

Global Anti-counterfeiting Traceability System Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Anti-counterfeiting Traceability System market size was valued at US\$ 32600 million in 2025 and is forecast to a readjusted size of US\$ 55570 million by 2032 with a CAGR of 8.0% during review period.

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 is a detailed and comprehensive analysis for global Anti-counterfeiting Traceability System market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Anti-counterfeiting Traceability System market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Anti-counterfeiting Traceability System market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Anti-counterfeiting Traceability System market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Anti-counterfeiting Traceability System market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Anti-counterfeiting Traceability System

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

Anti-counterfeiting Traceability System market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Batch Traceability

Individual Traceability

Market segment by Technology Carriers

1D Barcode

QR Code

RFID Tag

Laser Holographic Anti-counterfeiting Code

Biometric Identification

Others

Market segment by Anti-counterfeiting Mechanisms

Physical Anti-counterfeiting

Digital Anti-counterfeiting

Combined Multi-factor Authentication

Market segment by Application

Food and Drinks

Medicine

Cosmetic

Electronic Consumer Goods

Others

Market segment by players, this report covers

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

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 and Rest of Asia-Pacific)

South America (Brazil, 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-counterfeiting Traceability System product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Anti-counterfeiting Traceability System, with revenue, gross margin, and global market share of Anti-counterfeiting Traceability System from 2021 to 2026.

Chapter 3, the Anti-counterfeiting Traceability System 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 by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Anti-counterfeiting Traceability System market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Anti-counterfeiting Traceability System.

Chapter 13, to describe Anti-counterfeiting Traceability System research findings and conclusion.

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