

# **Global Authentication and Brand Protection Market Size study, By Authentication Mode (Smartphone Authentication, Blockchain Authentication), By Technology (Overt, Covert, Digital, Forensic), By Offering (Security Labels, Security Inks, Holograms, Barcodes, RFID, Authentication Chips, QR Codes), By Application (Electronics, Pharmaceuticals, Automotive, Food & Beverages, Apparel, Luxury Goods, Cosmetics, Others), and Regional Forecasts 2022-2028**

<https://marketpublishers.com/r/G960457F1C5FEN.html>

Date: May 2022

Pages: 200

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

ID: G960457F1C5FEN

## **Abstracts**

Global Authentication and Brand Protection 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 2022-2028.

Authentication and brand protection is the method that facilitates the right holder undertakes to prevent third parties from using its intellectual property without permission. Authentication and brand protection are gaining huge traction among industries such as electronics, pharmaceuticals, automotive, food & beverages, apparel, luxury goods, cosmetics, and many others. The rising emphasis on protecting product and brand integrity, the emergence of track & trace technologies, stringent anti-counterfeiting laws and regulations enforced by governments, coupled with the growth of the manufacturing industry is the primary factors for the global market growth. For instance, according to the India Brand Equity Foundation (IBEF), in 2019, it is estimated that the manufacturing sector was around USD 395.89 billion in India, and the amount

increased and reached USD 694.93 billion in the first quarter of 2022. Consequently, the flourishing growth of the manufacturing industry is anticipated to propel the demand for authentication and brand protection, thus it drives market growth across the globe. However, the high initial capital investment required and limitations of existing technologies impede the growth of the market over the forecast period of 2022-2028. Also, growing demand from emerging economies in APAC and the development of remote authentication solutions are anticipated to act as a catalyzing factor for the market demand during the forecast period.

The key regions considered for the global Authentication and Brand Protection Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Asia-Pacific is the leading region across the world in terms of market share owing to rapid urbanization, increasing industrialization, and growth of the end-use verticals such as food & beverages, pharmaceuticals, automotive, and many others. Whereas, Europe is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the rising focus on evolving sustainable brand protection options, as well as increasing awareness regarding the availability of a product, would create lucrative growth prospects for the Authentication and Brand Protection Market across the European region.

Major market players included in this report are:

Assa Abloy AB

Sunchemicals

Arjo Solutions

Authentic Vision

Alpvision SA

Applied DNA Science

CILS International

Blue Bite LLC

Nosco Inc.

Document Security Systems Inc.

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 Authentication Mode:

Smartphone Authentication

Blockchain Authentication

By Technology:

Overt

Covert

Digital

Forensic

By Offering:

Security Labels

Security Inks

Holograms

Barcodes

RFID

Authentication Chips

QR Codes

By Application:

Electronics

Pharmaceuticals

Automotive

Food & Beverages

Apparel

Luxury Goods

Cosmetics

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  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020  
Base year – 2021  
Forecast period – 2022 to 2028

Target Audience of the Global Authentication and Brand Protection 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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