operating Revenue and Gross Margin of Invengo (by Product), 2014-2016
- Operating Revenue of Invengo (by Region), 2014-2016
- R&D Investment and YoY Growth of Invengo, 2013-2016
- Number of RFID Patents of Invengo, 2014-2016
- Revenue and Net Income of Century, 2013-2016
- Operating Revenue and Gross Margin of Century (by Product), 2014-2016

- Operating Revenue of Century (by Region), 2013-2016
- Century's Main Operation Subjects of RFID Business
- RFID Sales Volume of Century, 2013-2016
- Revenue and Net Income of Xiamen Xindeco, 2013-2016
- Revenue and Net Income of TatwahSmartech, 2013-2016
- Operating Revenue of TatwahSmartech (by Region), 2013-2016
- Operating Revenue and Gross Margin of TatwahSmartech (by Product), 2014-2016
- Applications of TatwahSmartech's Non-contact IC Cards and RFID Tags
- Revenue and Net Income of Aisino Corporation, 2013-2016
- Operating Revenue and Gross Margin of Aisino Corporation (by Product), 2014-2016
- Aisino Corporation's "1+1+6" Platform in Food Safety
- Revenue and Net Income of Xiamen Innov Information Technology, 2012-2016
- Operating Revenue of Xiamen Innov Information Technology (by Product), 2014-2016
- Revenue and Net Income of Shenzhen Hyan Microelectronics, 2013-2016
- Major Products and Application of Shenzhen Hyan Microelectronics
- RFID Revenue of Hyan Microelectronics, 2013-2016
- Revenue and Net Income of Golden Spring Internet of Things, 2013-2016
- Operating Revenue of Golden Spring Internet of Things by Business and % of Total Revenue, 2015-2016
- RFID Solutions Framework of Golden Spring Internet of Things
- Top 5 Customers of Golden Spring Internet of Things, 2014-2016
- R&D Costs and % of Total Revenue of Golden Spring Internet of Things, 2014-2016
- Milestones in the Development of Arizon RFID Technology (Yangzhou)
- RFID Series Products of ShengHua Electronics Technology
- Major Products and Application of Shanghai Inlay Link Inc
- Global Presence of Winson RFID Technology (Beijing)

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