

# Global Anti-Counterfeit Packaging Technologies 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 Packaging Technologies market size was valued at USD 85670 million in 2023 and is forecast to a readjusted size of USD 188950 million by 2030 with a CAGR of 12.0% during review period.

Anti-counterfeiting packaging is the process of assigning secure packaging to the product in order to minimize counterfeiting or infringement. The purpose of anti-counterfeiting packaging is to prevent imitation and confirms safety of the goods.

Global Anti-Counterfeit Packaging Technologies key players include Avery Dennison, Sun Chemical, Zebra Technologies, DNP, NHK SPRING, etc. Global top five manufacturers hold a share over 5%.

North America is the largest market, with a share over 25%, followed by China, and Europe, both have a share about 50 percent.

In terms of product, Authentication is the largest segment, with a share over 65%. And in terms of application, the largest application is Food and Beverage, followed by Clothing and Ornament, Electronics and Appliances, etc.

The Global Info Research report includes an overview of the development of the Anti-Counterfeit Packaging Technologies industry chain, the market status of Food and Beverage (Authentication Packaging Technology, Track and Trace Packaging Technology), Electronics and Appliances (Authentication Packaging Technology, Track and Trace Packaging Technology), and key enterprises in developed and developing

market, and analysed the cutting-edge technology, patent, hot applications and market trends of Anti-Counterfeit Packaging Technologies.

Regionally, the report analyzes the Anti-Counterfeit Packaging Technologies 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 Packaging Technologies market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Anti-Counterfeit Packaging Technologies 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 Packaging Technologies 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., Authentication Packaging Technology, Track and Trace Packaging Technology).

**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 Packaging Technologies market.

**Regional Analysis:** The report involves examining the Anti-Counterfeit Packaging Technologies 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 Packaging Technologies 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 Packaging

## Technologies:

**Company Analysis:** Report covers individual Anti-Counterfeit Packaging Technologies 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 Packaging Technologies This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Food and Beverage, Electronics and Appliances).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Anti-Counterfeit Packaging Technologies 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 Packaging Technologies 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

Authentication Packaging Technology

Track and Trace Packaging Technology

### Market segment by Application

Food and Beverage

Electronics and Appliances

Clothing and Ornament

Others

Market segment by players, this report covers

Avery Dennison

Sun Chemical

Zebra Technologies

DNP

NHK SPRING

Flint Grou

Toppan

3M

Essentra

DuPont

KURZ

OpSec Security

Lipeng

Shiner

Taibao

Invengo

De La Rue

Schreiner ProSecure

CFC

UPM Raflatac

Techsun

impinj

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 Packaging Technologies product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Anti-Counterfeit Packaging Technologies 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 Packaging Technologies 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 Packaging Technologies.

Chapter 13, to describe Anti-Counterfeit Packaging Technologies research findings and conclusion.

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