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Global Brand Protection Labeling and Packaging Market Growth 2025-2031

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Abstracts

The global Brand Protection Labeling and Packaging market size is predicted to grow from US$ 2192 million in 2025 to US$ 2883 million in 2031; it is expected to grow at a CAGR of 4.7% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Brand Protection Labeling and Packaging are integrated solutions combining physical or digital technologies to prevent counterfeiting, tampering, or illegal diversion of products, widely used in high-value industries like pharmaceuticals, luxury goods, and electronics. Techniques include visual security features (e.g., holograms, microtext, thermochromic inks, anti-counterfeit QR codes) and digital tracking (e.g., invisible fluorescent markers, RFID/NFC chips, blockchain serialization). Designs must balance security and user experience—e.g., easily verifiable but hard-to-replicate labels (e.g., scratch-off codes) or tamper-evident structures (e.g., breakable seals). Some systems connect to global databases, enabling consumers to scan and verify authenticity while accessing product provenance. As counterfeit methods evolve, these solutions require continuous upgrades and compliance with anti-fraud regulations (e.g., EU FMD, China's e-trackability codes), serving as a critical defense for supply chain integrity and consumer trust.

United States market for Brand Protection Labeling and Packaging is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

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China market for Brand Protection Labeling and Packaging is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Brand Protection Labeling and Packaging is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Brand Protection Labeling and Packaging players cover CCL, AlpVision, Edgyn, Authentix, SICPA, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the “Brand Protection Labeling and Packaging Industry Forecast” looks at past sales and reviews total world Brand Protection Labeling and Packaging sales in 2024, providing a comprehensive analysis by region and market sector of projected Brand Protection Labeling and Packaging sales for 2025 through 2031. With Brand Protection Labeling and Packaging sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Brand Protection Labeling and Packaging industry.

This Insight Report provides a comprehensive analysis of the global Brand Protection Labeling and Packaging landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Brand Protection Labeling and Packaging portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Brand Protection Labeling and Packaging market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Brand Protection Labeling and Packaging and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Brand Protection Labeling and Packaging.

This report presents a comprehensive overview, market shares, and growth opportunities of Brand Protection Labeling and Packaging market by product type,

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application, key manufacturers and key regions and countries.

Segmentation by Type:

Tamper-Proof Labeling and Packaging

Hidden Labeling and Packaging

Digital Printing Labeling and Packaging

Others

Segmentation by Application:

Machinery

Medical

Precious Metals

Auto Parts

Electrical Appliances

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

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APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

CCL

AlpVision

Edgyn

Authentix

SICPA

UPM

All4Labels

CETIS

GBS Corp

Eltronis

Honsen

Key Questions Addressed in this Report

What is the 10-year outlook for the global Brand Protection Labeling and Packaging market?

What factors are driving Brand Protection Labeling and Packaging market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Brand Protection Labeling and Packaging market opportunities vary by end market size?

How does Brand Protection Labeling and Packaging break out by Type, by Application?

The report requires updating with new data and is sent in 48 hours after order is placed.

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Brand Protection Labeling and Packaging Annual Sales 2020-2031
  2.1.2 World Current & Future Analysis for Brand Protection Labeling and Packaging by Geographic Region, 2020, 2024 & 2031
  2.1.3 World Current & Future Analysis for Brand Protection Labeling and Packaging by Country/Region, 2020, 2024 & 2031
2.2 Brand Protection Labeling and Packaging Segment by Type
  2.2.1 Tamper-Proof Labeling and Packaging
  2.2.2 Hidden Labeling and Packaging
  2.2.3 Digital Printing Labeling and Packaging
  2.2.4 Others
2.3 Brand Protection Labeling and Packaging Sales by Type
  2.3.1 Global Brand Protection Labeling and Packaging Sales Market Share by Type (2020-2025)
  2.3.2 Global Brand Protection Labeling and Packaging Revenue and Market Share by Type (2020-2025)
  2.3.3 Global Brand Protection Labeling and Packaging Sale Price by Type (2020-2025)
2.4 Brand Protection Labeling and Packaging Segment by Application
  2.4.1 Machinery
  2.4.2 Medical
  2.4.3 Precious Metals
  2.4.4 Auto Parts
  2.4.5 Electrical Appliances

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2.4.6 Others
2.5 Brand Protection Labeling and Packaging Sales by Application
2.5.1 Global Brand Protection Labeling and Packaging Sale Market Share by Application (2020-2025)
2.5.2 Global Brand Protection Labeling and Packaging Revenue and Market Share by Application (2020-2025)
2.5.3 Global Brand Protection Labeling and Packaging Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

3.1 Global Brand Protection Labeling and Packaging Breakdown Data by Company
3.1.1 Global Brand Protection Labeling and Packaging Annual Sales by Company (2020-2025)
3.1.2 Global Brand Protection Labeling and Packaging Sales Market Share by Company (2020-2025)
3.2 Global Brand Protection Labeling and Packaging Annual Revenue by Company (2020-2025)
3.2.1 Global Brand Protection Labeling and Packaging Revenue by Company (2020-2025)
3.2.2 Global Brand Protection Labeling and Packaging Revenue Market Share by Company (2020-2025)
3.3 Global Brand Protection Labeling and Packaging Sale Price by Company
3.4 Key Manufacturers Brand Protection Labeling and Packaging Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Brand Protection Labeling and Packaging Product Location Distribution
3.4.2 Players Brand Protection Labeling and Packaging Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
3.6 New Products and Potential Entrants
3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR BRAND PROTECTION LABELING AND PACKAGING BY GEOGRAPHIC REGION

4.1 World Historic Brand Protection Labeling and Packaging Market Size by Geographic Region (2020-2025)

+357 96 030922
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4.1.1 Global Brand Protection Labeling and Packaging Annual Sales by Geographic Region (2020-2025)
4.1.2 Global Brand Protection Labeling and Packaging Annual Revenue by Geographic Region (2020-2025)
4.2 World Historic Brand Protection Labeling and Packaging Market Size by Country/Region (2020-2025)
4.2.1 Global Brand Protection Labeling and Packaging Annual Sales by Country/Region (2020-2025)
4.2.2 Global Brand Protection Labeling and Packaging Annual Revenue by Country/Region (2020-2025)
4.3 Americas Brand Protection Labeling and Packaging Sales Growth
4.4 APAC Brand Protection Labeling and Packaging Sales Growth
4.5 Europe Brand Protection Labeling and Packaging Sales Growth
4.6 Middle East & Africa Brand Protection Labeling and Packaging Sales Growth

5 AMERICAS

5.1 Americas Brand Protection Labeling and Packaging Sales by Country
5.1.1 Americas Brand Protection Labeling and Packaging Sales by Country (2020-2025)
5.1.2 Americas Brand Protection Labeling and Packaging Revenue by Country (2020-2025)
5.2 Americas Brand Protection Labeling and Packaging Sales by Type (2020-2025)
5.3 Americas Brand Protection Labeling and Packaging Sales by Application (2020-2025)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Brand Protection Labeling and Packaging Sales by Region
6.1.1 APAC Brand Protection Labeling and Packaging Sales by Region (2020-2025)
6.1.2 APAC Brand Protection Labeling and Packaging Revenue by Region (2020-2025)
6.2 APAC Brand Protection Labeling and Packaging Sales by Type (2020-2025)
6.3 APAC Brand Protection Labeling and Packaging Sales by Application (2020-2025)
6.4 China

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6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 China Taiwan

7 EUROPE

7.1 Europe Brand Protection Labeling and Packaging by Country
  7.1.1 Europe Brand Protection Labeling and Packaging Sales by Country (2020-2025)
  7.1.2 Europe Brand Protection Labeling and Packaging Revenue by Country (2020-2025)
7.2 Europe Brand Protection Labeling and Packaging Sales by Type (2020-2025)
7.3 Europe Brand Protection Labeling and Packaging Sales by Application (2020-2025)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Brand Protection Labeling and Packaging by Country
  8.1.1 Middle East & Africa Brand Protection Labeling and Packaging Sales by Country (2020-2025)
  8.1.2 Middle East & Africa Brand Protection Labeling and Packaging Revenue by Country (2020-2025)
8.2 Middle East & Africa Brand Protection Labeling and Packaging Sales by Type (2020-2025)
8.3 Middle East & Africa Brand Protection Labeling and Packaging Sales by Application (2020-2025)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

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info@marketpublishers.com

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers
10.2 Manufacturing Cost Structure Analysis of Brand Protection Labeling and Packaging
10.3 Manufacturing Process Analysis of Brand Protection Labeling and Packaging
10.4 Industry Chain Structure of Brand Protection Labeling and Packaging

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 Brand Protection Labeling and Packaging Distributors
11.3 Brand Protection Labeling and Packaging Customer

12 WORLD FORECAST REVIEW FOR BRAND PROTECTION LABELING AND PACKAGING BY GEOGRAPHIC REGION

12.1 Global Brand Protection Labeling and Packaging Market Size Forecast by Region
  12.1.1 Global Brand Protection Labeling and Packaging Forecast by Region (2026-2031)
  12.1.2 Global Brand Protection Labeling and Packaging Annual Revenue Forecast by Region (2026-2031)
12.2 Americas Forecast by Country (2026-2031)
12.3 APAC Forecast by Region (2026-2031)
12.4 Europe Forecast by Country (2026-2031)
12.5 Middle East & Africa Forecast by Country (2026-2031)
12.6 Global Brand Protection Labeling and Packaging Forecast by Type (2026-2031)
12.7 Global Brand Protection Labeling and Packaging Forecast by Application (2026-2031)

13 KEY PLAYERS ANALYSIS

+357 96 030922
info@marketpublishers.com

13.1 CCL
13.1.1 CCL Company Information
13.1.2 CCL Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.1.3 CCL Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.1.4 CCL Main Business Overview
13.1.5 CCL Latest Developments
13.2 AlpVision
13.2.1 AlpVision Company Information
13.2.2 AlpVision Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.2.3 AlpVision Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.2.4 AlpVision Main Business Overview
13.2.5 AlpVision Latest Developments
13.3 Edgyn
13.3.1 Edgyn Company Information
13.3.2 Edgyn Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.3.3 Edgyn Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.3.4 Edgyn Main Business Overview
13.3.5 Edgyn Latest Developments
13.4 Authentix
13.4.1 Authentix Company Information
13.4.2 Authentix Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.4.3 Authentix Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.4.4 Authentix Main Business Overview
13.4.5 Authentix Latest Developments
13.5 SICPA
13.5.1 SICPA Company Information
13.5.2 SICPA Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.5.3 SICPA Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.5.4 SICPA Main Business Overview

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13.5.5 SICPA Latest Developments
13.6 UPM
13.6.1 UPM Company Information
13.6.2 UPM Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.6.3 UPM Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.6.4 UPM Main Business Overview
13.6.5 UPM Latest Developments
13.7 All4Labels
13.7.1 All4Labels Company Information
13.7.2 All4Labels Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.7.3 All4Labels Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.7.4 All4Labels Main Business Overview
13.7.5 All4Labels Latest Developments
13.8 CETIS
13.8.1 CETIS Company Information
13.8.2 CETIS Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.8.3 CETIS Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.8.4 CETIS Main Business Overview
13.8.5 CETIS Latest Developments
13.9 GBS Corp
13.9.1 GBS Corp Company Information
13.9.2 GBS Corp Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.9.3 GBS Corp Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.9.4 GBS Corp Main Business Overview
13.9.5 GBS Corp Latest Developments
13.10 Eltronis
13.10.1 Eltronis Company Information
13.10.2 Eltronis Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.10.3 Eltronis Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)

+357 96 030922
info@marketpublishers.com

13.10.4 Eltronis Main Business Overview
13.10.5 Eltronis Latest Developments
13.11 Honsen
13.11.1 Honsen Company Information
13.11.2 Honsen Brand Protection Labeling and Packaging Product Portfolios and Specifications
13.11.3 Honsen Brand Protection Labeling and Packaging Sales, Revenue, Price and Gross Margin (2020-2025)
13.11.4 Honsen Main Business Overview
13.11.5 Honsen Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Brand Protection Labeling and Packaging Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & ($ millions)
Table 2. Brand Protection Labeling and Packaging Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & ($ millions)
Table 3. Major Players of Tamper-Proof Labeling and Packaging
Table 4. Major Players of Hidden Labeling and Packaging
Table 5. Major Players of Digital Printing Labeling and Packaging
Table 6. Major Players of Others
Table 7. Global Brand Protection Labeling and Packaging Sales by Type (2020-2025) & (K Units)
Table 8. Global Brand Protection Labeling and Packaging Sales Market Share by Type (2020-2025)
Table 9. Global Brand Protection Labeling and Packaging Revenue by Type (2020-2025) & ($ million)
Table 10. Global Brand Protection Labeling and Packaging Revenue Market Share by Type (2020-2025)
Table 11. Global Brand Protection Labeling and Packaging Sale Price by Type (2020-2025) & (US$/Unit)
Table 12. Global Brand Protection Labeling and Packaging Sale by Application (2020-2025) & (K Units)
Table 13. Global Brand Protection Labeling and Packaging Sale Market Share by Application (2020-2025)
Table 14. Global Brand Protection Labeling and Packaging Revenue by Application (2020-2025) & ($ million)
Table 15. Global Brand Protection Labeling and Packaging Revenue Market Share by Application (2020-2025)
Table 16. Global Brand Protection Labeling and Packaging Sale Price by Application (2020-2025) & (US$/Unit)
Table 17. Global Brand Protection Labeling and Packaging Sales by Company (2020-2025) & (K Units)
Table 18. Global Brand Protection Labeling and Packaging Sales Market Share by Company (2020-2025)
Table 19. Global Brand Protection Labeling and Packaging Revenue by Company (2020-2025) & ($ millions)
Table 20. Global Brand Protection Labeling and Packaging Revenue Market Share by

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Company (2020-2025)
Table 21. Global Brand Protection Labeling and Packaging Sale Price by Company (2020-2025) & (US$/Unit)
Table 22. Key Manufacturers Brand Protection Labeling and Packaging Producing Area Distribution and Sales Area
Table 23. Players Brand Protection Labeling and Packaging Products Offered
Table 24. Brand Protection Labeling and Packaging Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
Table 25. New Products and Potential Entrants
Table 26. Market M&A Activity & Strategy
Table 27. Global Brand Protection Labeling and Packaging Sales by Geographic Region (2020-2025) & (K Units)
Table 28. Global Brand Protection Labeling and Packaging Sales Market Share Geographic Region (2020-2025)
Table 29. Global Brand Protection Labeling and Packaging Revenue by Geographic Region (2020-2025) & ($ millions)
Table 30. Global Brand Protection Labeling and Packaging Revenue Market Share by Geographic Region (2020-2025)
Table 31. Global Brand Protection Labeling and Packaging Sales by Country/Region (2020-2025) & (K Units)
Table 32. Global Brand Protection Labeling and Packaging Sales Market Share by Country/Region (2020-2025)
Table 33. Global Brand Protection Labeling and Packaging Revenue by Country/Region (2020-2025) & ($ millions)
Table 34. Global Brand Protection Labeling and Packaging Revenue Market Share by Country/Region (2020-2025)
Table 35. Americas Brand Protection Labeling and Packaging Sales by Country (2020-2025) & (K Units)
Table 36. Americas Brand Protection Labeling and Packaging Sales Market Share by Country (2020-2025)
Table 37. Americas Brand Protection Labeling and Packaging Revenue by Country (2020-2025) & ($ millions)
Table 38. Americas Brand Protection Labeling and Packaging Sales by Type (2020-2025) & (K Units)
Table 39. Americas Brand Protection Labeling and Packaging Sales by Application (2020-2025) & (K Units)
Table 40. APAC Brand Protection Labeling and Packaging Sales by Region (2020-2025) & (K Units)
Table 41. APAC Brand Protection Labeling and Packaging Sales Market Share by

+357 96 030922
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Region (2020-2025)
Table 42. APAC Brand Protection Labeling and Packaging Revenue by Region (2020-2025) & ($ millions)
Table 43. APAC Brand Protection Labeling and Packaging Sales by Type (2020-2025) & (K Units)
Table 44. APAC Brand Protection Labeling and Packaging Sales by Application (2020-2025) & (K Units)
Table 45. Europe Brand Protection Labeling and Packaging Sales by Country (2020-2025) & (K Units)
Table 46. Europe Brand Protection Labeling and Packaging Revenue by Country (2020-2025) & ($ millions)
Table 47. Europe Brand Protection Labeling and Packaging Sales by Type (2020-2025) & (K Units)
Table 48. Europe Brand Protection Labeling and Packaging Sales by Application (2020-2025) & (K Units)
Table 49. Middle East & Africa Brand Protection Labeling and Packaging Sales by Country (2020-2025) & (K Units)
Table 50. Middle East & Africa Brand Protection Labeling and Packaging Revenue Market Share by Country (2020-2025)
Table 51. Middle East & Africa Brand Protection Labeling and Packaging Sales by Type (2020-2025) & (K Units)
Table 52. Middle East & Africa Brand Protection Labeling and Packaging Sales by Application (2020-2025) & (K Units)
Table 53. Key Market Drivers & Growth Opportunities of Brand Protection Labeling and Packaging
Table 54. Key Market Challenges & Risks of Brand Protection Labeling and Packaging
Table 55. Key Industry Trends of Brand Protection Labeling and Packaging
Table 56. Brand Protection Labeling and Packaging Raw Material
Table 57. Key Suppliers of Raw Materials
Table 58. Brand Protection Labeling and Packaging Distributors List
Table 59. Brand Protection Labeling and Packaging Customer List
Table 60. Global Brand Protection Labeling and Packaging Sales Forecast by Region (2026-2031) & (K Units)
Table 61. Global Brand Protection Labeling and Packaging Revenue Forecast by Region (2026-2031) & ($ millions)
Table 62. Americas Brand Protection Labeling and Packaging Sales Forecast by Country (2026-2031) & (K Units)
Table 63. Americas Brand Protection Labeling and Packaging Annual Revenue Forecast by Country (2026-2031) & ($ millions)

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Table 64. APAC Brand Protection Labeling and Packaging Sales Forecast by Region (2026-2031) & (K Units)
Table 65. APAC Brand Protection Labeling and Packaging Annual Revenue Forecast by Region (2026-2031) & ($ millions)
Table 66. Europe Brand Protection Labeling and Packaging Sales Forecast by Country (2026-2031) & (K Units)
Table 67. Europe Brand Protection Labeling and Packaging Revenue Forecast by Country (2026-2031) & ($ millions)
Table 68. Middle East & Africa Brand Protection Labeling and Packaging Sales Forecast by Country (2026-2031) & (K Units)
Table 69. Middle East & Africa Brand Protection Labeling and Packaging Revenue Forecast by Country (2026-2031) & ($ millions)
Table 70. Global Brand Protection Labeling and Packaging Sales Forecast by Type (2026-2031) & (K Units)
Table 71. Global Brand Protection Labeling and Packaging Revenue Forecast by Type (2026-2031) & ($ millions)
Table 72. Global Brand Protection Labeling and Packaging Sales Forecast by Application (2026-2031) & (K Units)
Table 73. Global Brand Protection Labeling and Packaging Revenue Forecast by Application (2026-2031) & ($ millions)
Table 74. CCL Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 75. CCL Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 76. CCL Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 77. CCL Main Business
Table 78. CCL Latest Developments
Table 79. AlpVision Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 80. AlpVision Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 81. AlpVision Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 82. AlpVision Main Business
Table 83. AlpVision Latest Developments
Table 84. Edgyn Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 85. Edgyn Brand Protection Labeling and Packaging Product Portfolios and

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info@marketpublishers.com

Specifications
Table 86. Edgyn Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 87. Edgyn Main Business
Table 88. Edgyn Latest Developments
Table 89. Authentix Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 90. Authentix Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 91. Authentix Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 92. Authentix Main Business
Table 93. Authentix Latest Developments
Table 94. SICPA Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 95. SICPA Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 96. SICPA Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 97. SICPA Main Business
Table 98. SICPA Latest Developments
Table 99. UPM Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 100. UPM Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 101. UPM Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 102. UPM Main Business
Table 103. UPM Latest Developments
Table 104. All4Labels Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 105. All4Labels Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 106. All4Labels Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 107. All4Labels Main Business
Table 108. All4Labels Latest Developments
Table 109. CETIS Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors

+357 96 030922
info@marketpublishers.com

Table 110. CETIS Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 111. CETIS Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 112. CETIS Main Business
Table 113. CETIS Latest Developments
Table 114. GBS Corp Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 115. GBS Corp Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 116. GBS Corp Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 117. GBS Corp Main Business
Table 118. GBS Corp Latest Developments
Table 119. Eltronis Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 120. Eltronis Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 121. Eltronis Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 122. Eltronis Main Business
Table 123. Eltronis Latest Developments
Table 124. Honsen Basic Information, Brand Protection Labeling and Packaging Manufacturing Base, Sales Area and Its Competitors
Table 125. Honsen Brand Protection Labeling and Packaging Product Portfolios and Specifications
Table 126. Honsen Brand Protection Labeling and Packaging Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 127. Honsen Main Business
Table 128. Honsen Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of Brand Protection Labeling and Packaging
Figure 2. Brand Protection Labeling and Packaging Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Brand Protection Labeling and Packaging Sales Growth Rate 2020-2031 (K Units)
Figure 7. Global Brand Protection Labeling and Packaging Revenue Growth Rate 2020-2031 ($ millions)
Figure 8. Brand Protection Labeling and Packaging Sales by Geographic Region (2020, 2024 & 2031) & ($ millions)
Figure 9. Brand Protection Labeling and Packaging Sales Market Share by Country/Region (2024)
Figure 10. Brand Protection Labeling and Packaging Sales Market Share by Country/Region (2020, 2024 & 2031)
Figure 11. Product Picture of Tamper-Proof Labeling and Packaging
Figure 12. Product Picture of Hidden Labeling and Packaging
Figure 13. Product Picture of Digital Printing Labeling and Packaging
Figure 14. Product Picture of Others
Figure 15. Global Brand Protection Labeling and Packaging Sales Market Share by Type in 2025
Figure 16. Global Brand Protection Labeling and Packaging Revenue Market Share by Type (2020-2025)
Figure 17. Brand Protection Labeling and Packaging Consumed in Machinery
Figure 18. Global Brand Protection Labeling and Packaging Market: Machinery (2020-2025) & (K Units)
Figure 19. Brand Protection Labeling and Packaging Consumed in Medical
Figure 20. Global Brand Protection Labeling and Packaging Market: Medical (2020-2025) & (K Units)
Figure 21. Brand Protection Labeling and Packaging Consumed in Precious Metals
Figure 22. Global Brand Protection Labeling and Packaging Market: Precious Metals (2020-2025) & (K Units)
Figure 23. Brand Protection Labeling and Packaging Consumed in Auto Parts
Figure 24. Global Brand Protection Labeling and Packaging Market: Auto Parts (2020-2025) & (K Units)

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Figure 25. Brand Protection Labeling and Packaging Consumed in Electrical Appliances
Figure 26. Global Brand Protection Labeling and Packaging Market: Electrical Appliances (2020-2025) & (K Units)
Figure 27. Brand Protection Labeling and Packaging Consumed in Others
Figure 28. Global Brand Protection Labeling and Packaging Market: Others (2020-2025) & (K Units)
Figure 29. Global Brand Protection Labeling and Packaging Sale Market Share by Application (2024)
Figure 30. Global Brand Protection Labeling and Packaging Revenue Market Share by Application in 2025
Figure 31. Brand Protection Labeling and Packaging Sales by Company in 2025 (K Units)
Figure 32. Global Brand Protection Labeling and Packaging Sales Market Share by Company in 2025
Figure 33. Brand Protection Labeling and Packaging Revenue by Company in 2025 ($ millions)
Figure 34. Global Brand Protection Labeling and Packaging Revenue Market Share by Company in 2025
Figure 35. Global Brand Protection Labeling and Packaging Sales Market Share by Geographic Region (2020-2025)
Figure 36. Global Brand Protection Labeling and Packaging Revenue Market Share by Geographic Region in 2025
Figure 37. Americas Brand Protection Labeling and Packaging Sales 2020-2025 (K Units)
Figure 38. Americas Brand Protection Labeling and Packaging Revenue 2020-2025 ($ millions)
Figure 39. APAC Brand Protection Labeling and Packaging Sales 2020-2025 (K Units)
Figure 40. APAC Brand Protection Labeling and Packaging Revenue 2020-2025 ($ millions)
Figure 41. Europe Brand Protection Labeling and Packaging Sales 2020-2025 (K Units)
Figure 42. Europe Brand Protection Labeling and Packaging Revenue 2020-2025 ($ millions)
Figure 43. Middle East & Africa Brand Protection Labeling and Packaging Sales 2020-2025 (K Units)
Figure 44. Middle East & Africa Brand Protection Labeling and Packaging Revenue 2020-2025 ($ millions)
Figure 45. Americas Brand Protection Labeling and Packaging Sales Market Share by Country in 2025
Figure 46. Americas Brand Protection Labeling and Packaging Revenue Market Share

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by Country (2020-2025)
Figure 47. Americas Brand Protection Labeling and Packaging Sales Market Share by Type (2020-2025)
Figure 48. Americas Brand Protection Labeling and Packaging Sales Market Share by Application (2020-2025)
Figure 49. United States Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 50. Canada Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 51. Mexico Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 52. Brazil Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 53. APAC Brand Protection Labeling and Packaging Sales Market Share by Region in 2025
Figure 54. APAC Brand Protection Labeling and Packaging Revenue Market Share by Region (2020-2025)
Figure 55. APAC Brand Protection Labeling and Packaging Sales Market Share by Type (2020-2025)
Figure 56. APAC Brand Protection Labeling and Packaging Sales Market Share by Application (2020-2025)
Figure 57. China Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 58. Japan Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 59. South Korea Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 60. Southeast Asia Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 61. India Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 62. Australia Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 63. China Taiwan Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 64. Europe Brand Protection Labeling and Packaging Sales Market Share by Country in 2025
Figure 65. Europe Brand Protection Labeling and Packaging Revenue Market Share by Country (2020-2025)

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Figure 66. Europe Brand Protection Labeling and Packaging Sales Market Share by Type (2020-2025)
Figure 67. Europe Brand Protection Labeling and Packaging Sales Market Share by Application (2020-2025)
Figure 68. Germany Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 69. France Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 70. UK Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 71. Italy Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 72. Russia Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 73. Middle East & Africa Brand Protection Labeling and Packaging Sales Market Share by Country (2020-2025)
Figure 74. Middle East & Africa Brand Protection Labeling and Packaging Sales Market Share by Type (2020-2025)
Figure 75. Middle East & Africa Brand Protection Labeling and Packaging Sales Market Share by Application (2020-2025)
Figure 76. Egypt Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 77. South Africa Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 78. Israel Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 79. Turkey Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 80. GCC Countries Brand Protection Labeling and Packaging Revenue Growth 2020-2025 ($ millions)
Figure 81. Manufacturing Cost Structure Analysis of Brand Protection Labeling and Packaging in 2025
Figure 82. Manufacturing Process Analysis of Brand Protection Labeling and Packaging
Figure 83. Industry Chain Structure of Brand Protection Labeling and Packaging
Figure 84. Channels of Distribution
Figure 85. Global Brand Protection Labeling and Packaging Sales Market Forecast by Region (2026-2031)
Figure 86. Global Brand Protection Labeling and Packaging Revenue Market Share Forecast by Region (2026-2031)

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Figure 87. Global Brand Protection Labeling and Packaging Sales Market Share Forecast by Type (2026-2031)
Figure 88. Global Brand Protection Labeling and Packaging Revenue Market Share Forecast by Type (2026-2031)
Figure 89. Global Brand Protection Labeling and Packaging Sales Market Share Forecast by Application (2026-2031)
Figure 90. Global Brand Protection Labeling and Packaging Revenue Market Share Forecast by Application (2026-2031)

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