

Anti-counterfeit Clothing and Accessories Packaging Market by Technologies (Ink and dyes, Holograms, Watermarks, Taggants, Barcode technology, RFID technology) - Global Opportunity Analysis and Industry Forecast, 2014 - 2020

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Abstracts

The malpractices of counterfeiting activities are majorly associated with premium products as they carry high revenue benefits and a lower risk. The counterfeiting practices of clothing and accessories are rapidly changing from physical markets to e-commerce portals. The global anti-counterfeit clothing and accessories packaging market accounted for a revenue of \$12 billion in 2014 and is expected to reach \$20.5 billion by 2020, registering a CAGR of 9.9% over the forecast period.

Presently, the counterfeiting rates of clothing and accessories impedes the financial growth of fashion and luxury goods industry. To overcome counterfeiting practices, authentication technologies are highly preferred techniques for low-cost products. The growing trend of multilayered product protection for fashion accessories would largely boost to the authentication technology market. Local manufactures form the key user segment of economic authentication technologies. A high demand is estimated for the segment of cost-effective authentication technologies during the forecast period. A large adoption of track and trace technologies by manufacturers of premium fashion wear and accessories is observed in the market. Barcode technology was the highest revenue-generating segment in 2014 and is expected to sustain its market share during the forecast period. Among all the track and trace technologies, the economic pricing of barcode technology is a factor that would drive its market growth. Also, the segment of RFID and m-pedigree technologies hold promising opportunities for premium product tracking.

The growth of fashion and luxury industry across developed regions was largely hampered by the recessionary economic conditions. Leading companies across these

regions are capitalizing on newer opportunities through expansion in emerging economies. North America and Europe were the highest revenue-generating regions; collectively contributing to 84% of the global market in 2014. Also, there are potential opportunities for players in emerging economies, particularly in the BRIC countries. All the factors mentioned above along with the increased product vigilance of manufacturers would increase the demand for advanced and cost-effective anti-counterfeit solutions. Key players profiled in the report include Alien Technology Corp., AlpVision, Zebra Technologies Corp., Avery Dennison Corp., Microtrace Solutions, Impinj Incorporation, Applied DNA Science Inc., Brand Integrity International, and RDS Labels.

KEY BENEFITS

The report highlights key market drivers and restraints across all verticals of the anti-counterfeit packaging market

SWOT analysis helps study the internal environment of the leading companies, effectively, 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 describes the market intellect along with the current trends and revenue for the period 2014-2020

KEY MARKET SEGMENTS

Global anti-counterfeit technology market is categorized into
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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