

# **Global Anti-Counterfeit Pharmaceuticals And Cosmetics Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery**

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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.

Based on the Anti-Counterfeit Pharmaceuticals And Cosmetics market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Anti-Counterfeit Pharmaceuticals And Cosmetics market covered in Chapter 5:

YONGZHENG

Authentix

ZHONGCHAO

IMPINJ

LONGYING

AlpVision

SICPA

Honeywell

Avery Dennison

Flint

InkSure

ZEBRA

ALIEN

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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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