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Anti-counterfeit Cosmetic Packaging Market Forecasts to 2034 – Global Analysis By Packaging Type (Bottles, Tubes, Jars, Sachets, Pumps & Dispensers and Other Packaging Types), Material (Glass, Metal, Paperboard, Plastic, Polypropylene, Polyethylene, Polyethylene Terephthalate and Other Materials), Technology, Application and By Geography

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Abstracts

According to Stratistics MRC, the Global Anti-counterfeit Cosmetic Packaging Market is accounted for $231.4 billion in 2026 and is expected to reach $712.7 billion by 2034 growing at a CAGR of 15.1% during the forecast period. Anti-counterfeit cosmetic packaging refers to the incorporation of security features and technologies into cosmetic product packaging to protect against counterfeiting and unauthorised replication. Various anti-counterfeit measures are employed, including holographic labels, QR codes, tamper-evident seals, RFID tags, and other advanced technologies. These features help to verify the authenticity of cosmetic products, enable traceability throughout the supply chain, and assure consumers of the safety of the purchased items.

According to the WHO, around 50% of the drugs for sale in the internet are estimated to be Fake.

Market Dynamics:

Driver:

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Globalization of cosmetic industry

As cosmetic brands expand globally, they face an increased risk of counterfeit products entering diverse markets. This heightened vulnerability prompts a growing demand for robust anti-counterfeit measures to protect brand integrity and consumer safety. To maintain trust across borders, cosmetic manufacturers invest in secure packaging solutions, including advanced technologies such as holograms and QR codes, ensuring the authenticity of their products throughout the global supply chain. The need for standardised anti-counterfeit practices becomes crucial to safeguarding cosmetic brands on an international scale. Thereby, it will drive market demand.

Restraint:

Compatibility with packaging materials

The anti-counterfeit cosmetic packaging market faces challenges in ensuring compatibility with diverse packaging materials such as glass, plastic, and metal. Adapting anti-counterfeit technologies to adhere to various materials, printing methods, and luxury packaging aesthetics is a complex task. Sustainability considerations and the unique form factors of cosmetic packaging further complicate the seamless integration of security features. These factors are hindering the widespread adoption of effective anti-counterfeit solutions in the cosmetic packaging industry.

Opportunity:

Booming e-commerce platform

As more consumers turn to online platforms for cosmetic purchases, the risk of counterfeit products entering the supply chain increases. Secure packaging solutions, incorporating features like holographic labels and QR codes, have become essential for maintaining brand integrity and ensuring product authenticity in the e-commerce landscape. This trend creates a demand for innovative anti-counterfeit technologies tailored for online retail, offering an opportunity for packaging providers to address the unique challenges posed by the digital marketplace and enhance consumer confidence in the authenticity of cosmetic products purchased online.

Threat:

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Cost implications

The integration of advanced security features, such as holographic labels, RFID tags, or unique printing technologies, incurs substantial upfront expenses. These high implementation costs may deter smaller cosmetic manufacturers with limited resources from adopting effective anti-counterfeit measures. Also, the increased production expenses could potentially be transferred to consumers, impacting product affordability and market competitiveness.

Covid-19 Impact

The COVID-19 pandemic has impacted supply chain disruptions, reduced consumer spending, and a shift in purchasing patterns, which have affected the market's growth. However, as consumers prioritise hygiene; anti-counterfeit technologies that ensure the legitimacy of cosmetic products become crucial. The pandemic has accelerated the adoption of digital solutions, offering opportunities for implementing traceability features. Despite challenges, the focus on product safety and authentication remains a key driver in the post-COVID recovery of the anti-counterfeit cosmetic packaging market.

The holograms segment is expected to be the largest during the forecast period

The holograms segment is estimated to hold the largest share. Holographic labels and 3D holograms serve to authenticate cosmetic products, deterring counterfeiters and safeguarding brand integrity. As an integral component of anti-counterfeit strategies, holograms offer a cost-effective and scalable solution for cosmetic manufacturers to instill confidence among consumers, ensuring they receive genuine and safe products. Moreover, the adoption of holographic technologies remains a key driver in the evolution of secure packaging within the cosmetic industry.

The cosmetics segment is expected to have the highest CAGR during the forecast period

The cosmetics segment is anticipated to have lucrative growth during the forecast period. This segment addresses the unique challenges associated with counterfeiting in the cosmetics industry, which includes a wide range of beauty and personal care products. The use of anti-counterfeit measures in cosmetic packaging helps protect consumers from counterfeit and potentially harmful products while preserving the authenticity and reputation of cosmetic brands. Various technologies are employed within this segment to ensure the traceability and authenticity of cosmetic products

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throughout the supply chain.

Region with largest share:

Asia Pacific commanded the largest market share during the extrapolated period owing to rapid economic growth, a rising beauty-conscious population, and increasing e-commerce activities. The region faces significant challenges from counterfeit cosmetics, prompting a surge in demand for secure packaging solutions. Governments' stringent regulations and a swift embrace of technological innovations further drive the adoption of advanced anti-counterfeit measures such as holographic labels and RFID tags. As the cosmetic industry continues to thrive in the Asia-Pacific region, the adoption of anti-counterfeit cosmetic packaging solutions is expected to grow.

Region with highest CAGR:

North America is expected to witness profitable growth over the projection period. The region experiences a robust demand for secure packaging solutions to combat counterfeit cosmetics. With a strong emphasis on product safety and authenticity, North America's cosmetics market fosters continuous innovation in packaging, creating opportunities for anti-counterfeit technologies. Furthermore, the region's well-established cosmetic brands and dynamic market trends contribute to the steady growth and evolution of the anti-counterfeit cosmetic packaging sector.

Key players in the market

Some of the key players in the Anti-counterfeit Cosmetic Packaging Market include Avery Dennison, Zebra Technologies, Sun Chemical, NHK SPRING, Alpvision, DNP , Flint Grou, DuPont, 3M, Toppan, KURZ, Techsun, Authentix, CCL Industries Inc., Honeywell International Inc., Alien Technology Corp., Systech International , Ampacet Corporation, ACG and Avient Corporation.

Key Developments:

In April 2023, Sun Chemical to Exhibit Extensive Range of Sustainable Packaging Solutions at interpack 2023, it will demonstrate its solutions for the challenges faced by the packaging market now and in the future across five key packaging themes – flexible, paper, folding carton, labels and metal deco, showing visitors how it is constantly working with its parent company, DIC, to develop and promote sustainable solutions.

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In September 2022, 3M announces new Verify platform to report potential counterfeit 3M products, building on the success of its anti-counterfeit efforts during the COVID-19 pandemic by expanding its counterfeit reporting process to include all products made by 3M.

Packaging Types Covered:

- Bottles
- Tubes
- Jars
- Sachets
- Pumps & Dispensers
- Other Packaging Types

Materials Covered:

- Glass
- Metal
- Paperboard
- Plastic
- Polypropylene
- Polyethylene
- Polyethylene Terephthalate
- Other Materials

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Technologies Covered:

- RFID
- Security Seals
- Security Inks & Printing
- Holograms
- Barcode
- Mass Encoding
- Digital Encryption & Serialization

Applications Covered:

- Personal Care
- Cosmetics
- Other Applications

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany

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- UK
- Italy
- France
- Spain
- Rest of Europe

Asia Pacific

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- China
- India
- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

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Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 3032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

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Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Contents

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10 KEY DEVELOPMENTS

11 COMPANY PROFILING

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List Of Tables

LIST OF TABLES

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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