

# Anti-counterfeiting Packaging Market Outlook - Global Trends, Forecast, and Opportunity Assessment (2014-2022)

<https://marketpublishers.com/r/AF2EE6BE5D8EN.html>

Date: October 2015

Pages: 154

Price: US\$ 4,150.00 (Single User License)

ID: AF2EE6BE5D8EN

## Abstracts

The Global Anti-Counterfeiting Packaging market is accounted for \$66.4 billion in 2014 and is poised to reach \$210.8 billion by 2022 growing at a CAGR of 15.5% from 2014 to 2022. Rising demand for protected packaging and increasing expenditure of counterfeit commodities are the key factors driving the market growth. High savings in bright counterfeiting technologies and technology replication are the factors hindering the market growth. The opportunity lies in increasing demand for RFID solutions and well-built demand for anti-counterfeit packaging.

Track & trace technologies are majorly dominated by the barcodes segment. Barcodes are used in frequent applications globally and account for around 55% of the track & trace technologies. Two important factors influencing the choice of anti-counterfeit packaging are economical catastrophe to the company and risks associated with health of the customer.

The key players in the market include, Leighton Holdings, Hochtief AG, STRABAG, Bouygues S.A., Uretek, Grupo ACS, Shanghai Construction Group (SCG), Vinci S.A. and Bechtel Corporation.

Technology Covered:

Anti-Tempering

Track & Trace  
RFID

Barcode

Watermarks

Authentication

Anti-Tampering

Taggants

Inks and Dyes

Holograms

Other

Applications Covered:

Pharmaceuticals

Food & Beverage

Others

Regions Covered:

North America

US

Canada

Europe

Germany

France

Italy

UK

Spain

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia

Rest of the World

Latin America

Middle East

Africa

Others

### **What our report offers:**

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 8 years of all the mentioned segments, sub segments and the regional markets

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

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Research Scope
- 2.3 Research Methodology
- 2.4 Research Sources

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL ANTI-COUNTERFEIT, ANTI-TAMPERING & AUTHENTICATION MARKET, BY TECHNOLOGY**

- 5.1 Introduction
- 5.2 Anti-Tampering
- 5.3 Track & Trace
  - 5.3.1 RFID
  - 5.3.2 Barcode
  - 5.3.3 Watermarks
- 5.4 Authentication
  - 5.4.1 Anti-Tampering
  - 5.4.2 Taggants

- 5.4.3 Inks and Dyes
- 5.4.4 Holograms
- 5.4.5 Other

## **6 GLOBAL ANTI-COUNTERFEIT, ANTI-TAMPERING & AUTHENTICATION MARKET, BY APPLICATION**

- 6.1 Introduction
- 6.2 Pharmaceuticals
- 6.3 Food & Beverage
- 6.4 Others

## **7 GLOBAL ANTI-COUNTERFEIT, ANTI-TAMPERING & AUTHENTICATION MARKET, BY GEOGRAPHY**

- 7.1 North America
  - 7.1.1 US
  - 7.1.2 Canada
- 7.2 Europe
  - 7.2.1 Germany
  - 7.2.2 France
  - 7.2.3 Italy
  - 7.2.4 UK
  - 7.2.5 Spain
- 7.3 Asia Pacific
  - 7.3.1 Japan
  - 7.3.2 China
  - 7.3.3 India
  - 7.3.4 Australia
  - 7.3.5 New Zealand
  - 7.3.6 Rest of Asia
- 7.4 Rest of the World
  - 7.4.1 Latin America
  - 7.4.2 Middle East
  - 7.4.3 Africa
  - 7.4.4 Others

## **8 KEY DEVELOPMENTS**

- 8.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 8.2 Acquisitions & Mergers
- 8.3 New Product Launch
- 8.4 Expansions
- 8.5 Other Key Strategies

## **9 COMPANY PROFILING**

- 9.1 Cenvo Inc.
- 9.2 H.B. Fuller Co.
- 9.3 3M Company
- 9.4 Fuji Seal International, Inc.
- 9.5 Brady Corporation
- 9.6 Saint Gobain SA
- 9.7 Avery Dennison Corporation
- 9.8 Henkel Ag & Company
- 9.9 CCL Industries Inc.

## List Of Tables

### LIST OF TABLES

- 1 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Technology (2012-2022) (\$MN)
- 2 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)
- 3 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Track & Trace (2012-2022) (\$MN)
- 4 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By RFID (2012-2022) (\$MN)
- 5 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Barcode (2012-2022) (\$MN)
- 6 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Watermarks (2012-2022) (\$MN)
- 7 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Authentication (2012-2022) (\$MN)
- 8 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)
- 9 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Taggants (2012-2022) (\$MN)
- 10 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Inks and Dyes (2012-2022) (\$MN)
- 11 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Holograms (2012-2022) (\$MN)
- 12 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Other (2012-2022) (\$MN)
- 13 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Application (2012-2022) (\$MN)
- 14 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Pharmaceuticals (2012-2022) (\$MN)
- 15 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Food & Beverage (2012-2022) (\$MN)
- 16 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Others (2012-2022) (\$MN)
- 17 Global Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Type (2012-2022) (\$MN)
- 18 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By



Technology (2012-2022) (\$MN)

19 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)

20 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Track & Trace (2012-2022) (\$MN)

21 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By RFID (2012-2022) (\$MN)

22 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Barcode (2012-2022) (\$MN)

23 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Watermarks (2012-2022) (\$MN)

24 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Authentication (2012-2022) (\$MN)

25 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)

26 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Taggants (2012-2022) (\$MN)

27 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Inks and Dyes (2012-2022) (\$MN)

28 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Holograms (2012-2022) (\$MN)

29 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Other (2012-2022) (\$MN)

30 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Application (2012-2022) (\$MN)

31 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Pharmaceuticals (2012-2022) (\$MN)

32 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Food & Beverage (2012-2022) (\$MN)

33 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Others (2012-2022) (\$MN)

34 North America Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Type (2012-2022) (\$MN)

35 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Technology (2012-2022) (\$MN)

36 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)

37 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Track & Trace (2012-2022) (\$MN)

- 38 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By RFID (2012-2022) (\$MN)
- 39 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Barcode (2012-2022) (\$MN)
- 40 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Watermarks (2012-2022) (\$MN)
- 41 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Authentication (2012-2022) (\$MN)
- 42 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)
- 43 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Taggants (2012-2022) (\$MN)
- 44 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Inks and Dyes (2012-2022) (\$MN)
- 45 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Holograms (2012-2022) (\$MN)
- 46 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Other (2012-2022) (\$MN)
- 47 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Application (2012-2022) (\$MN)
- 48 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Pharmaceuticals (2012-2022) (\$MN)
- 49 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Food & Beverage (2012-2022) (\$MN)
- 50 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Others (2012-2022) (\$MN)
- 51 Europe Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Type (2012-2022) (\$MN)
- 52 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Technology (2012-2022) (\$MN)
- 53 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)
- 54 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Track & Trace (2012-2022) (\$MN)
- 55 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By RFID (2012-2022) (\$MN)
- 56 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Barcode (2012-2022) (\$MN)
- 57 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By

Watermarks (2012-2022) (\$MN)

58 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Authentication (2012-2022) (\$MN)

59 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)

60 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Taggants (2012-2022) (\$MN)

61 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Inks and Dyes (2012-2022) (\$MN)

62 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Holograms (2012-2022) (\$MN)

63 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Other (2012-2022) (\$MN)

64 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Application (2012-2022) (\$MN)

65 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Pharmaceuticals (2012-2022) (\$MN)

66 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Food & Beverage (2012-2022) (\$MN)

67 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Others (2012-2022) (\$MN)

68 Asia Pacific Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Type (2012-2022) (\$MN)

69 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Technology (2012-2022) (\$MN)

70 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)

71 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Track & Trace (2012-2022) (\$MN)

72 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By RFID (2012-2022) (\$MN)

73 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Barcode (2012-2022) (\$MN)

74 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Watermarks (2012-2022) (\$MN)

75 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Authentication (2012-2022) (\$MN)

76 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Anti-Tampering (2012-2022) (\$MN)

- 77 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Taggants (2012-2022) (\$MN)
- 78 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Inks and Dyes (2012-2022) (\$MN)
- 79 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Holograms (2012-2022) (\$MN)
- 80 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Other (2012-2022) (\$MN)
- 81 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Application (2012-2022) (\$MN)
- 82 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Pharmaceuticals (2012-2022) (\$MN)
- 83 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Food & Beverage (2012-2022) (\$MN)
- 84 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Others (2012-2022) (\$MN)
- 85 Rest of the World Anti-Counterfeit, Anti-Tampering & Authentication Market Outlook, By Type (2012-2022) (\$MN)

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