

Security Holograms Market Forecasts to 2032 – Global Analysis By Type (2D Holograms, 3D Holograms, 2D/3D Combination Holograms, Dot-Matrix Holograms and Other Types), Material Type, Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Security Holograms Market is accounted for \$6.2 billion in 2025 and is expected to reach \$11.1 billion by 2032, growing at a CAGR of 8.5% during the forecast period. Security holograms are tamper-evident labels or images that inscribe sophisticated optical properties to prevent counterfeiting and illegal access. When viewed from various perspectives, they exhibit color-shifting patterns or three-dimensional effects. These holograms, which are frequently used on ID cards, banknotes, product packaging, and official documents, improve authentication by making it more difficult for counterfeiting to occur. Their distinctive visual traits ensure the integrity of the goods and document by acting as a powerful barrier against counterfeiting.

According to Red Points, there's a 56% increase in counterfeit products sold online across the 700 brands they look after during the first six months of 2020.

Market Dynamics:

Driver:

Rising counterfeiting and piracy

The growing number of fake goods, especially in sectors like electronics, cosmetics, and pharmaceuticals, is driving the market for security holograms. Security holograms

are crucial for authentication and brand protection as governments and organizations enforce strict laws to prevent counterfeiting. Additionally, these holograms increase consumer trust by offering tamper-proof features and high visual appeal. This demand is increased by the expanding e-commerce industry since online platforms are more vulnerable to product fraud. Furthermore, holograms are incorporated into documents and packaging to further guarantee product integrity and promote market expansion.

Restraint:

Lack of public awareness and verification tools

Despite their efficacy, a lack of public knowledge about their uses and advantages hinders the adoption of security holograms. Many consumers still struggle to recognize genuine holograms, which diminishes their effectiveness in preventing counterfeiting. Furthermore, companies frequently lack the systems or verification tools necessary to effectively authenticate holograms. This infrastructure and knowledge gap hampers widespread use. Furthermore, the high price of sophisticated holographic technologies might discourage smaller businesses from implementing them, which would limit market growth.

Opportunity:

Integration with digital technologies

There is a huge growth potential in the combination of digital technologies and security holograms. By allowing real-time verification via smartphones or other specialized devices, the combination of holographic features and digital authentication systems improves security. Furthermore, advancements in holographic imaging enable the creation of multi-layered, high-resolution designs that are difficult to replicate. These developments also help the expanding e-commerce sector by strengthening transaction security and thwarting product fraud.

Threat:

Availability of low-cost, easily replicable holograms

Low-cost holograms that are easy to copy and lack strong anti-counterfeiting features pose a threat to the market. These products reduce the effectiveness of holographic

technology in preventing fraud and erode consumer confidence in genuine security solutions. Counterfeiters, using cutting-edge technologies to imitate real holograms, exacerbate this problem. Furthermore, the widespread use of shoddy holograms damages manufacturers' reputations and costs companies that depend on them for security money.

Covid-19 Impact:

The COVID-19 pandemic affected the security holograms market in various ways. On the one hand, demand increased as governments and corporations looked for better security measures for documents and goods in the face of increased risks of counterfeiting during supply chain disruptions. Furthermore, the demand for secure packaging solutions grew as e-commerce expanded during lockdowns. On the other hand, supply chain interruptions caused production capacities to drop, and some organizations cut back on their investments in security technologies as a result of economic uncertainty. These difficulties also hindered innovation in some industries.

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

The embossed holograms segment is expected to account for the largest market share during the forecast period owing to their affordability and broad range of applications in sectors like document authentication and packaging. These holograms are comparatively simple to manufacture on a large scale and provide excellent durability and aesthetic appeal. They are also ideal for combating counterfeiting in consumer goods and pharmaceuticals due to their ability to blend in with various products. Moreover, during the forecast period, government initiatives requiring secure labeling will increase demand for embossed holograms.

The e-beam lithography segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the e-beam lithography segment is predicted to witness the highest growth rate. This is due to its ability to produce intricate designs with unparalleled precision. By using this technology, producers can produce extremely safe holograms that are difficult for counterfeiters to replicate. High-value sectors like banking and luxury goods also fuel adoption. Furthermore, e-beam lithography developments improve customization choices for companies looking for distinctive authentication solutions while gradually lowering production costs.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share because of its rapidly expanding e-commerce industry and growing anti-counterfeit government initiatives. Nations like China, India, and Japan drive demand due to their extensive manufacturing operations and strict product safety laws. Additionally, as the middle class in the area grows, so does the demand for branded products, necessitating authentication methods like security holograms. Additionally, manufacturers operating in this region benefit from lower production costs due to cost-effective labor and raw materials.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR because of its sophisticated technological infrastructure that fosters innovation in holographic solutions. The region's strong emphasis on pharmaceutical safety and secure government documentation fuels the demand for premium security holograms. Additionally, growing consumer awareness of the dangers of counterfeit goods encourages adoption in sectors like electronics and luxury goods. Furthermore, major players continuously invest in research to ensure ongoing enhancements to the features and quality of their products.

Key players in the market

Some of the key players in Security Holograms Market include UPM Raflatac, Inc., De La Rue plc, Crown Roll Leaf, Inc., OpSec Security, Holostik, KURZ Group, Alpha Lasertek, Hira Holovision, Acviss, ITW Group, Uflex Ltd., Mega Fortris Group, Nova Vision Inc., Security Hologram, LLC., BEP HOLOGRAM AS, Demax Holograms plc, K Laser Technology (USA) Co., Ltd., and Lasersec Technologies Pvt. Ltd.

Key Developments:

In October 2024, De La Rue agreed to sell its authentication division, which supplies security devices like holograms, to Crane NXT for \$300 million. This move aims to reduce group debt and address the company's pension scheme deficit.

In September 2024, KURZ, in collaboration with SCRIBOS, introduced ValiGate® Zoom, creating the first marketable holographic security feature that can be verified by

anyone using a smartphone #- #without the need for an adapter, special app, or training. Its patented encryption algorithm provides instant product authenticity verification. ValiGate® Zoom is serialized and ensures a high level of product security by combining digital and optical elements. It can be seamlessly integrated into printing processes via hot stamping or delivered as a pre-made label, offering brand owner's flexibility and customization options.

Types Covered:

2D Holograms

3D Holograms

2D/3D Combination Holograms

Dot-Matrix Holograms

Other Types

Material Types Covered:

Polypropylene (PP)

Polyvinyl Chloride (PVC)

Polyethylene Terephthalate (PET)

Paper-Based Substrates

Other Material Types

Technologies Covered:

Embossed Holograms

Photo Polymer Holograms

E-beam Lithography

Other Technologies

Applications Covered:

Brand Protection

Labels

Tags

Documents Security

Currency Protection

Identification & Access Control

Other Applications

End Users Covered:

Pharmaceuticals

FMCG (Fast-Moving Consumer Goods)

Government

Banking & Finance

Automotive

Electronics

Retail

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

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

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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