

Global Anti-counterfeiting, authentication and verification technologies Market Size study & Forecast, by Technology(Authentication, OVDs and Holograms, Substrates, Security Inks and Coatings, Anti-theft Labels and Tags and Others) by End Use Industry(Healthcare and Pharmaceuticals, Beauty Care Products, Drugs and Medicine, Medical Devices, Consumer Products, Clothing and Accessories and Others), by End Use Application(Forensic Indicators, Biological Taggants, Chemical Taggants, DNA Taggants, Overt Features, Alter Clear Pressing and Others) and Regional Analysis, 2022-2029

<https://marketpublishers.com/r/GC7BFE0F00B0EN.html>

Date: May 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GC7BFE0F00B0EN

Abstracts

Global Anti-counterfeiting, authentication and verification technologies Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Anti-counterfeiting, authentication and verification technologies offers secure packaging to companies seeking to minimize piracy or counterfeiting. To protect against the counterfeiting of sensitive and susceptible products, various industries have adopted anti-counterfeiting, authentication, and verification systems. The Anti-counterfeiting, authentication and verification technologies market is expanding because of factors such as increasing focus on brand protection by manufacturers, rising number of counterfeiting products and stringent government regulation for the adoption of anti-counterfeiting devices.

The government across the region are taking strategic moves to promote the adoption of anti-counterfeiting solution to protect the product from counterfeiting which is catering the market growth. In year 2020, ASPA and GS1 India, have signed a memorandum of understanding (MoU) to work together to mainstream and nurture the anti-counterfeiting ecosystem by encouraging the use of standards-based solutions for the benefit of business and consumers in general. Along with these, According to ASPA Counterfeit Repository data, the top industries with the highest quantity of counterfeit items in 2018 and 2019 include alcohol, FMCG, pharmaceuticals, tobacco, agriculture, and automobiles. During the COVID 19 pandemic, more than 150 instances of counterfeit incidents were documented by the media (between January and March 2020). In March and April 2020, there were numerous incidents of the usage of fake PPE kits, sanitizers, and masks. This rising counterfeit incidences and government initiatives for the adoption of anticounterfeit devices in the region is fostering the market growth. In addition, rising awareness regarding counterfeiting products is creating a lucrative growth to the market. However, the high cost of Anti-counterfeiting, authentication and verification technologies market may halt market growth.

The key regions considered for the Global Anti-counterfeiting, authentication and verification technologies Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to increasing focus on brand protection by manufacturers, rising number of counterfeiting products and stringent government regulation. Whereas Asia Pacific is expected to grow with a highest CAGR during the forecast period, owing to factors such as rising manufacturing industry, and rising product and technological development in the region. .

Major market player included in this report are:

3M

Applied Dna Sciences Inc.

Arjo Solutions

Autentix Inc.

Avery Dennison Corp.

Ccl Industries Inc.

Centro Graphico Dg

Cfc International Inc.

De La Rue Plc

Dust Identity Inc.

Recent Developments in the Market:

In May 2022, To combat product and brand piracy and counterfeiting, Giesecke + Devrient (G+D) has created the SIGN authentication solution. SIGN strives for quick and easy product verification using contemporary micro-optics technology. It describes itself as a 'safe, sustainable, and budget-friendly alternative' to labels that already have security elements built in.

Global Anti-counterfeiting, authentication and verification technologies Market Report
Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Technology, End Use Industry, End Use Application, , Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Technology offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Technology:

Authentication

OVDs and Holograms

Substrates

Security Inks and Coatings

Anti-theft Labels and Tags

Others

By End Use Industry:

Healthcare and Pharmaceuticals

Beauty Care Products
Drugs and Medicine
Medical Devices
Consumer Products
Clothing and Accessories
Others
By End Use Application
Forensic Indicators
Biological Taggants
Chemical Taggants
DNA Taggants
Overt Features
Alter Clear Pressing
Others
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
RoLA
Rest of the World

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