

Global Anti-counterfeiting Traceability System Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GD678FA838B7EN.html>

Date: April 2026

Pages: 150

Price: US\$ 4,480.00 (Single User License)

ID: GD678FA838B7EN

Abstracts

The global Anti-counterfeiting Traceability System market size is expected to reach \$ 55570 million by 2032, rising at a market growth of 8.0% CAGR during the forecast period (2026-2032).

The anti-counterfeiting traceability system uses 'one item, one code' as its core carrier, comprehensively utilizing technologies such as IoT identification, encryption algorithms, and blockchain to assign a unique digital identity credential to each product. This enables a digital regulatory system for the entire supply chain, from raw material procurement, production and processing, logistics and distribution to final sales, through information collection, correlation, and verification. The system clarifies product flow through forward tracking and identifies problematic links through reverse tracing, while also providing functions such as authenticity verification, cross-selling warnings, defect recalls, and consumer interaction. Essentially, it connects scattered supply chain nodes into a trusted data loop, replacing traditional paper credentials with technological trust, and building the infrastructure for brand protection and quality safety.

Driven by consumption upgrades and the national unified market policy, the anti-counterfeiting traceability system is evolving from a compliance tool to a brand value engine, with its application scenarios rapidly expanding from food and drug safety to cosmetics, consumer electronics, and high-end luxury goods. As RFID costs decrease and blockchain commercialization matures, the system's core competitive advantage will shift from 'code assignment rate' to 'trustworthy data circulation capability,' achieving a deep integration of physical and digital anti-counterfeiting measures to realize an integrated closed loop encompassing IoT direct sourcing at the production end, privacy computing at the distribution end, and AR interaction at the consumer end. In the next five years, AI visual quality inspection and zero-knowledge proof technology will solve

the problem of data silos across industries, a cross-border traceability and mutual recognition system will be gradually established, and a green traceability system with carbon footprint tracking capabilities will become a new standard for export enterprises.

This report studies the global Anti-counterfeiting Traceability System demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Anti-counterfeiting Traceability System, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Anti-counterfeiting Traceability System that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Anti-counterfeiting Traceability System total market, 2021-2032, (USD Million)

Global Anti-counterfeiting Traceability System total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Anti-counterfeiting Traceability System total market, key domestic companies, and share, (USD Million)

Global Anti-counterfeiting Traceability System revenue by player, revenue and market share 2021-2026, (USD Million)

Global Anti-counterfeiting Traceability System total market by Type, CAGR, 2021-2032, (USD Million)

Global Anti-counterfeiting Traceability System total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Anti-counterfeiting Traceability System market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Vericode, Cypheme, Alibaba, Chekkit, CRIT, OPTTEL, Cognex, NeuroTags, PixelPlex, Kiloway, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Anti-counterfeiting Traceability System market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Anti-counterfeiting Traceability System Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Anti-counterfeiting Traceability System Market, Segmentation by Type:

Batch Traceability

Individual Traceability

Global Anti-counterfeiting Traceability System Market, Segmentation by Technology Carriers:

1D Barcode

QR Code

RFID Tag

Laser Holographic Anti-counterfeiting Code

Biometric Identification

Others

Global Anti-counterfeiting Traceability System Market, Segmentation by Anti-counterfeiting Mechanisms:

Physical Anti-counterfeiting

Digital Anti-counterfeiting

Combined Multi-factor Authentication

Global Anti-counterfeiting Traceability System Market, Segmentation by Application:

Food and Drinks

Medicine

Cosmetic

Electronic Consumer Goods

Others

Companies Profiled:

Vericode

Cypheme

Alibaba

Chekkit

CRIT

OPTEL

Cognex

NeuroTags

PixelPlex

Kiloway

PanPass Information Technology Co.,Ltd

JD Digits Company

TECHSUN GROUP

INEXTO

Edgyn

Systech

NanoMatriX Technologies Limited

Digimarc

ForgeStop

Key Questions Answered

1. How big is the global Anti-counterfeiting Traceability System market?
2. What is the demand of the global Anti-counterfeiting Traceability System market?

3. What is the year over year growth of the global Anti-counterfeiting Traceability System market?
4. What is the total value of the global Anti-counterfeiting Traceability System market?
5. Who are the Major Players in the global Anti-counterfeiting Traceability System market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Anti-counterfeiting Traceability System Introduction
- 1.2 World Anti-counterfeiting Traceability System Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Anti-counterfeiting Traceability System Total Market by Region (by Headquarter Location)
 - 1.3.1 World Anti-counterfeiting Traceability System Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Anti-counterfeiting Traceability System Revenue (2021-2032)
 - 1.3.3 China Based Company Anti-counterfeiting Traceability System Revenue (2021-2032)
 - 1.3.4 Europe Based Company Anti-counterfeiting Traceability System Revenue (2021-2032)
 - 1.3.5 Japan Based Company Anti-counterfeiting Traceability System Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Anti-counterfeiting Traceability System Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Anti-counterfeiting Traceability System Revenue (2021-2032)
 - 1.3.8 India Based Company Anti-counterfeiting Traceability System Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Anti-counterfeiting Traceability System Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Anti-counterfeiting Traceability System Consumption Value (2021-2032)
- 2.2 World Anti-counterfeiting Traceability System Consumption Value by Region
 - 2.2.1 World Anti-counterfeiting Traceability System Consumption Value by Region (2021-2026)
 - 2.2.2 World Anti-counterfeiting Traceability System Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Anti-counterfeiting Traceability System Consumption Value

(2021-2032)

2.4 China Anti-counterfeiting Traceability System Consumption Value (2021-2032)

2.5 Europe Anti-counterfeiting Traceability System Consumption Value (2021-2032)

2.6 Japan Anti-counterfeiting Traceability System Consumption Value (2021-2032)

2.7 South Korea Anti-counterfeiting Traceability System Consumption Value

(2021-2032)

2.8 ASEAN Anti-counterfeiting Traceability System Consumption Value (2021-2032)

2.9 India Anti-counterfeiting Traceability System Consumption Value (2021-2032)

3 WORLD ANTI-COUNTERFEITING TRACEABILITY SYSTEM COMPANIES COMPETITIVE ANALYSIS

3.1 World Anti-counterfeiting Traceability System Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Anti-counterfeiting Traceability System Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Anti-counterfeiting Traceability System in 2025

3.2.3 Global Concentration Ratios (CR8) for Anti-counterfeiting Traceability System in 2025

3.3 Anti-counterfeiting Traceability System Company Evaluation Quadrant

3.4 Anti-counterfeiting Traceability System Market: Overall Company Footprint Analysis

3.4.1 Anti-counterfeiting Traceability System Market: Region Footprint

3.4.2 Anti-counterfeiting Traceability System Market: Company Product Type Footprint

3.4.3 Anti-counterfeiting Traceability System Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Anti-counterfeiting Traceability System Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Anti-counterfeiting Traceability System Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Anti-counterfeiting Traceability System Revenue Market

Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Anti-counterfeiting Traceability System Consumption Value Comparison

4.2.1 United States VS China: Anti-counterfeiting Traceability System Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Anti-counterfeiting Traceability System Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Anti-counterfeiting Traceability System Companies and Market Share, 2021-2026

4.3.1 United States Based Anti-counterfeiting Traceability System Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Anti-counterfeiting Traceability System Revenue, (2021-2026)

4.4 China Based Companies Anti-counterfeiting Traceability System Revenue and Market Share, 2021-2026

4.4.1 China Based Anti-counterfeiting Traceability System Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Anti-counterfeiting Traceability System Revenue, (2021-2026)

4.5 Rest of World Based Anti-counterfeiting Traceability System Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Anti-counterfeiting Traceability System Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Anti-counterfeiting Traceability System Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Anti-counterfeiting Traceability System Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Batch Traceability

5.2.2 Individual Traceability

5.3 Market Segment by Type

5.3.1 World Anti-counterfeiting Traceability System Market Size by Type (2021-2026)

5.3.2 World Anti-counterfeiting Traceability System Market Size by Type (2027-2032)

5.3.3 World Anti-counterfeiting Traceability System Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY TECHNOLOGY CARRIERS

6.1 World Anti-counterfeiting Traceability System Market Size Overview by Technology Carriers: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Technology Carriers

6.2.1 1D Barcode

6.2.2 QR Code

6.2.3 RFID Tag

6.2.4 Laser Holographic Anti-counterfeiting Code

6.2.5 Biometric Identification

6.2.6 Others

6.3 Market Segment by Technology Carriers

6.3.1 World Anti-counterfeiting Traceability System Market Size by Technology Carriers (2021-2026)

6.3.2 World Anti-counterfeiting Traceability System Market Size by Technology Carriers (2027-2032)

6.3.3 World Anti-counterfeiting Traceability System Market Size Market Share by Technology Carriers (2027-2032)

7 MARKET ANALYSIS BY ANTI-COUNTERFEITING MECHANISMS

7.1 World Anti-counterfeiting Traceability System Market Size Overview by Anti-counterfeiting Mechanisms: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Anti-counterfeiting Mechanisms

7.2.1 Physical Anti-counterfeiting

7.2.2 Digital Anti-counterfeiting

7.2.3 Combined Multi-factor Authentication

7.3 Market Segment by Anti-counterfeiting Mechanisms

7.3.1 World Anti-counterfeiting Traceability System Market Size by Anti-counterfeiting Mechanisms (2021-2026)

7.3.2 World Anti-counterfeiting Traceability System Market Size by Anti-counterfeiting Mechanisms (2027-2032)

7.3.3 World Anti-counterfeiting Traceability System Market Size Market Share by Anti-counterfeiting Mechanisms (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Anti-counterfeiting Traceability System Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

- 8.2.1 Food and Drinks
- 8.2.2 Medicine
- 8.2.3 Cosmetic
- 8.2.4 Electronic Consumer Goods
- 8.2.5 Others

8.3 Market Segment by Application

- 8.3.1 World Anti-counterfeiting Traceability System Market Size by Application (2021-2026)
- 8.3.2 World Anti-counterfeiting Traceability System Market Size by Application (2027-2032)
- 8.3.3 World Anti-counterfeiting Traceability System Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Vericode

- 9.1.1 Vericode Details
- 9.1.2 Vericode Major Business
- 9.1.3 Vericode Anti-counterfeiting Traceability System Product and Services
- 9.1.4 Vericode Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
- 9.1.5 Vericode Recent Developments/Updates
- 9.1.6 Vericode Competitive Strengths & Weaknesses

9.2 Cypheme

- 9.2.1 Cypheme Details
- 9.2.2 Cypheme Major Business
- 9.2.3 Cypheme Anti-counterfeiting Traceability System Product and Services
- 9.2.4 Cypheme Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
- 9.2.5 Cypheme Recent Developments/Updates
- 9.2.6 Cypheme Competitive Strengths & Weaknesses

9.3 Alibaba

- 9.3.1 Alibaba Details
- 9.3.2 Alibaba Major Business
- 9.3.3 Alibaba Anti-counterfeiting Traceability System Product and Services
- 9.3.4 Alibaba Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
- 9.3.5 Alibaba Recent Developments/Updates

- 9.3.6 Alibaba Competitive Strengths & Weaknesses
- 9.4 Chekkit
 - 9.4.1 Chekkit Details
 - 9.4.2 Chekkit Major Business
 - 9.4.3 Chekkit Anti-counterfeiting Traceability System Product and Services
 - 9.4.4 Chekkit Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Chekkit Recent Developments/Updates
 - 9.4.6 Chekkit Competitive Strengths & Weaknesses
- 9.5 CRIT
 - 9.5.1 CRIT Details
 - 9.5.2 CRIT Major Business
 - 9.5.3 CRIT Anti-counterfeiting Traceability System Product and Services
 - 9.5.4 CRIT Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.5.5 CRIT Recent Developments/Updates
 - 9.5.6 CRIT Competitive Strengths & Weaknesses
- 9.6 OPTEL
 - 9.6.1 OPTEL Details
 - 9.6.2 OPTEL Major Business
 - 9.6.3 OPTEL Anti-counterfeiting Traceability System Product and Services
 - 9.6.4 OPTEL Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.6.5 OPTEL Recent Developments/Updates
 - 9.6.6 OPTEL Competitive Strengths & Weaknesses
- 9.7 Cognex
 - 9.7.1 Cognex Details
 - 9.7.2 Cognex Major Business
 - 9.7.3 Cognex Anti-counterfeiting Traceability System Product and Services
 - 9.7.4 Cognex Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Cognex Recent Developments/Updates
 - 9.7.6 Cognex Competitive Strengths & Weaknesses
- 9.8 NeuroTags
 - 9.8.1 NeuroTags Details
 - 9.8.2 NeuroTags Major Business
 - 9.8.3 NeuroTags Anti-counterfeiting Traceability System Product and Services
 - 9.8.4 NeuroTags Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)

- 9.8.5 NeuroTags Recent Developments/Updates
- 9.8.6 NeuroTags Competitive Strengths & Weaknesses
- 9.9 PixelPlex
 - 9.9.1 PixelPlex Details
 - 9.9.2 PixelPlex Major Business
 - 9.9.3 PixelPlex Anti-counterfeiting Traceability System Product and Services
 - 9.9.4 PixelPlex Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 PixelPlex Recent Developments/Updates
 - 9.9.6 PixelPlex Competitive Strengths & Weaknesses
- 9.10 Kiloway
 - 9.10.1 Kiloway Details
 - 9.10.2 Kiloway Major Business
 - 9.10.3 Kiloway Anti-counterfeiting Traceability System Product and Services
 - 9.10.4 Kiloway Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Kiloway Recent Developments/Updates
 - 9.10.6 Kiloway Competitive Strengths & Weaknesses
- 9.11 PanPass Information Technology Co.,Ltd
 - 9.11.1 PanPass Information Technology Co.,Ltd Details
 - 9.11.2 PanPass Information Technology Co.,Ltd Major Business
 - 9.11.3 PanPass Information Technology Co.,Ltd Anti-counterfeiting Traceability System Product and Services
 - 9.11.4 PanPass Information Technology Co.,Ltd Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 PanPass Information Technology Co.,Ltd Recent Developments/Updates
 - 9.11.6 PanPass Information Technology Co.,Ltd Competitive Strengths & Weaknesses
- 9.12 JD Digits Company
 - 9.12.1 JD Digits Company Details
 - 9.12.2 JD Digits Company Major Business
 - 9.12.3 JD Digits Company Anti-counterfeiting Traceability System Product and Services
 - 9.12.4 JD Digits Company Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 JD Digits Company Recent Developments/Updates
 - 9.12.6 JD Digits Company Competitive Strengths & Weaknesses
- 9.13 TECHSUN GROUP
 - 9.13.1 TECHSUN GROUP Details
 - 9.13.2 TECHSUN GROUP Major Business

9.13.3 TECHSUN GROUP Anti-counterfeiting Traceability System Product and Services

9.13.4 TECHSUN GROUP Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)

9.13.5 TECHSUN GROUP Recent Developments/Updates

9.13.6 TECHSUN GROUP Competitive Strengths & Weaknesses

9.14 INEXTO

9.14.1 INEXTO Details

9.14.2 INEXTO Major Business

9.14.3 INEXTO Anti-counterfeiting Traceability System Product and Services

9.14.4 INEXTO Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)

9.14.5 INEXTO Recent Developments/Updates

9.14.6 INEXTO Competitive Strengths & Weaknesses

9.15 Edgyn

9.15.1 Edgyn Details

9.15.2 Edgyn Major Business

9.15.3 Edgyn Anti-counterfeiting Traceability System Product and Services

9.15.4 Edgyn Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 Edgyn Recent Developments/Updates

9.15.6 Edgyn Competitive Strengths & Weaknesses

9.16 Systech

9.16.1 Systech Details

9.16.2 Systech Major Business

9.16.3 Systech Anti-counterfeiting Traceability System Product and Services

9.16.4 Systech Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 Systech Recent Developments/Updates

9.16.6 Systech Competitive Strengths & Weaknesses

9.17 NanoMatriX Technologies Limited

9.17.1 NanoMatriX Technologies Limited Details

9.17.2 NanoMatriX Technologies Limited Major Business

9.17.3 NanoMatriX Technologies Limited Anti-counterfeiting Traceability System Product and Services

9.17.4 NanoMatriX Technologies Limited Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)

9.17.5 NanoMatriX Technologies Limited Recent Developments/Updates

9.17.6 NanoMatriX Technologies Limited Competitive Strengths & Weaknesses

9.18 Digimarc

9.18.1 Digimarc Details

9.18.2 Digimarc Major Business

9.18.3 Digimarc Anti-counterfeiting Traceability System Product and Services

9.18.4 Digimarc Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)

9.18.5 Digimarc Recent Developments/Updates

9.18.6 Digimarc Competitive Strengths & Weaknesses

9.19 ForgeStop

9.19.1 ForgeStop Details

9.19.2 ForgeStop Major Business

9.19.3 ForgeStop Anti-counterfeiting Traceability System Product and Services

9.19.4 ForgeStop Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026)

9.19.5 ForgeStop Recent Developments/Updates

9.19.6 ForgeStop Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Anti-counterfeiting Traceability System Industry Chain

10.2 Anti-counterfeiting Traceability System Upstream Analysis

10.3 Anti-counterfeiting Traceability System Midstream Analysis

10.4 Anti-counterfeiting Traceability System Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Anti-counterfeiting Traceability System Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Anti-counterfeiting Traceability System Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Anti-counterfeiting Traceability System Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Anti-counterfeiting Traceability System Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Anti-counterfeiting Traceability System Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Anti-counterfeiting Traceability System Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Anti-counterfeiting Traceability System Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Anti-counterfeiting Traceability System Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Anti-counterfeiting Traceability System Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Anti-counterfeiting Traceability System Players in 2025
- Table 12. World Anti-counterfeiting Traceability System Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Anti-counterfeiting Traceability System Company Evaluation Quadrant
- Table 14. Head Office of Key Anti-counterfeiting Traceability System Players
- Table 15. Anti-counterfeiting Traceability System Market: Company Product Type Footprint
- Table 16. Anti-counterfeiting Traceability System Market: Company Product Application Footprint
- Table 17. Anti-counterfeiting Traceability System Mergers & Acquisitions Activity
- Table 18. United States VS China Anti-counterfeiting Traceability System Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Anti-counterfeiting Traceability System Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Anti-counterfeiting Traceability System Companies,

Headquarters (States, Country)

Table 21. United States Based Companies Anti-counterfeiting Traceability System Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Anti-counterfeiting Traceability System Revenue Market Share (2021-2026)

Table 23. China Based Anti-counterfeiting Traceability System Companies, Headquarters (Province, Country)

Table 24. China Based Companies Anti-counterfeiting Traceability System Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Anti-counterfeiting Traceability System Revenue Market Share (2021-2026)

Table 26. Rest of World Based Anti-counterfeiting Traceability System Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Anti-counterfeiting Traceability System Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Anti-counterfeiting Traceability System Revenue Market Share (2021-2026)

Table 29. World Anti-counterfeiting Traceability System Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Anti-counterfeiting Traceability System Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Anti-counterfeiting Traceability System Market Size by Type (2027-2032) & (USD Million)

Table 32. World Anti-counterfeiting Traceability System Market Size by Technology Carriers, (USD Million), 2021 & 2025 & 2032

Table 33. World Anti-counterfeiting Traceability System Market Size Value by Technology Carriers (2021-2026) & (USD Million)

Table 34. World Anti-counterfeiting Traceability System Market Size by Technology Carriers (2027-2032) & (USD Million)

Table 35. World Anti-counterfeiting Traceability System Market Size by Anti-counterfeiting Mechanisms, (USD Million), 2021 & 2025 & 2032

Table 36. World Anti-counterfeiting Traceability System Market Size Value by Anti-counterfeiting Mechanisms (2021-2026) & (USD Million)

Table 37. World Anti-counterfeiting Traceability System Market Size by Anti-counterfeiting Mechanisms (2027-2032) & (USD Million)

Table 38. World Anti-counterfeiting Traceability System Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Anti-counterfeiting Traceability System Market Size by Application (2021-2026) & (USD Million)

Table 40. World Anti-counterfeiting Traceability System Market Size by Application (2027-2032) & (USD Million)

Table 41. Vericode Basic Information, Manufacturing Base and Competitors

Table 42. Vericode Major Business

Table 43. Vericode Anti-counterfeiting Traceability System Product and Services

Table 44. Vericode Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Vericode Recent Developments/Updates

Table 46. Vericode Competitive Strengths & Weaknesses

Table 47. Cypheme Basic Information, Manufacturing Base and Competitors

Table 48. Cypheme Major Business

Table 49. Cypheme Anti-counterfeiting Traceability System Product and Services

Table 50. Cypheme Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Cypheme Recent Developments/Updates

Table 52. Cypheme Competitive Strengths & Weaknesses

Table 53. Alibaba Basic Information, Manufacturing Base and Competitors

Table 54. Alibaba Major Business

Table 55. Alibaba Anti-counterfeiting Traceability System Product and Services

Table 56. Alibaba Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Alibaba Recent Developments/Updates

Table 58. Alibaba Competitive Strengths & Weaknesses

Table 59. Chekkit Basic Information, Manufacturing Base and Competitors

Table 60. Chekkit Major Business

Table 61. Chekkit Anti-counterfeiting Traceability System Product and Services

Table 62. Chekkit Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Chekkit Recent Developments/Updates

Table 64. Chekkit Competitive Strengths & Weaknesses

Table 65. CRIT Basic Information, Manufacturing Base and Competitors

Table 66. CRIT Major Business

Table 67. CRIT Anti-counterfeiting Traceability System Product and Services

Table 68. CRIT Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. CRIT Recent Developments/Updates

Table 70. CRIT Competitive Strengths & Weaknesses

Table 71. OPTTEL Basic Information, Manufacturing Base and Competitors

Table 72. OPTTEL Major Business

- Table 73. OPTEL Anti-counterfeiting Traceability System Product and Services
- Table 74. OPTEL Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 75. OPTEL Recent Developments/Updates
- Table 76. OPTEL Competitive Strengths & Weaknesses
- Table 77. Cognex Basic Information, Manufacturing Base and Competitors
- Table 78. Cognex Major Business
- Table 79. Cognex Anti-counterfeiting Traceability System Product and Services
- Table 80. Cognex Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 81. Cognex Recent Developments/Updates
- Table 82. Cognex Competitive Strengths & Weaknesses
- Table 83. NeuroTags Basic Information, Manufacturing Base and Competitors
- Table 84. NeuroTags Major Business
- Table 85. NeuroTags Anti-counterfeiting Traceability System Product and Services
- Table 86. NeuroTags Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 87. NeuroTags Recent Developments/Updates
- Table 88. NeuroTags Competitive Strengths & Weaknesses
- Table 89. PixelPlex Basic Information, Manufacturing Base and Competitors
- Table 90. PixelPlex Major Business
- Table 91. PixelPlex Anti-counterfeiting Traceability System Product and Services
- Table 92. PixelPlex Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 93. PixelPlex Recent Developments/Updates
- Table 94. PixelPlex Competitive Strengths & Weaknesses
- Table 95. Kiloway Basic Information, Manufacturing Base and Competitors
- Table 96. Kiloway Major Business
- Table 97. Kiloway Anti-counterfeiting Traceability System Product and Services
- Table 98. Kiloway Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 99. Kiloway Recent Developments/Updates
- Table 100. Kiloway Competitive Strengths & Weaknesses
- Table 101. PanPass Information Technology Co.,Ltd Basic Information, Manufacturing Base and Competitors
- Table 102. PanPass Information Technology Co.,Ltd Major Business
- Table 103. PanPass Information Technology Co.,Ltd Anti-counterfeiting Traceability System Product and Services
- Table 104. PanPass Information Technology Co.,Ltd Anti-counterfeiting Traceability

System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. PanPass Information Technology Co.,Ltd Recent Developments/Updates

Table 106. PanPass Information Technology Co.,Ltd Competitive Strengths & Weaknesses

Table 107. JD Digits Company Basic Information, Manufacturing Base and Competitors

Table 108. JD Digits Company Major Business

Table 109. JD Digits Company Anti-counterfeiting Traceability System Product and Services

Table 110. JD Digits Company Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. JD Digits Company Recent Developments/Updates

Table 112. JD Digits Company Competitive Strengths & Weaknesses

Table 113. TECHSUN GROUP Basic Information, Manufacturing Base and Competitors

Table 114. TECHSUN GROUP Major Business

Table 115. TECHSUN GROUP Anti-counterfeiting Traceability System Product and Services

Table 116. TECHSUN GROUP Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. TECHSUN GROUP Recent Developments/Updates

Table 118. TECHSUN GROUP Competitive Strengths & Weaknesses

Table 119. INEXTO Basic Information, Manufacturing Base and Competitors

Table 120. INEXTO Major Business

Table 121. INEXTO Anti-counterfeiting Traceability System Product and Services

Table 122. INEXTO Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. INEXTO Recent Developments/Updates

Table 124. INEXTO Competitive Strengths & Weaknesses

Table 125. Edgyn Basic Information, Manufacturing Base and Competitors

Table 126. Edgyn Major Business

Table 127. Edgyn Anti-counterfeiting Traceability System Product and Services

Table 128. Edgyn Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Edgyn Recent Developments/Updates

Table 130. Edgyn Competitive Strengths & Weaknesses

Table 131. Systech Basic Information, Manufacturing Base and Competitors

Table 132. Systech Major Business

Table 133. Systech Anti-counterfeiting Traceability System Product and Services

Table 134. Systech Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 135. Systech Recent Developments/Updates
- Table 136. Systech Competitive Strengths & Weaknesses
- Table 137. NanoMatriX Technologies Limited Basic Information, Manufacturing Base and Competitors
- Table 138. NanoMatriX Technologies Limited Major Business
- Table 139. NanoMatriX Technologies Limited Anti-counterfeiting Traceability System Product and Services
- Table 140. NanoMatriX Technologies Limited Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 141. NanoMatriX Technologies Limited Recent Developments/Updates
- Table 142. NanoMatriX Technologies Limited Competitive Strengths & Weaknesses
- Table 143. Digimarc Basic Information, Manufacturing Base and Competitors
- Table 144. Digimarc Major Business
- Table 145. Digimarc Anti-counterfeiting Traceability System Product and Services
- Table 146. Digimarc Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Digimarc Recent Developments/Updates
- Table 148. Digimarc Competitive Strengths & Weaknesses
- Table 149. ForgeStop Basic Information, Manufacturing Base and Competitors
- Table 150. ForgeStop Major Business
- Table 151. ForgeStop Anti-counterfeiting Traceability System Product and Services
- Table 152. ForgeStop Anti-counterfeiting Traceability System Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. ForgeStop Recent Developments/Updates
- Table 154. ForgeStop Competitive Strengths & Weaknesses
- Table 155. Global Key Players of Anti-counterfeiting Traceability System Upstream (Raw Materials)
- Table 156. Global Anti-counterfeiting Traceability System Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Anti-counterfeiting Traceability System Picture
- Figure 2. World Anti-counterfeiting Traceability System Total Revenue: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Anti-counterfeiting Traceability System Total Revenue (2021-2032) & (USD Million)
- Figure 4. World Anti-counterfeiting Traceability System Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Figure 5. World Anti-counterfeiting Traceability System Revenue Market Share by Region (2021-2032), (by Headquarter Location)
- Figure 6. United States Based Company Anti-counterfeiting Traceability System Revenue (2021-2032) & (USD Million)
- Figure 7. China Based Company Anti-counterfeiting Traceability System Revenue (2021-2032) & (USD Million)
- Figure 8. Europe Based Company Anti-counterfeiting Traceability System Revenue (2021-2032) & (USD Million)
- Figure 9. Japan Based Company Anti-counterfeiting Traceability System Revenue (2021-2032) & (USD Million)
- Figure 10. South Korea Based Company Anti-counterfeiting Traceability System Revenue (2021-2032) & (USD Million)
- Figure 11. ASEAN Based Company Anti-counterfeiting Traceability System Revenue (2021-2032) & (USD Million)
- Figure 12. India Based Company Anti-counterfeiting Traceability System Revenue (2021-2032) & (USD Million)
- Figure 13. Anti-counterfeiting Traceability System Market Drivers
- Figure 14. Factors Affecting Demand
- Figure 15. World Anti-counterfeiting Traceability System Consumption Value (2021-2032) & (USD Million)
- Figure 16. World Anti-counterfeiting Traceability System Consumption Value Market Share by Region (2021-2032)
- Figure 17. United States Anti-counterfeiting Traceability System Consumption Value (2021-2032) & (USD Million)
- Figure 18. China Anti-counterfeiting Traceability System Consumption Value (2021-2032) & (USD Million)
- Figure 19. Europe Anti-counterfeiting Traceability System Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Anti-counterfeiting Traceability System Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Anti-counterfeiting Traceability System Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Anti-counterfeiting Traceability System Consumption Value (2021-2032) & (USD Million)

Figure 23. India Anti-counterfeiting Traceability System Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Anti-counterfeiting Traceability System by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Anti-counterfeiting Traceability System Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Anti-counterfeiting Traceability System Markets in 2025

Figure 27. United States VS China: Anti-counterfeiting Traceability System Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Anti-counterfeiting Traceability System Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Anti-counterfeiting Traceability System Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Anti-counterfeiting Traceability System Market Size Market Share by Type in 2025

Figure 31. Batch Traceability

Figure 32. Individual Traceability

Figure 33. World Anti-counterfeiting Traceability System Market Size Market Share by Type (2021-2032)

Figure 34. World Anti-counterfeiting Traceability System Market Size by Technology Carriers, (USD Million), 2021 & 2025 & 2032

Figure 35. World Anti-counterfeiting Traceability System Market Size Market Share by Technology Carriers in 2025

Figure 36. 1D Barcode

Figure 37. QR Code

Figure 38. RFID Tag

Figure 39. Laser Holographic Anti-counterfeiting Code

Figure 40. Biometric Identification

Figure 41. Others

Figure 42. World Anti-counterfeiting Traceability System Market Size Market Share by Technology Carriers (2021-2032)

Figure 43. World Anti-counterfeiting Traceability System Market Size by Anti-

counterfeiting Mechanisms, (USD Million), 2021 & 2025 & 2032

Figure 44. World Anti-counterfeiting Traceability System Market Size Market Share by Anti-counterfeiting Mechanisms in 2025

Figure 45. Physical Anti-counterfeiting

Figure 46. Digital Anti-counterfeiting

Figure 47. Combined Multi-factor Authentication

Figure 48. World Anti-counterfeiting Traceability System Market Size Market Share by Anti-counterfeiting Mechanisms (2021-2032)

Figure 49. World Anti-counterfeiting Traceability System Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 50. World Anti-counterfeiting Traceability System Market Size Market Share by Application in 2025

Figure 51. Food and Drinks

Figure 52. Medicine

Figure 53. Cosmetic

Figure 54. Electronic Consumer Goods

Figure 55. Others

Figure 56. World Anti-counterfeiting Traceability System Market Size Market Share by Application (2021-2032)

Figure 57. Anti-counterfeiting Traceability System Industrial Chain

Figure 58. Methodology

Figure 59. Research Process and Data Source

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