

COVID-19 Outbreak-Global Anti-Counterfeit Pharmaceuticals And Cosmetics Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

<https://marketpublishers.com/r/CCB6A665B9B2EN.html>

Date: October 2020

Pages: 107

Price: US\$ 3,660.00 (Single User License)

ID: CCB6A665B9B2EN

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.

The Anti-Counterfeit Pharmaceuticals And Cosmetics market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise

competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Anti-Counterfeit Pharmaceuticals And Cosmetics industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Anti-Counterfeit Pharmaceuticals And Cosmetics market can be split based on product types, major applications, and important countries as follows:

Key players in the global Anti-Counterfeit Pharmaceuticals And Cosmetics market covered in Chapter 12:

YONGZHENG

Avery Dennison

LONGYING

ZEBRA

Honeywell

SICPA

Flint

AlpVision

InkSure

TONGLI

Authentix

ALIEN

IMPINJ

ZHONGCHAO

In Chapter 4 and 14.1, 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 5 and 14.2, 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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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Figure Market Volume and Growth Rate Forecast of Cosmetics (2020-2025)

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