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Anti-Counterfeit Packaging Market Forecasts to 2032 – Global Analysis By Technology (Authentication Technologies, Track & Trace Technologies, and Tamper-Evidence), Usage Feature, Packaging Component, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Anti-Counterfeit Packaging Market is accounted for $203.4 billion in 2025 and is expected to reach $478.5 billion by 2032 growing at a CAGR of 13% during the forecast period. Anti-Counterfeit Packaging develops secure packaging solutions to combat product forgery and protect brand integrity. It includes technologies such as holograms, RFID tags, QR codes, and tamper-evident seals. Rising counterfeit threats in pharmaceuticals, food, cosmetics, and luxury goods drive market expansion. Increasing consumer demand for authenticity, government regulations, and brand protection initiatives further accelerate adoption. This market is becoming essential for ensuring consumer safety and maintaining trust in global supply chains.

Market Dynamics:

Driver:

Rising Incidence of Counterfeit Goods

Globalization of supply chains and the rapid expansion of e-commerce have increased product exposure and created more entry points for counterfeiters, prompting manufacturers and regulators to demand stronger authentication measures. Consequently, industries such as pharmaceuticals, cosmetics, and electronics are investing in tamper-evident materials, serialization, and authentication technologies to

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protect brand equity and consumers. Moreover, heightened regulatory scrutiny and growing public awareness accelerate adoption, driving sustained spending and continuous innovation across anti-counterfeit packaging solutions.

Restraint:

Lack of Standardization

A wide variety of authentication technologies, inconsistent regional regulations, and limited interoperability complicate cross-border implementations and increase integration costs for global manufacturers. This fragmentation makes it hard to scale pilots into full deployments and raises uncertainty about long-term returns, especially for smaller players with constrained budgets. Furthermore, divergent data formats and reporting requirements weaken the value of pooled supply-chain intelligence.

Opportunity:

Growth in E-commerce

As online retail channels proliferate, products move through more intermediaries and informal networks, raising the risk of fraud and tampering. Brands can deploy authentication technologies, unique identifiers, and consumer-facing verification tools to restore trust, reduce chargebacks, and differentiate on safety. Additionally, marketplaces and logistics providers are beginning to collaborate on platform-level anti-fraud initiatives, enabling integrated solutions. These developments create new service models and recurring revenue streams for packaging and technology suppliers, encouraging investment and innovation in verification, traceability, and last-mile authentication capabilities.

Threat:

Sophistication of Counterfeit Techniques

Counterfeiters now use advanced printing, materials engineering, and digital tools to emulate security features, while generative AI and improved imaging tools make forgeries increasingly convincing. These arms-race dynamic forces solution providers to accelerate R&D, update feature sets frequently, and incorporate multi-layered authentication approaches combining physical and digital elements. Higher innovation cadence raises costs and shortens technology lifecycles, pressuring margins. If

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defenses lag behind counterfeit innovation, market confidence may erode, creating reputational and financial risks for both brands and solution vendors.

Covid-19 Impact:

COVID-19 intensified demand for anti-counterfeit packaging as disrupted logistics and a surge in e-commerce created vulnerabilities exploited by counterfeiters. Urgent needs in medical and pharmaceutical supplies drove rapid adoption of serialization, tamper-evident formats, and track-and-trace systems to secure critical products and protect patient safety. Regulators expanded surveillance and reporting, while brands accelerated investment in digital authentication and consumer verification tools. Consequently, suppliers scaled production and accelerated innovation to meet immediate compliance and trust-restoration requirements globally.

The track & trace technologies segment is expected to be the largest during the forecast period

The track & trace technologies segment is expected to account for the largest market share during the forecast period because serialization, barcodes, and visibility platforms directly address regulatory mandates and commercial demands for provenance. These solutions provide discrete, auditable product identifiers that support recalls, inventory control, and anti-diversion controls, making them essential in regulated industries such as pharmaceuticals and food. Additionally, many supply chains already possess barcode infrastructure, reducing incremental adoption barriers while increasing the appeal of integrated track-and-trace deployments for compliance and anti-counterfeit purposes.

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

Over the forecast period, the digital traceability segment is predicted to witness the highest growth rate as blockchain, cloud platforms, IoT, and mobile verification tools deliver immutable provenance records and real-time visibility across complex distribution networks. Digital traceability enables advanced analytics, rapid recall execution, and consumer-facing authentication features that increasingly define brand protection strategies. Falling costs of cloud services and broader availability of IoT sensors lower barriers to entry, while pilot successes and regulatory interest in digital audit trails encourage scaling. Together, these forces accelerate investment and adoption, driving superior growth for digital traceability versus legacy methods.

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Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to stringent regulatory frameworks, high consumer awareness, and the concentration of major pharmaceutical, food, and consumer-goods manufacturers. Serialization mandates and strict supply-chain oversight compel compliance investments, while mature distribution networks and sizable R&D budgets facilitate the rapid commercialization of anti-counterfeit solutions. Health-safety concerns and litigation risk further motivate brand owners to adopt tamper-evident and traceability systems. Additionally, robust technology vendors and proactive public-private collaboration bolster regional leadership in both deployment scale and total market value.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by fast industrialization, expanding manufacturing capacity, and explosive growth in e-commerce that amplify counterfeiting risks. Countries such as China, India, and several Southeast Asian markets face significant challenges across pharmaceuticals, electronics, and luxury goods, prompting governments and private firms to adopt authentication, serialization, and digital traceability solutions. Declining costs for RFID and cloud services, greater investor interest, and regional trade integration encourage pilots and commercial rollouts. Moreover, evolving regulatory attention and capacity building further accelerate adoption and market expansion.

Key players in the market

Some of the key players in Anti-Counterfeit Packaging Market include Avery Dennison, CCL Industries, 3M, Zebra Technologies, DuPont (E. I. du Pont de Nemours), SICPA, Applied DNA Sciences, OpSec Security Group, De La Rue, Schreiner Group (Schreiner ProSecure), SATO Holdings, Sun Chemical, Toppan Printing, LEONHARD KURZ (Kurz), Impinj, OPTEL Group, and Prooftag.

Key Developments:

In April 2025, Avery Dennison announced the opening of its first India-based RFID inlay and label manufacturing facility in Pune strengthening local production to better support market needs and customers in India, including anti-counterfeit packaging via RFID and

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NFC products. They offer physical and digital solutions like custom holograms, luminescent topcoats, security papers, and ultra-destructible films combined with RFID/NFC for brand protection.

In April 2024, 3M launched the 3M Verify App which helps validate PPE equipment authenticity by scanning advanced barcodes to combat counterfeiting. This tech aids industries by ensuring genuine health and safety products.

Technologies Covered:

- Authentication Technologies
- Track & Trace Technologies
- Tamper-Evidence

Usage Features Covered:

- Overt Features
- Covert Features
- Forensic Features
- Digital Traceability

Packaging Components Covered:

- Labels and Tags
- Bottles and Jars
- Blister Packs and Trays
- Vials and Ampoules
- Pouches and Sachets

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- Cartons and Boxes

End Users Covered:

- Healthcare & Pharmaceuticals
- Food & Beverage
- Consumer Electronics & Electrical
- Personal Care & Cosmetics
- Automotive Components
- Luxury Goods
- Other End Users

Regions Covered:

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

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- France
- Spain
- Rest of Europe

Asia Pacific

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

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar

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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 2024, 2025, 2026, 2028, and 2032
- 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)

Competitive Benchmarking

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

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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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