

# **Anti-counterfeit Packaging (Food and Beverages) Market by Authentication Technology (Ink and Dyes, Holograms, Watermarks, Taggants) and Track and Trace Technology (Barcode technology, RFID technology) - Global Opportunity Analysis and Industry Forecast, 2014 - 2020**

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## **Abstracts**

Anti-counterfeit measures are taken from the manufacturer's end to minimize the tangible and intangible losses incurred from counterfeiting. The global anti-counterfeit packaging (food and beverages) market has generated a revenue of \$26.4 billion in 2014 and is forecast to reach \$62.5 billion by 2020, at a CAGR of 16.1% over the forecast period.

Growing health risks associated with substandard products and the economic damages caused to the manufacturers are the factors promoting the adoption of anti-counterfeit packaging technologies in food and beverages market. The adoption of novel, multi-layered technologies for the protection of food and beverages has helped manufacturer to minimize the impact counterfeiting. This has also minimized the revenue loss incurred from the counterfeiting practices. Multipurpose applications such as product tracking and authentication of advanced tracking technologies have led to increase in demand for the barcode and RFID technologies. Premium beverages, food products, and tobacco products are secured with these technologies. However, the cost associated with the tracking solutions limit their application in the local product tracking solutions. Counterfeiting activities are predominantly observed in the European and Asian regions. The globalization of food related products have given better opportunities for the manufacturers operating across various geographies. This has also helped in maintaining demand supply gap across globe. However, the globalization of food trading increased the risk of counterfeiting in the logistics process, especially for the

premium products. Presently, bulk production and fragmented control of manufacturers over supply chain are the two major challenges for this market. The report covers a geographical analysis of North America, Europe, Asia Pacific, and LAMEA. The North American anti-counterfeit technology market holds a major market share among the other regions. The European anti-counterfeit technology market ranks second in terms of revenue. However, higher adoption rates of novel technologies, increasing focus towards food safety concerns and the growing awareness towards tracing technologies largely contribute to market growth. The Asia-Pacific region would witness promising growth during the forecast period, supplemented by a growing level of awareness for food safety, along with active interventions from global anti-counterfeit trade associations to mitigate counterfeit practices. Key players profiled in this report are Alien Technology Corp., Alpvision, Zebra Technologies, Inksure Technologies, Avery Dennison and Sicpa.

## KEY BENEFITS

Evaluation of key market drivers and restraints for the anti-counterfeit packaging market segments are highlighted

SWOT analysis enables to study the internal environment of the leading companies for strategy formulation

Porter's Five Forces analysis examines the competitive structure of the global anti-counterfeit technologies market and would help market strategists in making informed decisions

The report highlights the market intellect along with the current trends and revenue for the period 2014- 2020

This report highlights the key development strategies adopted by top companies in the market

Trends in packaging technology are explained along with key market intelligence on packaging trends

## KEY MARKET SEGMENTS

Global anti-counterfeit technology market is categorized into

*Anti-counterfeit Packaging (Food and Beverages) Market by Authentication Technology (Ink and Dyes, Holograms,...*

## MARKET BY TECHNOLOGIES

Authentication technology

Ink and Dyes

Holograms

Watermarks

Taggants

Track and trace technology

Barcode technology

RFID technology

## MARKET BY GEOGRAPHY

North America

Europe

Asia-Pacific

LAMEA

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