

# Global Pharma Track and Trace Solutions 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 Pharma Track and Trace Solutions market size was valued at USD 1718.1 million in 2023 and is forecast to a readjusted size of USD 4524.2 million by 2030 with a CAGR of 14.8% during review period.

Track and trace solutions are not just economic measures for supply-chain efficiency. Experts estimate that 5% of all drugs sold worldwide are counterfeits – in some countries, figures even reach a shocking 50 %. Billions of products are “lost in the supply chain” every year. Counterfeit drugs and product diversion risk lives, undermine revenues, and threaten company reputations. The pharmaceutical industry needs to ensure supply-chain security and gain the ability to authenticate the ePedigree, or life history, of a product.

Track and trace solutions are an essential part of this strategy. Track and trace solutions identify the origins of a pharmaceutical industry product and verify its authenticity. Moreover, track and trace solutions also help combat product diversion, whereby legitimate products are diverted from one market to another, with implications for licensing obligations and distribution agreements as well as for revenues.

The classification of Pharma Track and Trace Solutions includes Barcodes and RFID. The proportion of Barcodes is about 72%, and the proportion of RFID is about 27%. Barcodes technology reported largest revenue share of the track and trace solutions sector.

Pharma Track and Trace Solutions are application in Bio Pharma, Chemical Pharma

and Specially Pharma. The most of Pharma Track and Trace Solutions is used in Chemical Pharma, and the market share of that is about 69%.

North America is the largest consumption place, with a consumption market share nearly 42%. Following North America, EU is the second largest consumption place with the consumption market share of 37%.

Market competition is intense. Optel Vision, Siemens, IBM and Axway, etc. are the leaders of the industry, with about 25% market shares.

The Global Info Research report includes an overview of the development of the Pharma Track and Trace Solutions industry chain, the market status of Bio Pharma (Barcodes, RFID), Chemical Pharma (Barcodes, RFID), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Pharma Track and Trace Solutions.

Regionally, the report analyzes the Pharma Track and Trace Solutions 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 Pharma Track and Trace Solutions market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Pharma Track and Trace Solutions 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 Pharma Track and Trace Solutions 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., Barcodes, 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 Pharma Track and Trace Solutions market.

**Regional Analysis:** The report involves examining the Pharma Track and Trace Solutions 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 Pharma Track and Trace Solutions market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Pharma Track and Trace Solutions:

**Company Analysis:** Report covers individual Pharma Track and Trace Solutions 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 Pharma Track and Trace Solutions. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Bio Pharma, Chemical Pharma).

**Technology Analysis:** Report covers specific technologies relevant to Pharma Track and Trace Solutions. It assesses the current state, advancements, and potential future developments in Pharma Track and Trace Solutions areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Pharma Track and Trace Solutions 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**

Pharma Track and Trace Solutions 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

Barcodes

RFID

#### Market segment by Application

Bio Pharma

Chemical Pharma

Specially Pharma

#### Market segment by players, this report covers

Optel Vision

Siemens

IBM

Axway

Mettler-Toledo

Systech

SAP

Seidenader Maschinenbau

Antares Vision

Sea Vision

TraceLink

Adents International

Xyntek

Holoflex

ACG Worldwide

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 Pharma Track and Trace Solutions product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Pharma Track and Trace Solutions, with revenue, gross margin and global market share of Pharma Track and Trace Solutions from 2019 to 2024.

Chapter 3, the Pharma Track and Trace Solutions 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 Pharma Track and Trace Solutions 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 Pharma Track and Trace Solutions.

Chapter 13, to describe Pharma Track and Trace Solutions research findings and conclusion.

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