

Pharmaceutical Serialization Services Market Size, Share & Trends Analysis Report By Packaging (Primary Packaging, Secondary Packaging, Tertiary Packaging), By Product, By Technology, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Pharmaceutical Serialization Services Market Growth & Trends

The global pharmaceutical serialization services market size is expected to reach USD 29.35 billion by 2030, growing at a CAGR of 12.28% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market is driven by growing threat of counterfeit drugs, continuous advancements in technology and automation, growing regulatory compliance and government mandates, among others. Stringent regulations such as the U.S. Drug Supply Chain Security Act (DSCSA) and EU Falsified Medicines Directive (FMD) mandated the serialization and track-and-trace systems which further contributed to the overall market growth.

Furthermore, increasing prevalence of counterfeit drugs is also one of the factors contributing to the market growth. According to the data published by the U.S. FDA in November 2024, approximately 10% of medicines in low- and middle-income countries are falsified or substandard. Serialization technologies, such as barcode scanning, RFID tags, and blockchain-based track-and-trace systems, help manufacturers and distributors authenticate drug products throughout the supply chain. By enhancing transparency and security, serialization will enable faster recalls, reduce revenue losses, and strengthen consumer confidence in legitimate pharmaceutical brands.

Furthermore, technological advancements in serialization solutions are further propelling market growth. Automation, artificial intelligence (AI), and cloud-based

serialization platforms are improving efficiency and scalability in drug tracking. Advanced data analytics integrated with serialization systems are assisting pharmaceutical companies to optimize supply chain management, detect abnormalities, and predict potential disruptions. Additionally, the growing adoption of the Internet of Things (IoT) in pharmaceutical logistics are enhancing real-time monitoring of drug shipments, enhancing compliance with storage conditions and regulatory standards. As digital transformation accelerates across the healthcare industry, pharmaceutical companies are increasingly leveraging smart serialization technologies to gain a competitive edge and improve operational efficiency.

Key players in the pharmaceutical serialization services market are considering several strategic initiatives such as mergers and acquisitions (M&A), partnerships, and geographic expansion to strengthen their global market position. Companies such as Systech International, OPTEL Group, and Zebra Technologies are enhancing their capabilities by acquiring complementary technology firms and expanding their product portfolios. Through M&A, these companies aim to integrate advanced serialization technologies and broaden their customer base, while also gaining access to new markets. For instance, in June 2024, Systech launched a new turnkey solution aimed at streamlining pharmaceutical rework and manual aggregation processes. This solution is designed to help pharmaceutical companies manage product recalls, rework, and aggregation tasks efficiently, ensuring compliance with serialization and track-and-trace regulations.

Pharmaceutical Serialization Services Market Report Highlights

Based on packaging, primary packaging dominated the market owing to its direct interaction with the drug product and its crucial role in ensuring the safety and integrity of medicine

Based on the product, hardware held the largest market share in 2024, Hardware solutions, including barcode scanners, RFID systems, printers, and inspection machines, are fundamental for capturing, reading, and verifying serialized data on pharmaceutical packaging

Based on technology, barcodes held the largest market share in 2024 due to their cost-effectiveness, ease of implementation, and widespread adoption across the industry. Barcodes, including 1D and 2D (QR codes), are widely used for product identification, serialization, and traceability in the pharmaceutical supply chain

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