

Global Anti-counterfeit Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Anti-counterfeit market size was valued at USD 105510 million in 2023 and is forecast to a readjusted size of USD 181550 million by 2030 with a CAGR of 8.1% during review period.

Anti-counterfeit is the technology in order to minimize counterfeiting or infringement.

Anti-counterfeit market is highly cost intensive and requires heavy initial investment. Industry participants are taking strong measures and investing heavily in R&D initiatives to develop superior and efficient anti-counterfeit technologies.

The Global Info Research report includes an overview of the development of the Anti-counterfeit industry chain, the market status of Food & Beverages (Coding & Printing, RFID), Healthcare & Pharmaceuticals (Coding & Printing, RFID), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Anti-counterfeit.

Regionally, the report analyzes the Anti-counterfeit markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Anti-counterfeit market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Anti-counterfeit market. It provides a holistic view of the industry, as well as detailed insights into individual

components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Anti-counterfeit industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Coding & Printing, RFID).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Anti-counterfeit market.

Regional Analysis: The report involves examining the Anti-counterfeit market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Anti-counterfeit market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Anti-counterfeit:

Company Analysis: Report covers individual Anti-counterfeit players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Anti-counterfeit This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Food & Beverages, Healthcare & Pharmaceuticals).

Technology Analysis: Report covers specific technologies relevant to Anti-counterfeit. It assesses the current state, advancements, and potential future developments in Anti-counterfeit areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers,

the report present insights into the competitive landscape of the Anti-counterfeit market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Anti-counterfeit market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Coding & Printing

RFID

Holograms

Security Labels

Packaging Designs

Market segment by Application

Food & Beverages

Healthcare & Pharmaceuticals

Industrial & Automotive

Consumer Products

Clothing & Accessories

Market segment by players, this report covers

Autentix, Inc.

CCL Industries Inc.

Avery Dennison Corporation

3M Company

Sicpa Holding SA

Alpvision S.A.

DowDuPont

Applied DNA Sciences Inc.

Zebra Technologies Corporation

Savi Technology, Inc.

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Anti-counterfeit product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Anti-counterfeit, with revenue, gross margin and global market share of Anti-counterfeit from 2019 to 2024.

Chapter 3, the Anti-counterfeit competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Anti-counterfeit market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Anti-counterfeit.

Chapter 13, to describe Anti-counterfeit research findings and conclusion.

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