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Global Pharmaceuticals and Food Anti-Counterfeiting Technologies Market Size study, by Application (Food, Pharmaceuticals), by Technology (Authentication, Inks and Dyes, Holograms, Watermarks, Taggants, Others, Trace and Track, Bar Codes, RFID) and Regional Forecasts 2022-2032

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Abstracts

The Global Pharmaceuticals and Food Anti-Counterfeiting Technologies Market is valued at approximately USD 355.95 billion in 2023 and is projected to expand at a compound annual growth rate (CAGR) of 11.6% during the forecast period 2024 to 2032. In a world where counterfeiting poses an escalating threat to human health and economic integrity, anti-counterfeiting technologies have emerged as a formidable line of defense. Particularly in the pharmaceuticals and food sectors—where even minor breaches in product authenticity can lead to catastrophic outcomes—technological interventions are being increasingly adopted to fortify product integrity across the supply chain. These solutions encompass a diverse suite of mechanisms ranging from overt and covert labels to high-end traceability frameworks, ensuring that each product can be verified from manufacturing floor to end consumer.

Driven by a rapidly globalizing marketplace and increasing concerns about product safety, the demand for advanced authentication technologies is surging. Counterfeit drugs and adulterated food products not only tarnish brand reputations but also jeopardize consumer health. As such, companies are aggressively integrating technologies such as RFID, barcoding, holograms, and forensic taggants into their packaging and logistics operations. Furthermore, evolving regulatory mandates across regions—including serialization laws and compliance protocols—are compelling manufacturers to adopt trace-and-track systems to enable real-time visibility and

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historical tracking of product journeys. These measures are not merely reactive defenses but strategic pivots toward enhancing operational transparency and consumer trust.

While the growth trajectory of this market is steep, it is not without challenges. The high upfront cost of deploying sophisticated anti-counterfeiting infrastructure remains a deterrent for small to medium enterprises, especially in developing regions. Additionally, fragmented supply chains, lack of interoperability between technologies, and the complexity of standardizing anti-counterfeiting measures globally have introduced layers of operational intricacies. Nevertheless, this environment is breeding innovation. From blockchain-enabled tracking systems to machine-readable codes embedded at the molecular level, the anti-counterfeiting ecosystem is advancing toward more secure and scalable paradigms.

Regionally, North America dominates the market, underpinned by stringent regulatory frameworks, well-established pharmaceutical infrastructure, and aggressive enforcement of anti-counterfeit laws. Europe follows closely, driven by EU-wide mandates on drug traceability and food labeling. Meanwhile, Asia Pacific is poised to grow at the fastest pace, fueled by increasing incidences of counterfeit goods, growing awareness, and government initiatives across nations like China, India, and Japan. This region is also witnessing a rise in public-private collaborations aimed at strengthening supply chain surveillance and compliance.

Major market player included in this report are:

3M Company

Zebra Technologies Corporation

Avery Dennison Corporation

Applied DNA Sciences, Inc.

Systech International

Authentix, Inc.

AlpVision SA

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SICPA Holding SA

Digimarc Corporation

Optel Group

Covectra, Inc.

Tracelink Inc.

IBM Corporation

Holostik India Ltd.

Thermo Fisher Scientific Inc.

The detailed segments and sub-segment of the market are explained below:

By Application

Food

Pharmaceuticals

By Technology

Authentication

Inks and Dyes

Holograms

Watermarks

Taggants

Others

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Trace and Track

- Bar Codes
#????

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

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Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of

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major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Companies Mentioned

3M Company

Zebra Technologies Corporation

Avery Dennison Corporation

Applied DNA Sciences, Inc.

Systech International

Authentix, Inc.

AlpVision SA

SICPA Holding SA

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