

Technology Landscape, Trends and Opportunities in the Global Anti-Counterfeit Packaging Market

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Abstracts

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The technologies in anti-counterfeit packaging has undergone significant change in recent years, with traditional package sealing tapes t%li%advanced RFID technology. The rising wave of new technologies such as RFID and taggant is creating significant potential for anti-counterfeit packaging in food and beverage, electronics, and consumer durable applications, due t%li%better product security, traceability, safety information, and readability.

In this market, various technologies, such as RFID, barcode, hologram, and taggants are used in various applications. Stringent laws and regulations, increase in the focus of manufacturers on brand protection, need t%li%maintain an efficient supply chain, and growth in the parent industry are creating new opportunities for various anti-counterfeit packaging technologies.

This report analyzes technology maturity, degree of disruption, competitive intensity, market potential, and other parameters of various technologies in the anti-counterfeit packaging market. Some insights are depicted below by a sample figure. For more details on figures, the companies researched, and other objectives/benefits on this research report, please download the report brochure.

The study includes technology readiness, competitive intensity, regulatory compliance, disruption potential, trends, forecasts and strategic implications for the global anti-counterfeit packaging by application, technology, and region as follows:

Technology Readiness by Technology Type

Competitive Intensity and Regulatory Compliance

Disruption Potential by Technology Type

Trends and Forecasts by Technology Type [\$M shipment analysis from 2018 to 2030]:

RFID

Barcode

Hologram

Taggant

Technology Trends and Forecasts by Application [\$M shipment analysis from 2018 to 2030]:

Food and Beverage

RFID

Barcode

Hologram

Taggant

Healthcare

RFID

Barcode

Hologram

Taggant

Electronics and Automotive

RFID

Barcode

Hologram

Taggant

Consumer Durables

RFID

Barcode

Hologram

Taggant

Technology Trends and Forecasts by Region [\$M shipment analysis for 2018 to 2030]:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Asia Pacific

Japan

China

South Korea

India

The Rest of the World

Latest Developments and Innovations in the Anti-Counterfeit Packaging Technologies

Companies / Ecosystems

Strategic Opportunities by Technology Type

Some of the anti-counterfeit packaging companies profiled in this report include Avery Dennison Corporation, 3M Company, DowDuPont, DNA Sciences Inc., and SICPA Holding SA.

This report answers following 9 key questions:

Q.1 What are some of the most promising and high-growth technology opportunities for the anti-counterfeit packaging market?

Q.2 Which technology will grow at a faster pace and why?

Q.3 What are the key factors affecting dynamics of different technologies? What are the drivers and challenges of these technologies in anti-counterfeit packaging market?

Q.4 What are the levels of technology readiness, competitive intensity and regulatory compliance in this technology space?

Q.5 What are the business risks and threats to these technologies in anti-counterfeit

packaging market?

Q.6 What are the latest developments in anti-counterfeit packaging technologies?
Which companies are leading these developments?

Q.7 Which technologies have potential of disruption in this market?

Q.8 Who are the major players in this anti-counterfeit packaging market? What
strategic initiatives are being implemented by key players for business growth?

Q.9 What are strategic growth opportunities in this anti-counterfeit packaging
technology space?

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