

Global Brand Protection Label Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

The brand protection label market is witnessing significant growth and innovation as companies across various industries recognize the importance of safeguarding their products and brands against counterfeiting and illicit trade. With the rise of e-commerce, globalization of supply chains, and increasing consumer awareness of product authenticity, there is a growing demand for sophisticated brand protection solutions. Currently, the market is characterized by a wide range of security label technologies, including holograms, tamper-evident materials, RFID tags, invisible inks, and serialized QR codes, which are used to authenticate products, track their distribution, and deter counterfeiters. Looking ahead, future development trends in the brand protection label market are expected to focus on the integration of digital technologies and data analytics for enhanced authentication and traceability. This includes the adoption of blockchain technology, machine learning algorithms, and big data analytics to create secure, immutable records of product provenance and enable real-time monitoring of supply chains. Additionally, advancements in nanotechnology and printable electronics are likely to lead to the development of more sophisticated and cost-effective security features, making it increasingly difficult for counterfeiters to replicate or tamper with brand protection labels. Moreover, as regulatory requirements for product traceability and anti-counterfeiting measures become more stringent, we can expect to see greater adoption of brand protection labels across industries, driving further market growth. Overall, the brand protection label market is poised for continued expansion and innovation as companies seek to protect their brands, ensure product integrity, and maintain consumer trust in an increasingly complex and interconnected global marketplace.

According to our (Global Info Research) latest study, the global Brand Protection Label

market size was valued at US\$ million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of %during review period.

The brand protection label market is witnessing significant growth and innovation as companies across various industries recognize the importance of safeguarding their products and brands against counterfeiting and illicit trade. With the rise of e-commerce, globalization of supply chains, and increasing consumer awareness of product authenticity, there is a growing demand for sophisticated brand protection solutions. Currently, the market is characterized by a wide range of security label technologies, including holograms, tamper-evident materials, RFID tags, invisible inks, and serialized QR codes, which are used to authenticate products, track their distribution, and deter counterfeiters. Looking ahead, future development trends in the brand protection label market are expected to focus on the integration of digital technologies and data analytics for enhanced authentication and traceability. This includes the adoption of blockchain technology, machine learning algorithms, and big data analytics to create secure, immutable records of product provenance and enable real-time monitoring of supply chains. Additionally, advancements in nanotechnology and printable electronics are likely to lead to the development of more sophisticated and cost-effective security features, making it increasingly difficult for counterfeiters to replicate or tamper with brand protection labels. Moreover, as regulatory requirements for product traceability and anti-counterfeiting measures become more stringent, we can expect to see greater adoption of brand protection labels across industries, driving further market growth. Overall, the brand protection label market is poised for continued expansion and innovation as companies seek to protect their brands, ensure product integrity, and maintain consumer trust in an increasingly complex and interconnected global marketplace.

This report is a detailed and comprehensive analysis for global Brand Protection Label market. Both quantitative and qualitative analyses are presented by manufacturers, 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 2024, are provided.

Key Features:

Global Brand Protection Label market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2019-2030

Global Brand Protection Label market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2019-2030

Global Brand Protection Label market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2019-2030

Global Brand Protection Label market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2019-2024

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 Brand Protection Label

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 Brand Protection Label market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include CCL Industries, Avery Dennison, Covectra, 3M, Zebra Technologies, De La Rue, SCRIBO, Lauterbach, Brady, UPM Raflatac, etc.

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

Market Segmentation

Brand Protection Label 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 volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Hologram Sticker

Void Labels

QR Code/Barcode Sticker

RFID Label

Serial Number Sticker

Scratch-Off Security Label

Others

Market segment by Application

Clothing Brand

Electronic Product

Jewelry

Perfume

Drug

Others

Major players covered

CCL Industries

Avery Dennison

Covectra

3M

Zebra Technologies

De La Rue

SCRIBO

Lauterbach

Brady

UPM Raflatac

Tesa

Mega Fortris

PPG Industries

LINTEC

Schreiner

Authentix

SATO America

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Brand Protection Label product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Brand Protection Label, with price, sales quantity, revenue, and global market share of Brand Protection Label from 2019 to 2024.

Chapter 3, the Brand Protection Label competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Brand Protection Label breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2019 to 2024. and Brand Protection Label market forecast, by regions, by Type, and by Application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Brand Protection Label.

Chapter 14 and 15, to describe Brand Protection Label sales channel, distributors, customers, research findings and conclusion.

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