

Anti-counterfeit Pharmaceuticals and Cosmetics Packaging Market by Technologies (Ink and Dyes, Holograms, Watermarks, Taggants, Barcode, RFID) - Global Opportunity Analysis and Industry Forecast, 2014 - 2022

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Abstracts

Anti-counterfeit is enforcement of remedial measures that helps in minimizing the counterfeiting activities. The global anti-counterfeit packaging (Pharmaceutical and Cosmetics) market has generated a revenue of \$35.7 billion in 2014 and is forecast to grow at a CAGR of 15.7% over the forecast period.

Pharmaceutical, cosmetics and personal care products are the first line of target for counterfeiters. The fact behind the rigorous counterfeiting activities is the presence of high volume low value manufacturing nature of the market. Presently, the trends in cosmetics and personal care industry are shifting from premium beauty products to routine skin care products that are sold across local market. This would increase the threats from counterfeiting across cosmetics and personal care industry. Furthermore, the decentralization of pharmaceutical industry in terms of manufacturing and emergence of small scale personal care industry reduces the manufacturers control on the supply chain. Thus, increases the probabilities of counterfeiting. However, the advancement in track and trace technologies, increasing practices of multi-layered authentication technologies have bring revolutionary changes in securing original products. Companies with premium range of products are opting for RFID and ePedigree authentication technologies. However, economic product categories are majorly secured with the conventional authentication technologies such as holograms, inks and dyes. The unaffordable cost structure of track and trace technologies, complex operations involved in tracking the products are the major challenges for the growth of market.

The report covers geographical analysis of North America, Europe, Asia Pacific, and

LAMEA. North America would continue to lead the market throughout the forecast period. Europe anti-counterfeit technology market would rank second in terms of revenue. Pharmaceutical and medical cosmetic companies would be the prominent consumer base for anti-counterfeit industry across Europe. The Asia-pacific, would be the fastest growing region, supplemented by a growing level of awareness for authenticated pharmaceutical drugs, and continuous support from the pharmaceutical companies in the form of awareness campaigns. Competitive landscape of anti-counterfeit packaging market highlights product launch, acquisition, and collaboration as key strategies. Key players profiled in this report are Alien Technology Corp., Alpvision, Zebra Technologies, Inksure Technologies, Avery Dennison, Flint Group, Impinj Incorporation, Honeywell (Datamax-O'Neil), Authentix Inc. and Sicapa.

KEY BENEFITS

Key market drivers and restraints of the anti-counterfeit packaging market segments are highlighted

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

Porters 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,
MARKET BY TECHNOLOGIES

Authentication technology

Ink and Dyes

Holograms

Watermarks

Taggants

Track and trace technology

Barcode technology

RFID technology

MARKET BY APPLICATIONS

Pharmaceuticals

Over the counter drugs

Prescription based drugs

Cosmetics and personal care

MARKET BY GEOGRAPHY

North America

Europe

Asia-Pacific

LAMEA

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