

# Global Anti-counterfeit Packaging in Consumer Goods Market Size, Manufacturers, Opportunities and Forecast to 2030

<https://marketpublishers.com/r/GF7C15973557EN.html>

Date: April 2024

Pages: 124

Price: US\$ 3,450.00 (Single User License)

ID: GF7C15973557EN

## Abstracts

Anti-counterfeiting packaging is the process of assigning secure packaging to the product in order to minimize counterfeiting or infringement. The purpose of anti-counterfeiting packaging is to prevent imitation and confirms safety of the goods.

According to APO Research, The global Anti-counterfeit Packaging in Consumer Goods market was estimated at US\$ million in 2023 and is projected to reach a revised size of US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

Global Anti-counterfeit Packaging in Consumer Goods key players include Avery Dennison, Sun Chemical, Zebra Technologies, DNP, NHK SPRING, etc. Global top five manufacturers hold a share about 8%.

North America is the largest market, with a share over 25%, followed by Europe and China, have a share about 50 percent.

In terms of product, Authentication Packaging Technology is the largest segment, with a share over 65%. And in terms of application, the largest application is Food & Beverage, followed by Electronics & Appliances, Clothing & Ornament, ect.

## Report Scope

This report aims to provide a comprehensive presentation of the global market for Anti-counterfeit Packaging in Consumer Goods, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make

informed business decisions regarding Anti-counterfeit Packaging in Consumer Goods.

The Anti-counterfeit Packaging in Consumer Goods market size, estimations, and forecasts are provided in terms of revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Anti-counterfeit Packaging in Consumer Goods market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

### Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, gross margin by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Avery Dennison

Sun Chemical

Zebra Technologies

DNP

NHK SPRING

Flint Group

Toppan

3M

Essentra

DuPont

KURZ

OpSec Security

Lipeng

Shiner

Taibao

Invengo

De La Rue

Schreiner ProSecure

CFC

UPM Raflatac

Techsun

impinj

Anti-counterfeit Packaging in Consumer Goods segment by Type

Authentication Packaging Technology

Track and Trace Packaging Technology

## Anti-counterfeit Packaging in Consumer Goods segment by Application

Food & Beverage

Electronics & Appliances

Clothing & Ornament

Others

## Anti-counterfeit Packaging in Consumer Goods Segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

## Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Anti-counterfeit Packaging in Consumer Goods market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Anti-counterfeit Packaging in Consumer Goods and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market
5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Anti-counterfeit Packaging in Consumer Goods.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Chapter Outline

Chapter 1: Introduces the report scope of the report, executive summary of global and regional market size and CAGR for the history and forecast period (2019-2024, 2025-2030). It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 3: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 4: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 5: Detailed analysis of Anti-counterfeit Packaging in Consumer Goods companies' competitive landscape, revenue, market share and ranking, latest development plan, merger, and acquisition information, etc.

Chapter 6: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product introduction, revenue, recent development, etc.

Chapter 7, 8, 9, 10 and 11: North America, Europe, Asia Pacific, Latin America, Middle East & Africa, revenue by country.

Chapter 12: Concluding Insights of the report

Chapter 12: Concluding Insights of the report

## Contents

### 1 MARKET OVERVIEW

#### 1.1 Product Definition

#### 1.2 Global Market Growth Prospects

#### 1.3 Global Anti-counterfeit Packaging in Consumer Goods Market Size Overview by Region 2019 VS 2023 VS 2030

#### 1.4 Global Anti-counterfeit Packaging in Consumer Goods Market Size by Region (2019-2030)

##### 1.4.1 Global Anti-counterfeit Packaging in Consumer Goods Market Size by Region (2019-2024)

##### 1.4.2 Global Anti-counterfeit Packaging in Consumer Goods Market Size by Region (2025-2030)

#### 1.5 Key Regions Anti-counterfeit Packaging in Consumer Goods Market Size (2019-2030)

##### 1.5.1 North America Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (2019-2030)

##### 1.5.2 Europe Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (2019-2030)

##### 1.5.3 Asia-Pacific Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (2019-2030)

##### 1.5.4 Latin America Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (2019-2030)

##### 1.5.5 Middle East & Africa Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (2019-2030)

### 2 ANTI-COUNTERFEIT PACKAGING IN CONSUMER GOODS MARKET BY TYPE

#### 2.1 Type Introduction

##### 2.1.1 Authentication Packaging Technology

##### 2.1.2 Track and Trace Packaging Technology

#### 2.2 Global Anti-counterfeit Packaging in Consumer Goods Market Size by Type

##### 2.2.1 Global Anti-counterfeit Packaging in Consumer Goods Market Size Overview by Type (2019-2030)

##### 2.2.2 Global Anti-counterfeit Packaging in Consumer Goods Historic Market Size Review by Type (2019-2024)

##### 2.2.3 Global Anti-counterfeit Packaging in Consumer Goods Market Size Forecasted by Type (2025-2030)



## 2.3 Global Anti-counterfeit Packaging in Consumer Goods Market Size by Regions

2.3.1 North America Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Type (2019-2024)

2.3.2 Europe Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Type (2019-2024)

2.3.3 Asia-Pacific Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Type (2019-2024)

2.3.4 Latin America Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Type (2019-2024)

2.3.5 Middle East and Africa Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Type (2019-2024)

## **3 ANTI-COUNTERFEIT PACKAGING IN CONSUMER GOODS MARKET BY APPLICATION**

### 3.1 Type Introduction

3.1.1 Food & Beverage

3.1.2 Electronics & Appliances

3.1.3 Clothing & Ornament

3.1.4 Others

### 3.2 Global Anti-counterfeit Packaging in Consumer Goods Market Size by Application

3.2.1 Global Anti-counterfeit Packaging in Consumer Goods Market Size Overview by Application (2019-2030)

3.2.2 Global Anti-counterfeit Packaging in Consumer Goods Historic Market Size Review by Application (2019-2024)

3.2.3 Global Anti-counterfeit Packaging in Consumer Goods Market Size Forecasted by Application (2025-2030)

### 3.3 Global Anti-counterfeit Packaging in Consumer Goods Market Size by Regions

3.3.1 North America Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Application (2019-2024)

3.3.2 Europe Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Application (2019-2024)

3.3.3 Asia-Pacific Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Application (2019-2024)

3.3.4 Latin America Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Application (2019-2024)

3.3.5 Middle East and Africa Anti-counterfeit Packaging in Consumer Goods Market Size Breakdown by Application (2019-2024)

## **4 GLOBAL MARKET DYNAMICS**

- 4.1 Anti-counterfeit Packaging in Consumer Goods Industry Trends
- 4.2 Anti-counterfeit Packaging in Consumer Goods Industry Drivers
- 4.3 Anti-counterfeit Packaging in Consumer Goods Industry Opportunities and Challenges
- 4.4 Anti-counterfeit Packaging in Consumer Goods Industry Restraints

## **5 COMPETITIVE INSIGHTS BY COMPANY**

- 5.1 Global Top Players by Anti-counterfeit Packaging in Consumer Goods Revenue (2019-2024)
- 5.2 Global Anti-counterfeit Packaging in Consumer Goods Industry Company Ranking, 2022 VS 2023 VS 2024
- 5.3 Global Anti-counterfeit Packaging in Consumer Goods Key Company Headquarters & Area Served
- 5.4 Global Anti-counterfeit Packaging in Consumer Goods Company, Product Type & Application
- 5.5 Global Anti-counterfeit Packaging in Consumer Goods Company Commercialization Time
- 5.6 Market Competitive Analysis
  - 5.6.1 Global Anti-counterfeit Packaging in Consumer Goods Market CR5 and HHI
  - 5.6.2 Global Top 5 and 10 Anti-counterfeit Packaging in Consumer Goods Players Market Share by Revenue in 2023
  - 5.6.3 2023 Anti-counterfeit Packaging in Consumer Goods Tier 1, Tier 2, and Tier

## **6 COMPANY PROFILES**

- 6.1 Avery Dennison
  - 6.1.1 Avery Dennison Company Information
  - 6.1.2 Avery Dennison Business Overview
  - 6.1.3 Avery Dennison Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)
  - 6.1.4 Avery Dennison Anti-counterfeit Packaging in Consumer Goods Product Portfolio
  - 6.1.5 Avery Dennison Recent Developments
- 6.2 Sun Chemical
  - 6.2.1 Sun Chemical Company Information
  - 6.2.2 Sun Chemical Business Overview
  - 6.2.3 Sun Chemical Anti-counterfeit Packaging in Consumer Goods Revenue, Global

## Share and Gross Margin (2019-2024)

### 6.2.4 Sun Chemical Anti-counterfeit Packaging in Consumer Goods Product Portfolio

### 6.2.5 Sun Chemical Recent Developments

## 6.3 Zebra Technologies

### 6.3.1 Zebra Technologies Company Information

### 6.3.2 Zebra Technologies Business Overview

### 6.3.3 Zebra Technologies Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

### 6.3.4 Zebra Technologies Anti-counterfeit Packaging in Consumer Goods Product Portfolio

### 6.3.5 Zebra Technologies Recent Developments

## 6.4 DNP

### 6.4.1 DNP Company Information

### 6.4.2 DNP Business Overview

### 6.4.3 DNP Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

### 6.4.4 DNP Anti-counterfeit Packaging in Consumer Goods Product Portfolio

### 6.4.5 DNP Recent Developments

## 6.5 NHK SPRING

### 6.5.1 NHK SPRING Company Information

### 6.5.2 NHK SPRING Business Overview

### 6.5.3 NHK SPRING Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

### 6.5.4 NHK SPRING Anti-counterfeit Packaging in Consumer Goods Product Portfolio

### 6.5.5 NHK SPRING Recent Developments

## 6.6 Flint Group

### 6.6.1 Flint Group Company Information

### 6.6.2 Flint Group Business Overview

### 6.6.3 Flint Group Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

### 6.6.4 Flint Group Anti-counterfeit Packaging in Consumer Goods Product Portfolio

### 6.6.5 Flint Group Recent Developments

## 6.7 Toppan

### 6.7.1 Toppan Company Information

### 6.7.2 Toppan Business Overview

### 6.7.3 Toppan Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

### 6.7.4 Toppan Anti-counterfeit Packaging in Consumer Goods Product Portfolio

### 6.7.5 Toppan Recent Developments

## 6.8 3M

6.8.1 3M Company Information

6.8.2 3M Business Overview

6.8.3 3M Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.8.4 3M Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.8.5 3M Recent Developments

## 6.9 Essentra

6.9.1 Essentra Company Information

6.9.2 Essentra Business Overview

6.9.3 Essentra Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.9.4 Essentra Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.9.5 Essentra Recent Developments

## 6.10 DuPont

6.10.1 DuPont Company Information

6.10.2 DuPont Business Overview

6.10.3 DuPont Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.10.4 DuPont Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.10.5 DuPont Recent Developments

## 6.11 KURZ

6.11.1 KURZ Company Information

6.11.2 KURZ Business Overview

6.11.3 KURZ Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.11.4 KURZ Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.11.5 KURZ Recent Developments

## 6.12 OpSec Security

6.12.1 OpSec Security Company Information

6.12.2 OpSec Security Business Overview

6.12.3 OpSec Security Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.12.4 OpSec Security Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.12.5 OpSec Security Recent Developments

## 6.13 Lipeng

6.13.1 Lipeng Company Information

6.13.2 Lipeng Business Overview

6.13.3 Lipeng Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.13.4 Lipeng Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.13.5 Lipeng Recent Developments

6.14 Shiner

6.14.1 Shiner Comapny Information

6.14.2 Shiner Business Overview

6.14.3 Shiner Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.14.4 Shiner Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.14.5 Shiner Recent Developments

6.15 Taibao

6.15.1 Taibao Comapny Information

6.15.2 Taibao Business Overview

6.15.3 Taibao Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.15.4 Taibao Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.15.5 Taibao Recent Developments

6.16 Invengo

6.16.1 Invengo Comapny Information

6.16.2 Invengo Business Overview

6.16.3 Invengo Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.16.4 Invengo Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.16.5 Invengo Recent Developments

6.17 De La Rue

6.17.1 De La Rue Comapny Information

6.17.2 De La Rue Business Overview

6.17.3 De La Rue Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.17.4 De La Rue Anti-counterfeit Packaging in Consumer Goods Product Portfolio

6.17.5 De La Rue Recent Developments

6.18 Schreiner ProSecure

6.18.1 Schreiner ProSecure Comapny Information

6.18.2 Schreiner ProSecure Business Overview

6.18.3 Schreiner ProSecure Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

6.18.4 Schreiner ProSecure Anti-counterfeit Packaging in Consumer Goods Product Portfolio

#### 6.18.5 Schreiner ProSecure Recent Developments

### 6.19 CFC

#### 6.19.1 CFC Company Information

#### 6.19.2 CFC Business Overview

#### 6.19.3 CFC Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

#### 6.19.4 CFC Anti-counterfeit Packaging in Consumer Goods Product Portfolio

#### 6.19.5 CFC Recent Developments

### 6.20 UPM Raflatac

#### 6.20.1 UPM Raflatac Company Information

#### 6.20.2 UPM Raflatac Business Overview

#### 6.20.3 UPM Raflatac Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

#### 6.20.4 UPM Raflatac Anti-counterfeit Packaging in Consumer Goods Product Portfolio

#### 6.20.5 UPM Raflatac Recent Developments

### 6.21 Techsun

#### 6.21.1 Techsun Company Information

#### 6.21.2 Techsun Business Overview

#### 6.21.3 Techsun Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

#### 6.21.4 Techsun Anti-counterfeit Packaging in Consumer Goods Product Portfolio

#### 6.21.5 Techsun Recent Developments

### 6.22 impinj

#### 6.22.1 impinj Company Information

#### 6.22.2 impinj Business Overview

#### 6.22.3 impinj Anti-counterfeit Packaging in Consumer Goods Revenue, Global Share and Gross Margin (2019-2024)

#### 6.22.4 impinj Anti-counterfeit Packaging in Consumer Goods Product Portfolio

#### 6.22.5 impinj Recent Developments

## 7 NORTH AMERICA

### 7.1 North America Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

### 7.2 North America Anti-counterfeit Packaging in Consumer Goods Market Size by Country (2019-2024)

### 7.3 North America Anti-counterfeit Packaging in Consumer Goods Market Size Forecast by Country (2025-2030)



## **8 EUROPE**

8.1 Europe Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

8.2 Europe Anti-counterfeit Packaging in Consumer Goods Market Size by Country (2019-2024)

8.3 Europe Anti-counterfeit Packaging in Consumer Goods Market Size Forecast by Country (2025-2030)

## **9 ASIA-PACIFIC**

9.1 Asia-Pacific Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

9.2 Asia-Pacific Anti-counterfeit Packaging in Consumer Goods Market Size by Country (2019-2024)

9.3 Asia-Pacific Anti-counterfeit Packaging in Consumer Goods Market Size Forecast by Country (2025-2030)

## **10 LATIN AMERICA**

10.1 Latin America Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

10.2 Latin America Anti-counterfeit Packaging in Consumer Goods Market Size by Country (2019-2024)

10.3 Latin America Anti-counterfeit Packaging in Consumer Goods Market Size Forecast by Country (2025-2030)

## **11 MIDDLE EAST & AFRICA**

11.1 Middle East & Africa Anti-counterfeit Packaging in Consumer Goods Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

11.2 Middle East & Africa Anti-counterfeit Packaging in Consumer Goods Market Size by Country (2019-2024)

11.3 Middle East & Africa Anti-counterfeit Packaging in Consumer Goods Market Size Forecast by Country (2025-2030)

## **12 CONCLUDING INSIGHTS**

## **13 APPENDIX**

13.1 Reasons for Doing This Study

13.2 Research Methodology

13.3 Research Process

13.4 Authors List of This Report

13.5 Data Source

13.5.1 Secondary Sources

13.5.2 Primary Sources



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