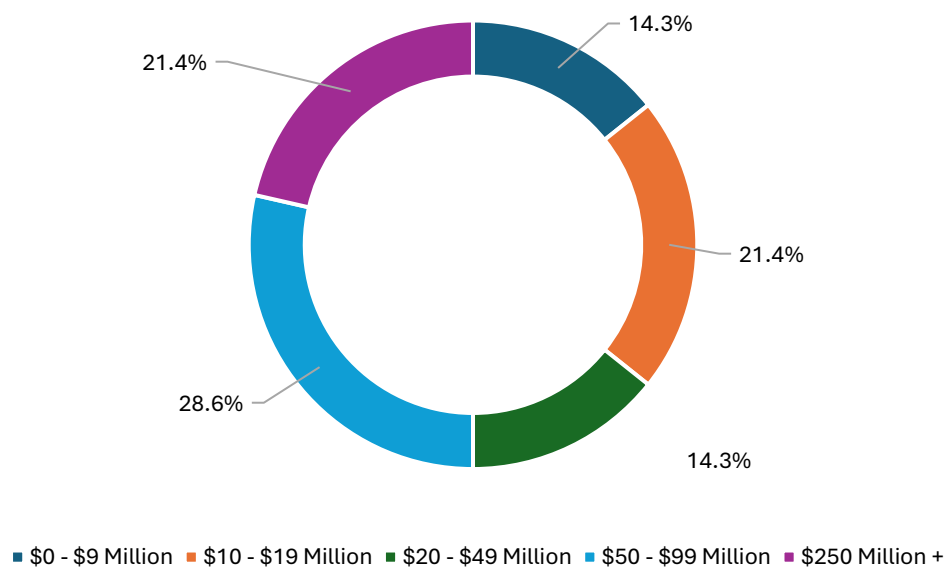


2025 GS1 Sunrise 2027



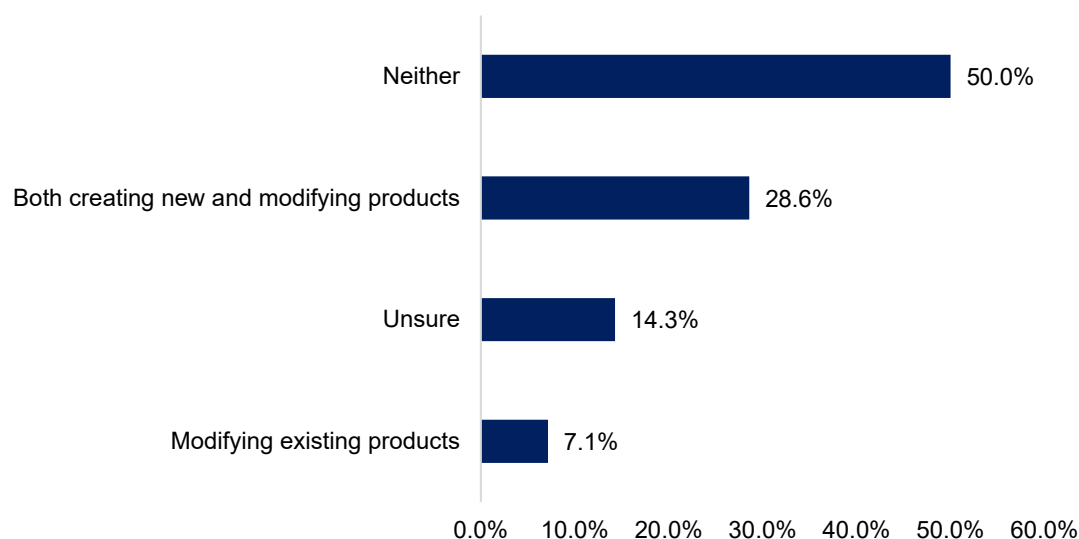
Objective: The results of the GS1 Sunrise 2027 Quickie Survey reveal limited engagement and low overall awareness, as evidenced by the very small response pool of just 14 companies across multiple revenue segments. Despite this low participation, the findings suggest that most respondents are not yet creating or modifying products or services to support the industry-wide transition to Sunrise 2027, with many indicating “neither” or expressing uncertainty about needed changes. This lack of preparation highlights a broader industry gap in understanding the operational and compliance impacts of GS1 Sunrise 2027. As adoption accelerates, this initiative will require packaging and processing companies to update coding practices, enhance product traceability, and align with evolving retailer and regulatory expectations, making awareness and readiness critical for maintaining competitiveness and ensuring seamless supply chain interoperability.

Annual Revenue



	Total	\$0 - \$9 Million	\$10 - \$19 Million	\$20 - \$49 Million	\$50 - \$99 Million	\$250 Million +
Number of Respondents	14	2	3	2	4	3

1. Are you creating new or modifying any of your products to enable your customers to make the transition ahead of GS1 Sunrise 2027?



Response Percentage by Revenue Range					
	\$0 - \$9 Million	\$10 - \$19 Million	\$20 - \$49 Million	\$50 - \$99 Million	\$250 Million +
Neither	100.0%	66.7%	50.0%	50.0%	-
Both creating new and modifying products	-	33.3%	-	50.0%	33.3%
Unsure	-	-	50.0%	-	33.3%
Modifying existing products	-	-	-	-	33.3%
Total	2	3	2	4	3

2. To what extent are you modifying your products?

Responses by Revenue Range

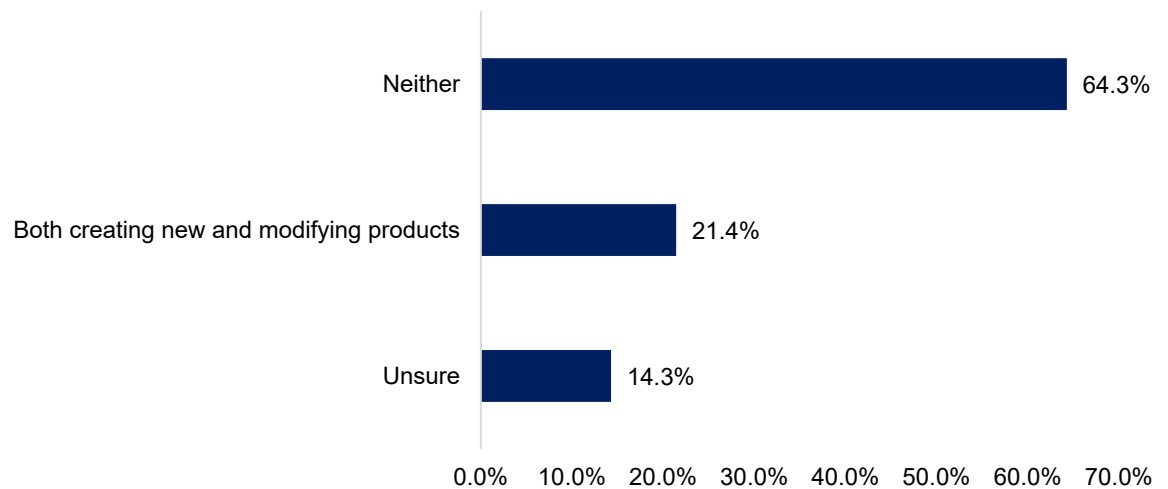
\$10 - \$19 Million

- As required to accommodate Sunrise 2027

\$250 Million +

- We are constantly modifying and improving
- Updating all devices with new datamatrix codes

3. Are you creating new or modifying any of your services to enable your customers to make the transition ahead of GS1 Sunrise 2027?



Response Percentage by Revenue Range					
	\$0 - \$9 Million	\$10 - \$19 Million	\$20 - \$49 Million	\$50 - \$99 Million	\$250 Million +
Neither	100.0%	66.7%	50.0%	75.0%	33.3%
Both creating new and modifying products	-	33.3%	-	25.0%	33.3%
Unsure	-	-	50.0%	-	33.3%
Total	2	3	2	4	3

4. To what extent are you modifying your services?

Responses by Revenue Range

\$250 Million +

- We are not

5. Any additional comments on GS1 Sunrise 2027?

Responses by Revenue Range

\$50 - \$99 Million

- [company name] already has a full portfolio of machines capable of meeting GS1 Sunrise 2027 requirements

\$250 Million +

- Our products are not really affected by Sunrise 2027, but we will be compliant all the same.



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