

2020-2025 Global Anti-Counterfeit Pharmaceuticals And Cosmetics Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Pharmaceutical, cosmetics and personal care products are the first line of target for counterfeiters. The fact behind the rigorous counterfeiting activities is the presence of high volume low value manufacturing nature of the market. Presently, the trends in cosmetics and personal care industry are shifting from premium beauty products to routine skin care products that are sold across local market. This would increase the threats from counterfeiting across cosmetics and personal care industry. Furthermore, the decentralization of pharmaceutical industry in terms of manufacturing and emergence of small scale personal care industry reduces the manufacturers control on the supply chain. Thus, increases the probabilities of counterfeiting. However, the advancement in track and trace technologies, increasing practices of multi-layered authentication technologies have bring revolutionary changes in securing original products. Companies with premium range of products are opting for RFID and ePedigree authentication technologies. However, economic product categories are majorly secured with the conventional authentication technologies such as holograms, inks and dyes.

This report elaborates the market size, market characteristics, and market growth of the Anti-Counterfeit Pharmaceuticals And Cosmetics industry, and breaks down according to the type, application, and consumption area of Anti-Counterfeit Pharmaceuticals And Cosmetics. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for

Anti-Counterfeit Pharmaceuticals And Cosmetics in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19. In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Anti-Counterfeit Pharmaceuticals And Cosmetics market covered in Chapter 13:

ZHONGCHAO

Authentix

ZEBRA

Avery Dennison

Flint

SICPA

IMPINJ

AlpVision

Honeywell

YONGZHENG

LONGYING

ALIEN

InkSure

TONGLI

In Chapter 6, on the basis of types, the Anti-Counterfeit Pharmaceuticals And Cosmetics market from 2015 to 2025 is primarily split into:

Anti-counterfeit Pharmaceutical

Anti-counterfeit Cosmetics

In Chapter 7, on the basis of applications, the Anti-Counterfeit Pharmaceuticals And Cosmetics market from 2015 to 2025 covers:

Pharma and Healthcare

Cosmetics

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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