

Global Anti-Counterfeit Packaging Market: Market Segments: By Technology (Mass Encoding, RFID, Tamper Evidence, Hologram, Forensic);ByApplication (Pharmaceuticals & Healthcare, Food & Beverage, Clothing & Apparel& Others);and Region – Analysis of Market Size, Share & Trends for 2014 – 2019 and Forecasts to 2030

<https://marketpublishers.com/r/G23E127CE357EN.html>

Date: November 2021

Pages: 155

Price: US\$ 5,000.00 (Single User License)

ID: G23E127CE357EN

Abstracts

Product Overview

In order to minimize counterfeiting or infringement, anti-counterfeit packaging is defined as the process of assigning secure packaging to the product. Anti-counterfeiting packaging is a secure packaging method that prevents imitation and confirms the products' safety. Companies take anti-counterfeit steps, allowing them to reduce losses due to counterfeiting in terms of sales and loyalty. Anti-counterfeit pharmaceutical packaging is an approach aimed at stopping pharmaceutical products from being misrepresented in terms of labeling and identification. Anti-counterfeit pharmaceutical packaging helps in the supply chain process to retain the identity of the original product. Anti-counterfeit packaging guarantees that there is no change in the packaging code applied by the original manufacturer and no counterfeiting of the pharmaceutical product.

Market Highlights

Global Anti-Counterfeit Packaging Market is expected to project a notable CAGR of XX.X% in 2030.

Global Anti-Counterfeit Packaging Market to surpass USD XXXX million by 2030 from USD XXXX million in 2018 at a CAGR of XX% throughout the forecast period, i.e. 2019-30. Due to growing concerns about the dilution of brand identity by the leading

producers around the globe, the industry is expected to experience high growth. Moreover, growth over the forecast period is expected to be powered by increasing technological innovation for the development of highly secure packaging for use in the application industries. The recent trend identified in the anti-counterfeit packaging market is the rise in strict product protection legislation pertaining to counterfeiting.

Global Anti-Counterfeit Packaging Market: Segments

The mass encoding Segment to grow with the highest CAGR during 2019-30

Global Anti-Counterfeit Packaging Market is segmented by type into Mass Encoding, RFID, Tamper Evidence, Hologram, Forensic. The greater market share in 2019 was accounted for by the mass encoding segment and is projected to lead the Anti-Counterfeit Packaging market in terms of value during the forecast period. Through the numerous logistics and supply chain management nodes, the dominant market position of the mass encoding technology can be attributed to its product tracking solution. This is also due to the high-volume implementation of packaging innovations, helping producers to escape any technical hurdles.

The pharmaceutical & healthcare Segment to grow with the highest CAGR during 2019-30

Global Anti-Counterfeit Packaging Market is segmented by application into Pharmaceuticals & Healthcare, Food & Beverage, Clothing & Apparel, and others. Based on the Application, pharmaceutical & healthcare is expected to demonstrate the fastest growth during the forecast period. Due to rising health problems and the increase in pharmaceutical demand, this can be attributed to rapid adoption in the medical field. One of the factors leading to the rise in demand for anti-counterfeiting technologies in packaging is an increase in understanding of anti-counterfeit packaging and human health & safety.

Global Anti-Counterfeit Packaging Market: Market Dynamics

Drivers

Stringent product safety regulations

The latest trend identified in the anti-counterfeit packaging market is the rise in strict product protection regulations related to counterfeiting. Since the market concentration of counterfeit products is constantly growing, strict regulations are imposed by the government of different countries to regulate counterfeiting activities. Such regulations

have a positive influence on the anti-counterfeit packaging industry and seek to eliminate the demand for counterfeit products. Due to the sales of counterfeit products, there has been a rise in concerns about the losses suffered by product manufacturers across countries, which has increased concerns about brand dilution, which in turn drives the need for anti-counterfeit packaging.

Growing of Pharmaceutical sector

Due to the risk of damage caused by the use of fake products, a major demand for anti-counterfeit packaging is expected to come from the pharmaceutical industry.

Manufacturers are embracing anti-counterfeiting packaging technology due to concerns about the brand value and adverse effects of spurious products, which in turn fuels the global demand for anti-counterfeit packaging. Following the concerns about brand dilution and losses suffered by manufacturers, many companies are making significant investments in anti-counterfeit packaging technologies which in turn is expected to generate enormous business opportunities for industry players.

Restrain

High Cost of Technology

The introduction of anti-counterfeiting technologies is costly, so the safety of the drug is ignored by small producers which are likely to be impeded by the market growth of anti-counterfeit pharmaceutical packaging. Counterfeit drugs are specifically promoted by the increase in the number of cases in which patients do not consult a physician before buying prescription products. The lack of consumer awareness of the authentication of pharmaceutical and food products, however, has an effect on industry development. For the growth of the anti-counterfeiting packaging industry, the high-cost structure for track & trace infrastructure and lack of knowledge of product originality are expected to pose major challenges.

Global Anti-Counterfeit Packaging Market: Key Players

Avery Dennison Corporation

Company Overview

Business Strategy

Key Product Offerings

Financial Performance

Key Performance Indicators

Risk Analysis

Recent Development

Regional Presence

SWOT Analysis

CCL Industries Inc.
3M Company
E.I. Du Pont De Nemours and Company
Zebra Technologies Corporation
Sicpa Holding SA
AlpVision SA
Applied Dna Sciences Inc.
Uflex Limited
Authentix Inc.
Ampacet Corporation
PharmaSecure Inc.

Global Anti-Counterfeit Packaging Market: Regions

Global Anti-Counterfeit Packaging Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, APAC, and MENA.

Global Anti-Counterfeit Packaging Market in the APAC region held the largest market share of XX.X% in 2018 with emerging economies such as China and India which is likely to continue during the forecast period. Because of growing concerns about the harm caused by the production of forged goods, the industry is expected to expand. It is estimated that China will account for the largest market share and dominate the market for Asia-Pacific anti-counterfeit packaging. Demand for anti-counterfeit packaging solutions in China is likely to be driven by the rising pharmaceutical & healthcare and food & beverage industries. In addition, the broad customer base of the country, the overall positive economic environment, and the rise in production activities will drive demand in the packaging sector.

Competitive Landscape:

Global Anti-Counterfeit Packaging market, which is highly competitive, consists of several major players. Companies, such as Avery Dennison, Alien Technology Corp., Inksure Technologies hold a substantial market share in the Anti-Counterfeit Packaging market. Other players analyzed in this report are Authentix Inc., Zebra Technologies, AlpVision, Sicapa, Essentra PLC, Impinj Inc., Flint Group, TraceLink Inc., and Catalent Pharma Solution Inc among others.

Recently, various developments have been taking place in the market. For instance, In November 2016, 3M Track and Trace Solutions introduces Scotch Clean Removal Strapping Tape 8899HP at PACK EXPO. Properly securing appliance parts and electronic components is a critical part of the packaging process.

Global Anti-Counterfeit Packaging Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

APAC Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

MENA Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

Global Anti-Counterfeit Packaging Market report also contains analysis on:

Global Anti-Counterfeit Packaging Market:

By Technology:

Mass Encoding

RFID

Forensic

Tamper Evidence

Hologram

By Application:

Pharmaceuticals and Healthcare

Food and Beverage

Clothing and Apparel

Others

Anti-Counterfeit Packaging Market Dynamics

Anti-Counterfeit Packaging Market Size

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? By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

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Consultant Recommendation

****The above given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.**

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