

# **Global Anti-counterfeit Packaging Market Size study, by Packaging Types (Bottes & Jars, Vials & Ampoules, Blisters, Trays, Pouches & Sachets, Others (Tubes, Syringes, etc.)) by Technology (RFID, Security Inks & Coatings, Security Seals, Holograms, Mass Encryption, Barcode, Mass Serialization) by end use industries (Pharma & Biological, Medical & Supplies, Gloves, Scissors, Syringes & Needles, Surgical Tapes, Others, Medical Equipment, Surgical, Therapeutic, Diagnostic) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Anti-counterfeit Packaging Market is valued approximately USD 104.1 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 12.5 % over the forecast period 2021-2027. Anti-counterfeit packaging solutions such as barcodes, radio frequency identification (RIF), and serialization as well as track and trace solutions are used to curb counterfeiting of products. This type of packaging is gaining adoption from pharmaceutical and personal care industries. Anti-counterfeit packaging market is being driven by growing packaging industry and increasing government efforts to curb counterfeiting of medicines as well as medical devices. For instance: according to The International Criminal Police Organization, (Interpol) in the year 2020 – in an effort to curb counterfeiting INTERPOL has seized nearly 20 million fake pharmaceutical items across the Middle East and North Africa. Also, as per In June 2021, Medicines and Healthcare products Regulatory Agency (MHRA), UK has seized over 3 million medicines and medical devices worth USD 10.1 million as part of a global operation to curb the illegal online sale of medicines and medical devices. MHRA has removed

113,000 illegally operating websites that were selling illicit medical devices and machines, with the growing adoption from end use industries and surging healthcare industry in emerging economies, the adoption & demand for Anti-counterfeit Packaging is likely to increase the market growth during the forecast period. However, high cost of radio frequency identification solutions and slow adoption rate owing to lack of awareness and high cost, impede the growth of the market over the forecast period of 2021-2027.

The key regions considered for the global Anti-counterfeit Packaging Market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to growing research and development in anti-counterfeit technology and presence of leading players in the region. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period 2021-2027. Factors such as growing healthcare and personal care industry in the region would create lucrative growth prospects for the Anti-counterfeit Packaging Market across Asia-Pacific region.

Major market player included in this report are:

Realtag

Avery Dennison Corporation (U.S.),

CCL Industries Inc. (Canada),

3M Company (U.S.),

DuPont. (U.S.),

Alp Vision S.A (Switzerland),

Zebra Technologies Corporation (U.S.),

SICPA Holding SA (Switzerland),

Applied DNA Sciences Inc. (US),

SAVI Technology, Inc. (U.S.)

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Packaging Types:

Bottes & Jars

Vials & Ampoules

Blisters

Trays

Pouches & Sachets

Others (Tubes, Syringes, etc.)

By Technology:

RFID (Radio Frequency Identification)

Security Inks & Coatings

Security Seals

Holograms

Mass Encryption

Barcode

Mass Serialization

By End Use Industries:

Pharma & Biological

Medical & Supplies

Gloves

Scissors

Syringes & Needles

Surgical Tapes

Others

Medical Equipment

Surgical

Therapeutic

Diagnostic

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027

Target Audience of the Global Anti-counterfeit Packaging Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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