

# Anti-Counterfeit Packaging Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global anti-counterfeit packaging market size reached US\$ 110.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 219.4 Billion by 2028, exhibiting a growth rate (CAGR) of 12.2% during 2022-2028. The growing instances of counterfeiting, the emerging technological advancements in anti-counterfeit packaging, and mergers and acquisitions (M&A) among key market players are some of the major factors propelling the market.

Anti-counterfeit packaging refers to the packaging solutions and techniques employed to prevent or deter the counterfeiting and unauthorized replication of products. It involves incorporating security features, tamper-evident mechanisms, and unique identification markers into the packaging to ensure the authenticity and integrity of the enclosed products. It protects brand reputation, safeguard consumer safety, and preserve the revenue of manufacturers by combating the proliferation of counterfeit goods in the market by employing sophisticated packaging technologies and methods, anti-counterfeit packaging aims to provide visible and covert features that make it difficult for counterfeiters to reproduce or imitate the original packaging accurately. These security measures help consumers and regulatory authorities to identify genuine products, while also allowing companies to track and trace their products throughout the supply chain.

The global anti-counterfeit packaging market is primarily driven by the rising demand for counterfeit activities across various industries, including pharmaceuticals, food and beverages (F&B), consumer electronics, and luxury goods, which has created a strong demand for robust anti-counterfeit packaging solutions. Additionally, the widespread adoption of advanced packaging technologies and strategies to combat counterfeiting effectively is contributing to the market growth. Moreover, the stringent regulations and intellectual property rights enforcement by governments and regulatory bodies have

propelled the adoption of anti-counterfeit packaging representing another major growth-inducing factor. Also, the escalating demand for innovative packaging solutions that incorporate authentication features such as holograms, tamper-evident labels, and unique serialization codes are propelling the market growth. Furthermore, the growing consumer awareness and the increasing preference toward genuine products have influenced the market positively.

#### Anti-Counterfeit Packaging Market Trends/Drivers:

##### The increasing instances of counterfeiting

Counterfeiting has become a pervasive global issue affecting various industries, including pharmaceuticals, electronics, cosmetics, and luxury goods. The rise in counterfeit products poses significant challenges for brand owners which is driving the demand for anti-counterfeit packaging solutions as companies seek effective measures to protect their products and consumers. Moreover, anti-counterfeit packaging provides visual cues and authentication features that help differentiate genuine products from counterfeit ones, enabling consumers to make informed purchasing decisions and protecting brand integrity representing another major growth-inducing factor.

Furthermore, brand owners are turning to anti-counterfeit packaging solutions to protect their products and consumers propelling the market growth. Also, anti-counterfeit packaging incorporates various visual cues and authentication features that make it easier for consumers and authorities to distinguish genuine products from counterfeits augmenting the market growth.

##### The emerging technological advancements

Technological advancements are essential in the development of anti-counterfeit packaging solutions. In addition, manufacturers are integrating advanced technologies into the packaging to enhance security and authentication. For instance, tamper-evident labels with unique patterns and holographic features provide visible evidence of tampering, making it easier to identify counterfeit products which is accelerating the market growth. Moreover, the incorporation of quick response (QR) codes and radio frequency identification (RFID) tags allow consumers and supply chain stakeholders to verify the authenticity and track the product's journey representing another major growth-inducing factor. These technologies also provide brand owners with valuable insights into their supply chain, ensuring transparency and accountability accelerating the product adoption rate. Besides this, the introduction of visual cues, such as holographic labels, serve as an immediate indication of authenticity propelling the market growth. Along with these special inks, such as color-shifting or invisible inks, provide covert authentication features that are only visible under specific conditions, adding an extra layer of security influencing the market growth.

##### Industry collaboration and partnerships

The increasing collaboration and partnerships among packaging companies, technology

providers, and brand owners are contributing to the market growth. In addition, collaboration allows the integration of diverse security features and technologies into packaging solutions, making it more challenging for counterfeiters to replicate or tamper with products influencing the market growth. Furthermore, collaborative efforts strengthen supply chain security by promoting information exchange and cooperation among all stakeholders, including manufacturers, suppliers, distributors, and regulatory authorities. These collaborations allow for the integration of diverse security features and technologies into packaging solutions with their unique capabilities to the table, such as expertise in printing technologies, authentication mechanisms, or serialization systems. Also, they can create packaging solutions that are highly secure and difficult for counterfeiters to replicate or tamper with. For instance, a packaging company may collaborate with a technology provider to integrate unique holographic labels or tamper-evident seals with embedded near-field communication (NFC) chips, ensuring a multi-layered approach to product authentication.

**Anti-Counterfeit Packaging Industry Segmentation:**

IMARC Group provides an analysis of the key trends in each segment of the global anti-counterfeit packaging market report, along with forecasts at the global and regional levels from 2023-2028. Our report has categorized the market based on technology, feature type, and end use industry.

**Breakup by Technology:**

Barcodes

RFID (Radio-Frequency Identification)

Holograms

Taggants

Others

RFID currently dominates the market

The report has provided a detailed breakup and analysis of the market based on technology. This includes barcodes, radio-frequency identification (RFID), holograms, taggants, and others. According to the report, radio-frequency identification (RFID) represented the largest segment.

RFID technology utilizes radio waves to transfer data between a tag or label attached to a product and a reader device. It offers several advantages for anti-counterfeit measures, such as enhanced product tracking, authentication, and real-time monitoring capabilities contributing to the market growth. Moreover, its ability to provide a unique identification code for each product allows manufacturers, retailers, and consumers to track and authenticate products throughout the supply chain representing another major growth-inducing factor. Also, RFID tags can store large amounts of data, enabling detailed product information, such as manufacturing details, batch numbers, and expiration dates, to be securely embedded in the tag, providing a positive thrust to the

market growth. Furthermore, RFID technology offers real-time monitoring and tracking capabilities, allowing manufacturers to detect and respond to any unauthorized handling or tampering of their products which helps prevent counterfeiting, diversion, and illicit trade activities propelling the market growth. Apart from this, RFID technology also provides operational benefits such as improved inventory management, supply chain visibility, and streamlined logistics. These advantages make it an attractive choice for companies across various industries, including pharmaceuticals, consumer goods, electronics, and automotive, among others.

Breakup by Feature Type:

Overt Features

Covert Features

Overt features represent the largest segment

The report has provided a detailed breakup and analysis of the market based on the feature type. This includes overt features and covert features. According to the report, overt features represented the largest segment.

Overt features are easily identifiable visual elements incorporated into the packaging to provide visible indications of authenticity and act as deterrents to counterfeiting. These features are designed to be easily recognized by consumers, supply chain participants, and regulatory authorities, helping them quickly distinguish genuine products from counterfeit ones. In addition, it typically includes elements such as holograms, security labels, embossing, unique designs, special inks, and tamper-evident features contributing to the market growth. These features are often integrated into product packaging in a way that makes them difficult to replicate, ensuring the integrity of the product and protecting consumers from counterfeit goods. Moreover, overt features are effective in establishing trust, enhancing brand reputation, and enabling swift identification of counterfeit products influencing market growth. Also, the growing popularity of overt features offering visible assurance of product authenticity among actively seeking consumers is augmenting the market growth. Furthermore, regulatory bodies and brand owners are also advocating for the use of overt features to combat counterfeiting creating a positive market outlook.

Breakup by End Use Industry:

Food and Beverage

Healthcare

Automotive

Consumer Electronics

Others

Healthcare sector holds the largest share in the market

A detailed breakup and analysis of the market based on the end use industry has also been provided in the report. This includes food and beverage (F&B), healthcare,

automotive, consumer electronics, and others. According to the report, healthcare accounted for the largest market share.

The healthcare industry encompasses pharmaceuticals, medical devices, and healthcare products, all requiring stringent measures to prevent counterfeiting and ensure patient safety.

Counterfeit pharmaceuticals pose a significant threat to public health, as they may contain incorrect ingredients, incorrect dosage levels, or even harmful substances. To combat this issue, the healthcare industry has been actively adopting anti-counterfeit packaging solutions featuring solutions such as unique identification codes, tamper-evident seals, and track-and-trace technologies to ensure the authenticity and traceability of products throughout the supply chain contributing to the market growth. Moreover, the stringent regulations imposed by regulatory authorities, such as the food and drug administration (FDA) and the European medicines agency (EMA), further drive the demand for anti-counterfeit packaging in the healthcare sector. These regulations require pharmaceutical companies to implement serialization and track-and-trace systems to prevent the entry of counterfeit drugs into the market. Additionally, the growing awareness among consumers about the risks associated with counterfeit healthcare products led to an increasing preference for authentic and safe products. This, in turn, has prompted manufacturers to invest in anti-counterfeit packaging solutions to build trust and ensure product integrity propelling the market growth.

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the majority of the market share.

North America has a robust regulatory framework and stringent laws regarding counterfeit products, which has led to increased adoption of anti-counterfeit packaging solutions by manufacturers. The presence of organizations such as the Food and Drug Administration (FDA) in the United States ensuring strict compliance and enforcement of anti-counterfeit measures is influencing the market growth. Moreover, various technologically advanced packaging industries in North America, known for their innovative packaging solutions including sophisticated anti-counterfeit technologies such as RFID tags, holograms, tamper-evident labels, and track-and-trace systems are providing a positive thrust to the market growth. These technologies provide enhanced security and authentication features, making it difficult for counterfeiters to replicate or tamper with products. Furthermore, the growing consumer awareness and demand for genuine and authentic products across North America is propelling market growth. Consumers are becoming more vigilant about the products they purchase and are willing to pay a premium for authentic and safe goods leading to increased adoption of anti-counterfeit packaging by brand owners to safeguard their products and protect their brand reputation.

**Competitive Landscape:**

At presents, key players in the market are implementing various strategies to strengthen their position and maintain a competitive edge. They are investing in research and development (R&D) activities to enhance their anti-counterfeit packaging solutions. Moreover, they are establishing strategic partnerships and collaborations with other industry stakeholders. This includes partnering with packaging technology providers, brand owners, government agencies, and industry associations. Besides this, they are aiming to offer numerous anti-counterfeit packaging solutions to cater to diverse industry needs. They expand their product portfolios to include various packaging formats, security features, and authentication technologies. This allows them to serve

different sectors and address specific requirements effectively, strengthening their market presence.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

3M Company

Alpvision SA

Applied DNA Sciences Inc.

Authentix Inc. (Blue Water Energy LLP)

Avery Dennison Corporation

CCL Industries Inc.

DuPont

Savi Technology Inc. (Lockheed Martin)

SICPA Holding SA

SML Group

Zebra Technologies

Recent Developments:

In July 2021, Authentix acquired Strategic IP Information Pte Ltd (SIPI), an online brand and content rights protection provider, expanding Authentix's portfolio of digital security technologies to comprise online anti-counterfeiting and content rights solutions and increasing the scope of offerings for brand protection clients.

In 2022, 3M Company has established the new 3M Verify platform to report potential counterfeit 3M products, building on the success of its anti-counterfeit efforts during the COVID-19 pandemic by expanding its counterfeit reporting process to include all products made by the company.

In February 2022, CCL Industries announced that it has now become members of the International Anticounterfeiting Coalition (IACC). Joining IACC brings CCL Design Authentication into the Global Brand Protection community, to offer expertise in the fight against counterfeit to brand owners, law enforcement and governments.

Key Questions Answered in This Report

1. What was the size of the global anti-counterfeit packaging market in 2022?
2. What is the expected growth rate of the global anti-counterfeit packaging market during 2023-2028?
3. What are the key factors driving the global anti-counterfeit packaging market?
4. What has been the impact of COVID-19 on the global anti-counterfeit packaging market?
5. What is the breakup of the global anti-counterfeit packaging market based on the technology?
6. What is the breakup of the global anti-counterfeit packaging market based on the

feature type?

7. What is the breakup of the global anti-counterfeit packaging market based on the end use industry?

8. What are the key regions in the global anti-counterfeit packaging market?

9. Who are the key players/companies in the global anti-counterfeit packaging market?



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