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Global Anti-counterfeit Pharmaceutical and Cosmetic Packaging Market to Reach USD 198.86 Billion by 2032

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Abstracts

The Global Anti-counterfeit Pharmaceutical and Cosmetic Packaging Market is valued at approximately USD 94.25 billion in 2023 and is projected to expand with a robust compound annual growth rate (CAGR) of 8.65% from 2024 to 2032. With the increasing proliferation of counterfeit pharmaceuticals and cosmetics worldwide, the demand for advanced packaging solutions that integrate authentication and track-and-trace technologies has surged significantly. These packaging innovations act as an essential shield, preventing counterfeiting while ensuring supply chain transparency, regulatory compliance, and consumer safety.

The rising incidences of counterfeit drugs and cosmetics pose a critical public health concern, compelling regulatory bodies to impose stringent packaging mandates and quality control measures. Governments worldwide are tightening anti-counterfeiting regulations, fueling the widespread adoption of smart packaging solutions embedded with RFID, NFC, barcoding, and holographic security labels. Furthermore, major industry players are heavily investing in next-generation security features that combine digital serialization with blockchain-powered traceability systems, fostering a more transparent and secure supply chain.

North America remains at the forefront of market expansion, backed by well-established pharmaceutical regulations, high awareness about counterfeit-related risks, and the presence of key market players driving innovation in anti-counterfeit packaging technologies. Europe follows closely, leveraging advanced compliance frameworks such as the EU Falsified Medicines Directive (FMD), which mandates serialization and authentication measures for all pharmaceutical products. Meanwhile, the Asia-Pacific region is set to register the highest growth rate, primarily driven by the expanding

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pharmaceutical and personal care industries in China, India, and Japan. With rising government initiatives targeting counterfeit drug control and increasing investments in smart packaging solutions, APAC is poised to become a crucial market for anti-counterfeit technologies.

To maintain a competitive edge, key industry players are focusing on strategic collaborations, mergers, and acquisitions to enhance their technological capabilities. Companies are also prioritizing AI-driven track-and-trace systems, machine-readable security features, and smart labels, ensuring enhanced product authentication throughout the supply chain. As regulatory frameworks become more stringent and consumer demand for genuine and traceable products intensifies, the global anti-counterfeit pharmaceutical and cosmetic packaging market is set to witness significant growth throughout the forecast period.

Major Market Players Included in This Report:

3M Company

Avery Dennison Corporation

CCL Industries Inc.

DuPont de Nemours, Inc.

SATO Holdings Corporation

Sicpa Holding SA

Zebra Technologies Corporation

AlpVision SA

Impinj, Inc.

Tracelink Inc.

Amcor PLC

Sealed Air Corporation

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Authentix, Inc.

Atlantic Zeiser GmbH

U-NICA Solutions AG

The Detailed Segments and Sub-segments of the Market are Explained Below:

By Technology:

Authentication Packaging Technology

Track & Trace Packaging Technology

By End-use:

Pharmaceutical Industry

Cosmetic Industry

By Region:

North America

U.S.

Canada

Europe

UK

Germany

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- France
- Spain
- Italy
- Rest of Europe

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea
- Rest of Asia Pacific

Latin America

- Brazil
- Mexico
- Rest of Latin America

Middle East & Africa

- Saudi Arabia
- South Africa

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Rest of Middle East & Africa

Key Takeaways:

Market estimates and forecasts for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Comprehensive analysis of the geographical landscape with country-level insights.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations for future market approaches.

Evaluation of market demand-supply dynamics and competitive structure.

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