

Global Authentication and Brand Protection Market: Analysis By Application (Medical, Automotive, Food and Beverage, Consumer Electronics, and Others) and By Technology (Digital and Non Digital) By Region Size And Trends With Impact of COVID-19 And Forecast up to 2027

<https://marketpublishers.com/r/G753423D304AEN.html>

Date: September 2022

Pages: 145

Price: US\$ 2,250.00 (Single User License)

ID: G753423D304AEN

Abstracts

The global authentication and brand protection market in 2021 was valued at US\$2.88 billion. The market is expected to reach US\$4.91 billion by 2027. Authentication and Brand Protection is a business to protect and save the brand, maintain its originality and gain customer support. Due to increasing digitalization, major struggle faced by the small or big brands are authentication and brand protection. These solutions are adopted so that counterfeiters are not able to infringe IP or replicate the goods, guaranteeing consumer trust and brand reputation is maintained.

Authentication and brand protection solutions are used to combat counterfeits and to build trust. Economic growth and expansion of manufacturing industry is forecasted to increase the adoption of authentication and brand protection solutions in many industries such as pharmaceuticals, automotive, food and beverages, electronics, etc. Moreover, the growing number of counterfeit products due to the rising e-commerce penetration is expected to drive up demand for brand protection solutions throughout the forecast period of 2022-2027. Therefore, the authentication and brand protection market is expected to flourish at a CAGR of 9.6% during the forecast period of 2022-2027.

Market Segmentation Analysis:

By Application: The report provides the bifurcation of authentication and brand market into five segments : Medical, Automotive, Food and Beverage, Consumer Electronics and others. In 2021, the food and beverage segment lead the global authentication and brand protection market, accounted for around 35% share of the market. As food fraud incidents proliferate, consumers, business, and regulators alike are becoming more aware of the issue and taking action. Due to global distribution and low-cost production techniques, producers are trying to earn more money, which also lead to counterfeiting of food and beverage items. The global pandemic has also made food fraud more prevalent because more individuals are purchasing their groceries online and through third-party vendors. Thus, the market for food and beverage authentication and brand protection would upsurge in the years to come.

By Technology: On the basis of technology, the report bifurcates the market into two segments : Digital and Non Digital. Digital segment is expected to grow at the highest CAGR of around 10%. As data collection technology improves and is more available to consumers via the ever-present smartphone, more brands may be able to actually integrate the reciprocal interaction with consumers via smartphones. These days, more smartphones are capable of image and code collection at high resolution with native and downloaded applications for digital interaction with products and manufacturers. Therefore, the rising digital brand protection services would grow in the years to come.

By Region: In the report, the global authentication and brand protection market is divided into five regions: Asia Pacific, North America, Europe, Latin America, and Middle East and Africa. North America dominated the market in 2021 with almost 34% share of the global market. Rising brand awareness across the North America region is one of the key factors driving the growth of the authentication and brand protection market. The US is the largest market for authentication and brand protection in the world. The market is expanding as a result of increased government enforcement of strict anti-counterfeiting rules and regulations as well as a growing emphasis on protecting product and brand integrity.

Asia Pacific is anticipated to grow at the highest CAGR of 11% during the forecasted period. Asia Pacific authentication and brand protection market is extremely fragmented, with significant local and regional players offering a wide range of solutions for businesses looking to enter the market.

Authentication And Brand Protection Market Dynamics:

Growth Drivers: One of the most important factors impacting authentication and brand

protection market is the growth in food and beverage industry. Food and beverage manufacturers are looking for brand protection solutions as a result of the introduction of new supply chain laws, and the rising expense results in rise in counterfeit goods. The growing number of food scandals has alerted the consumers, industry to address the problem of counterfeit products. Hence, as food is consumed by people, there should be authenticity maintained, this leads to the boom of authentication and brand protection services in food and beverage industry. Furthermore, the market has been growing over the past few years, due to factors such as growth in pharmaceuticals industry, rising industrial production, escalating e-commerce sales, rise in counterfeit products, etc.

Challenges: However, the market has been confronted with some challenges specifically, lack of awareness, rise in counterfeit products, etc. Companies on a smaller scale or in underdeveloped regions don't prefer authentication and brand protection solutions as consumers are not much aware about it. Thus, lack of education regarding these techniques would serve as a major problem in the authentication and brand protection market.

Trends: The market is projected to grow at a fast pace during the forecast period, due to various latest trends such as growing use of blockchain technology solutions, integration of artificial intelligence, advancement in solutions, rising popularity of digital solutions, etc. With the use of machine learning and artificial intelligence, programs may swiftly and automatically update their search criteria without the need for a staff member to sort through lists of data to look for patterns. Because of this procedure, security services are always being updated and improved in order to become more effective and practically entirely automated. Thus, the integration of AI is expanding brand protection and authentication market.

Impact Analysis of COVID-19 and Way Forward:

In the first quarter of 2020, COVID-19 had a negative effect on the authentication and brand protection market, resulting in decreased revenues generated from the market. This trend has discontinued in the latter half of the year as the demand for brand protection solution has increased due to the rising number of counterfeit products.

COVID-19 has changed the working world, possibly forever. Safeguarding an organization's brand integrity and consumer's safety is now of utmost priority than ever before, due to an increased efflux of counterfeit, damaged and expired products. Governments and the private sector need to work together and keep up their guard to

shield themselves from the perils of illegal trade and counterfeiting to protect the welfare of the society at large.

Competitive Landscape:

The global authentication and brand protection market is fragmented, with many players holding trivial market share.

The key players of the global authentication and brand protection market are:

AlpVision SA

Authentic Vision

Applied DNA Sciences

Eastman Kodak

De La Rue

Centro Grafico

Giesecke Devrient GmbH

3M company

Authentix

Avery Dennison

Centro Grafico DG S.P.A

Arjo Solutions

Wisekey

The companies provides authentication and brand protection solutions to protect the brand value of the product. Some of the strategies among key players in the

authentication and brand protection market are expansion, new launch, partnerships, mergers, acquisitions, and collaborations. For Instance, In January 2020, Authentic Vision extended partnership with HDMI Licensing Administrator, Inc. to expand the usage of Authentic Vision's authentication technology for consumers to identify certified HDMI cables with a quick and simple scan of the certification label utilizing the HDMI authentication app. In January 2019, AlpVision joined International Anti-Counterfeiting Coalition (IACC). AlpVision is an active part of IACC and is focusing to support brand owners fight the ever-increasing counterfeiting problem by offering its advanced digital invisible authentication solutions.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

- 2.1 Authentication and Brand Protection: An Overview
- 2.2 Authentication and Brand Protection Segmentation: An Overview
 - 2.2.1 Authentication And Brand Protection Segmentation

3. GLOBAL MARKET ANALYSIS

- 3.1 Global Authentication and Brand Protection Market: An Analysis
 - 3.1.1 Global Authentication and Brand Protection Market: An Overview
 - 3.1.2 Global Authentication and Brand Protection Market by Value
 - 3.1.3 Global Authentication and Brand Protection Market by Application (Food and beverage, Consumer Electronics, Medical, Automotive and Others)
 - 3.1.4 Global Authentication and Brand Protection Market by Technology (Digital and Non Digital)
 - 3.1.5 Global Authentication and Brand Protection Market by Region (North America, Asia Pacific, Europe, Middle East and Africa, and Latin America)
- 3.2 Global Authentication and Brand Protection Market: Application Analysis
 - 3.2.1 Global Authentication and Brand Protection Market by Application: An Overview
 - 3.2.2 Global Food and Beverage Authentication and Brand Protection Market by Value
 - 3.2.3 Global Consumer Electronics Authentication and Brand Protection Market by Value
 - 3.2.4 Global Medical Authentication and Brand Protection Market by Value
 - 3.2.5 Global Automotive Authentication and Brand Protection Market by Value
 - 3.2.6 Global Others Authentication and Brand Protection Market by Value
- 3.3 Global Authentication and Brand Protection Market: Technology Analysis
 - 3.3.1 Global Authentication and Brand Protection Market by Technology: An Overview
 - 3.3.2 Global Digital Authentication and Brand Protection Market by Value
 - 3.3.3 Global Non Digital Authentication and Brand Protection Market by Value

4. REGIONAL MARKET ANALYSIS

- 4.1 North America Authentication and Brand Protection Market: An Analysis
 - 4.1.1 North America Authentication and Brand Protection Market: An Overview
 - 4.1.2 North America Authentication and Brand Protection Market by Value

- 4.1.3 North America Authentication and Brand Protection Market by Region (The US, Canada, and Mexico)
 - 4.1.4 The US Authentication and Brand Protection Market by Value
 - 4.1.5 Canada Authentication and Brand Protection Market by Value
 - 4.1.6 Mexico Authentication and Brand Protection Market by Value
- 4.2 Europe Authentication and Brand Protection Market: An Analysis
 - 4.2.1 Europe Authentication and Brand Protection Market: An Overview
 - 4.2.2 Europe Authentication and Brand Protection Market by Value
 - 4.2.3 Europe Authentication and Brand Protection Market by Region (Germany, UK, France, Italy, and Rest of Europe)
 - 4.2.4 Germany Authentication and Brand Protection Market by Value
 - 4.2.5 UK Authentication and Brand Protection Market by Value
 - 4.2.6 France Authentication and Brand Protection Market by Value
 - 4.2.7 Italy Authentication and Brand Protection Market by Value
 - 4.2.8 Rest of Europe Authentication and Brand Protection Market by Value
- 4.3 Asia Pacific Authentication and Brand Protection Market: An Analysis
 - 4.3.1 Asia Pacific Authentication and Brand Protection Market: An Overview
 - 4.3.2 Asia Pacific Authentication and Brand Protection Market by Value
 - 4.3.3 Asia Pacific Authentication and Brand Protection Market by Region (China, Japan, India, South Korea, Australia, and Rest of Asia Pacific)
 - 4.3.4 China Authentication and Brand Protection Market by Value
 - 4.3.5 Japan Authentication and Brand Protection Market by Value
 - 4.3.6 India Authentication and Brand Protection Market by Value
 - 4.3.7 South Korea Authentication and Brand Protection Market by Value
 - 4.3.8 Australia Authentication and Brand Protection Market by Value
 - 4.3.9 Rest of Asia Pacific Authentication and Brand Protection Market by Value
- 4.4 Middle East and Africa Authentication and Brand Protection Market: An Analysis
 - 4.4.1 Middle East and Africa Authentication and Brand Protection Market: An Overview
 - 4.4.2 Middle East and Africa Authentication and Brand Protection Market by Value
- 4.5 Latin America Authentication and Brand Protection Market: An Analysis
 - 4.5.1 Latin America Authentication and Brand Protection Market: An Overview
 - 4.5.2 Latin America Authentication and Brand Protection Market by Value

5. IMPACT OF COVID-19

- 5.1.1 Impact of COVID-19 on Authentication and Brand Protection
- 5.1.2 Surge in Counterfeit Goods during Pandemic
- 5.1.3 Post COVID-19 Scenario

6. MARKET DYNAMICS

6.1 Growth Drivers

- 6.1.1 Growth in Food and Beverage Industry
- 6.1.2 Growth in Pharmaceutical Industry
- 6.1.3 Growth in Manufacturing Industry
- 6.1.4 Escalating E-commerce Sales
- 6.1.5 Rise in Counterfeit Products
- 6.1.6 Favorable Government Initiatives

6.2 Challenges

- 6.2.1 Lack of Awareness
- 6.2.2 High Initial Capital Investment

6.3 Market Trends

- 6.3.1 Growing use of Blockchain Technology Solutions in Brand Protection
- 6.3.2 Integration of Artificial Intelligence in Brand Protection
- 6.3.3 Advancement in Solutions
- 6.3.4 Rising Popularity of Digital Solutions in Authentication and Brand Protection

7. COMPETITIVE LANDSCAPE

7.1 Global Authentication and Brand Protection Market Players by Product Comparison

8. COMPANY PROFILES

8.1 Authentix

- 8.1.1 Business Overview
- 8.1.2 Business Strategy

8.2 Avery Dennison

- 8.2.1 Business Overview
- 8.2.2 Operating Segments
- 8.2.3 Business Strategy

8.3 De La Rue

- 8.3.1 Business Overview
- 8.3.2 Operating Segments
- 8.3.3 Business Strategy

8.4 AlpVision SA

- 8.4.1 Business Overview
- 8.4.2 Business Strategy

8.5 Authentic Vision

- 8.5.1 Business Overview
- 8.5.2 Business Strategy
- 8.6 Applied DNA Sciences, Inc.
 - 8.6.1 Business Overview
 - 8.6.2 Operating Regions
 - 8.6.3 Business Strategy
- 8.7 Centro Grafico DG S.P.A
 - 8.7.1 Business Overview
- 8.8 Giesecke +Devrient GmbH
 - 8.8.1 Business Overview
 - 8.8.2 Operating Business Sectors
 - 8.8.3 Business Strategy
- 8.9 3M Company
 - 8.9.1 Business Overview
 - 8.9.2 Operating Segments
 - 8.9.3 Business Strategy
- 8.10 Arjo Solutions
 - 8.10.1 Business Overview
 - 8.10.2 Operating Segments
 - 8.10.3 Business Strategy
- 8.11 Eastman Kodak Company
 - 8.11.1 Business Overview
 - 8.11.2 Operating Segments
 - 8.11.3 Business Strategy
- 8.12 Wisekey
 - 8.12.1 Business Overview
 - 8.12.2 Operating Segments
 - 8.12.3 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Steps in Authentication and Brand Protection

Figure 2: Authentication And Brand Protection Segmentation

Figure 3: Global Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Billion)

Figure 4: Global Authentication and Brand Protection market by Value; 2022-2027 (US\$ Billion)

Figure 5: Global Authentication and Brand Protection Market by Application; 2021 (Percentage, %)

Figure 6: Global Authentication And Brand Protection Market by Technology; 2021 (Percentage, %)

Figure 7: Global Authentication and Brand Protection Market by Region; 2021 (Percentage, %)

Figure 8: Global Food and Beverage Authentication And Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 9: Global Food and Beverage Authentication And Brand Protection Market By Value; 2022-2027 (US\$ Billion)

Figure 10: Global Consumer Electronics Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 11: Global Consumer Electronics Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 12: Global Medical Authentication and Brand Protection Market By Value; 2017-2021 (US\$ Million)

Figure 13: Global Medical Authentication and Brand Protection Market By Value; 2022-2027 (US\$ Million)

Figure 14: Global Automotive Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 15: Global Automotive Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 16: Global Others Authentication and Brand Protection Market By Value; 2017-2021 (US\$ Million)

Figure 17: Global Others Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 18: Global Digital Authentication and Brand Protection Market By Value; 2017-2021 (US\$ Million)

Figure 19: Global Digital Authentication and Brand Protection Market By Value;

2022-2027 (US\$ Million)

Figure 20: Global Non Digital Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Billion)

Figure 21: Global Non Digital Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Billion)

Figure 22: North America Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 23: North America Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Billion)

Figure 24: North America Authentication and Brand Protection Market by Region; 2021 (Percentage, %)

Figure 25: The US Authentication and Brand Protection Market By Value; 2017-2021 (US\$ Million)

Figure 26: The US Authentication and Brand Protection Market By Value; 2022-2027 (US\$ Million)

Figure 27: Canada Authentication and Brand Protection Market By Value; 2017-2021 (US\$ Million)

Figure 28: Canada Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 29: Mexico Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 30: Mexico Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 31: Europe Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 32: Europe Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 33: Europe Authentication and Brand Protection Market by Region; 2021 (Percentage, %)

Figure 34: Germany Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 35: Germany Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 36: UK Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 37: UK Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 38: France Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 39: France Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 40: Italy Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 41: Italy Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 42: Rest of Europe Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 43: Rest of Europe Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 44: Asia Pacific Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 45: Asia Pacific Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 46: Asia Pacific Authentication and Brand Protection Market by Region; 2021 (Percentage, %)

Figure 47: China Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 48: China Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 49: Japan Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 50: Japan Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 51: India Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 52: India Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 53: South Korea Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 54: South Korea Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 55: Australia Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 56: Australia Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 57: Rest of Asia Pacific Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 58: Rest of Asia Pacific Authentication and Brand Protection Market by Value;

2022-2027 (US\$ Million)

Figure 59: Middle East and Africa Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 60: Middle East and Africa Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 61: Latin America Authentication and Brand Protection Market by Value; 2017-2021 (US\$ Million)

Figure 62: Latin America Authentication and Brand Protection Market by Value; 2022-2027 (US\$ Million)

Figure 63: Global Five Year Revenue Growth in Food and Beverage Industry by Region (US\$ Billion)

Figure 64: Global Pharmaceutical Market Revenue; 2017-2021 (US\$ Billion)

Figure 65: Global Industrial Production; 2020-2021 Index (2015=100)

Figure 66: Global E-commerce Sales; 2020-2025 (US\$ Trillion)

Figure 67: Global Spending on Blockchain Solutions; 2017-2024 (US\$ Billion)

Figure 68: Global spending on Artificial Intelligence; 2020-2023 (US\$ Billion)

Figure 69: Avery Dennison Net Sales by Segment; 2021 (Percentage, %)

Figure 70: De La Rue Total Revenue by Segment; 2021 (Percentage, %)

Figure 71: Applied DNA sciences Net Revenues by Region ; 2021 (Percentage, %)

Figure 72: Giesecke + Devrient GmbH Sales by Business Sectors; 2021 (Percentage, %)

Figure 73: 3M Company Net Sales by Segment; 2021 (Percentage, %)

Figure 74: Arjo Company Net Sales by Segments; 2021 (Percentage, %)

Figure 75: Eastman Kodak Company Net Revenues by Segments; 2021 (Percentage, %)

Figure 76: Wisekey Revenues by Segments; 2021 (Percentage, %)

Table 1: Global Authentication and Brand Protection Market Players by Product Comparison

Table 2: Business Sectors of Giesecke+Devrient GmbH

I would like to order

Product name: Global Authentication and Brand Protection Market: Analysis By Application (Medical, Automotive, Food and Beverage, Consumer Electronics, and Others) and By Technology (Digital and Non Digital) By Region Size And Trends With Impact of COVID-19 And Forecast up to 2027

Product link: <https://marketpublishers.com/r/G753423D304AEN.html>

Price: US\$ 2,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G753423D304AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970