

# **Pharmaceuticals and Food Anti-Counterfeiting Technologies Market Analysis By Application (Food, Pharmaceuticals), By Technology (Authentication, Inks and Dyes, Holograms, Watermarks, Taggants, Others, Trace and Track, Bar Codes, RFID) And Segment Forecasts To 2020**

<https://marketpublishers.com/r/PFB6EFEEC1AEN.html>

Date: January 2014

Pages: 83

Price: US\$ 4,450.00 (Single User License)

ID: PFB6EFEEC1AEN

## **Abstracts**

The global pharmaceuticals and food anti-counterfeiting market is expected to reach USD 160.32 billion by 2020. The rise in the consumption of counterfeit products and the implementation of strict regulations pertaining to anti-counterfeiting by the U.S. FDA are two of the primary growth drivers of this market. Moreover, anti-counterfeiting initiatives undertaken by manufacturers to curb revenue and brand image losses, the introduction of technological advancements such as ultra-high RFID tags and the high scale of counterfeiting in rapidly growing economies such as Brazil, India, China and Russia will serve this market as drivers.

RFID based pharmaceuticals and food anti-counterfeiting technologies are expected to be the most attractive markets and are estimated to grow at a CAGR of approximately 20% from 2013 to 2020. Its ability to reduce costs associated with food and drug recalls, track products along the supply chain and provide real time access to drug and food packaging is one of the factors attributing to its high CAGR. Moreover, unique EPC (electronic product code) inscribed on a RFID chip significantly reduces the chances of counterfeiting.

Further Key findings from the study suggest:

North America dominated the market in terms of revenue share in 2012. Its

market share was valued at over 60% in 2012 on account of drivers such as the presence of high customer awareness levels and the high market penetration of anti-counterfeiting technologies especially RFID and bar code technologies. However, the abundant presence of future growth opportunities in the Asia Pacific region (especially China) in terms of untapped markets and growing customer awareness levels will help this market grow at the highest CAGR (over 14%) from 2013 to 2020.

The pharmaceuticals and food anti-counterfeit bar codes technology market accounted for the highest revenue share in 2012. Its share was calculated at over 45% in 2012. However, noteworthy rise in the usage rate of RFID based anti-counterfeiting technology will cause a decline in its market share towards the end of the forecast period.

Key players of this market include 3M, DuPont Authentication Systems, Tagsys RFID, Printronix, Hologram Industries, Globaranger Corporation, Zebra Technologies, Holostik, Inksure Technologies and others

For the purpose of this study, Grand View Research has segmented the global pharmaceuticals and food anti-counterfeiting technologies market on the basis of application and region:

## Pharmaceuticals and Food Anti-Counterfeiting Technology Outlook,

Authentication

Inks and Dyes

Holograms

Watermarks

Taggants

Others

Trace and Track

Bar Codes

RFID (Radio Frequency Identification)

Pharmaceuticals and Food Anti-Counterfeiting Technologies Application Outlook,

Food

Pharmaceuticals

Pharmaceuticals and Food Anti-Counterfeiting Technologies Regional Outlook,

North America

Europe

Asia Pacific

Rest of the World

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