

Anti-Counterfeit Packaging Market to 2030 - Global Analysis by Technology [Security Inks and Coatings, Radio Frequency Identification (RFID), Forensic Markers, Tamper Evident, Holograms, Barcode, and Others] and Application (Food and Beverage, Pharmaceutical, Personal Care and Cosmetics, Electrical and Electronics, Textile and Apparel, Automotive, and Others)

<https://marketpublishers.com/r/ABD0A0BA37F2EN.html>

Date: August 2023

Pages: 147

Price: US\$ 4,550.00 (Single User License)

ID: ABD0A0BA37F2EN

Abstracts

The anti-counterfeit packaging market size is expected to grow from US\$ 159.10 million in 2022 to US\$ 435.98 million by 2030; it is estimated to register a CAGR of 13.4% from 2022 to 2030.

Anti-counterfeit packaging refers to the implementation of various measures and technologies to protect products from counterfeiting, replication, or tampering incidents. Counterfeit products pose significant risks to consumer health, safety, and brand reputation. Anti-counterfeit packaging solutions aim to provide authentication, traceability, and security features that help identify genuine products and deter counterfeiting.

The global anti-counterfeit packaging market is witnessing significant growth and is expected to continue growing in the coming years. Counterfeit products have become a major concern for both consumers and manufacturers, leading to the increased demand for anti-counterfeit packaging solutions. Anti-counterfeit packaging refers to the use of advanced technologies and techniques to protect products from being illegally copied or imitated. These solutions include various security features such as holograms,

barcodes, RFID tags, tamper evident seals, etc. The rise in counterfeit activities across industries such as pharmaceuticals, personal care & cosmetics, food & beverages, and electrical & electronics has propelled the need for effective anti-counterfeit packaging. Counterfeit products pose threats to consumer health and safety and result in significant revenue losses for manufacturers. As a result, companies are increasingly investing in anti-counterfeit packaging solutions to safeguard their brand reputation and maintain consumer trust. New technologies such as track-and-trace systems and radio frequency identification (RFID) for anti-counterfeit have led to the expansion of the anti-counterfeit packaging industry, which is further fueling the anti-counterfeit packaging market growth.

Based on application, the anti-counterfeit packaging market is segmented into food and beverage, pharmaceutical, personal care and cosmetics, electrical and electronics, textile and apparel, automotive, and others. The anti-counterfeit packaging market share for the pharmaceutical segment was the largest in 2022. The pharmaceutical industry is particularly vulnerable to counterfeiting due to potential risks to patient health and fitness. Counterfeit pharmaceuticals can contain incorrect or ineffective ingredients or harmful substances and display incorrect dosages. Each package or unit of medication is assigned a unique identification code or serial number. This can be in the form of a barcode, QR code, or alphanumeric code. Thus, the increased adoption of anti-counterfeit solutions in the pharmaceutical industry is expected to boost the anti-counterfeit packaging market growth during the forecast period.

In 2022, North America held the largest share of the global anti-counterfeit packaging market. The major factors driving the growth of the anti-counterfeit packaging market in North America are the increasing cases of counterfeiting and stringent regulations associated with anti-counterfeit packaging. Thus, the US government imposed Drug Supply Chain Security Act (DSCSA) in 2013 to control counterfeit product sales in the country. According to the US Drug Enforcement Administration (DEA), in September 2022, the number of seized fentanyl-tainted counterfeit pills recorded a growth of 430% in 2022 compared to 2019.

Arjo AB, Octane5 International LLC, Antares Vision SpA, CCL Industries Inc, Avery Dennison Corp, The Label Printers LP, KURZ Transfer Products LP, Gestion Groupe Optel Inc, Brady Corp, and Constantia Flexibles International GmbH are key players operating in the global anti-counterfeit packaging market. Market players focus on providing high-quality products to fulfill customer demand. They are also adopting strategies such as investments in research and development activities and new product launches.

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The overall global anti-counterfeit packaging market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the anti-counterfeit packaging market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. ANTI-COUNTERFEIT PACKAGING MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers:
 - 4.3.2 Manufacturers:
 - 4.3.3 Distributors or Suppliers:
 - 4.3.4 End Users:

5. GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET – KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Growing Demand from Pharmaceutical Industry
 - 5.1.2 Increasing Cases of Counterfeiting and Stringent Regulations Associated with Anti-

counterfeit Packaging

5.2 Market Restraints

5.2.1 Usage Complexity of Anti-Counterfeit Packaging

5.3 Market Opportunities

5.3.1 Growing Awareness of Anti-Counterfeit Packaging in Developing Countries

5.4 Future Trends

5.4.1 Increasing Adoption of Smart Packaging

5.5 Impact Analysis

6. ANTI-COUNTERFEIT PACKAGING MARKET - GLOBAL MARKET ANALYSIS

6.1 Anti-Counterfeit Packaging Market Revenue (US\$ Million)

7. ANTI-COUNTERFEIT PACKAGING MARKET ANALYSIS - TECHNOLOGY

7.1 Security Inks and Coatings

7.1.1 Overview

7.1.2 Security Inks and Coatings Market Revenue and Forecast to 2030 (US\$ Million)

7.2 Radio Frequency Identification (RFID)

7.2.1 Overview

7.2.2 Radio Frequency Identification (RFID) Market Revenue and Forecast to 2030 (US\$ Million)

7.3 Forensic Markers

7.3.1 Overview

7.3.2 Forensic Markers Market Revenue and Forecast to 2030 (US\$ Million)

7.4 Tamper Evident

7.4.1 Overview

7.4.2 Tamper Evident Market Revenue and Forecast to 2030 (US\$ Million)

7.5 Holograms

7.5.1 Overview

7.5.2 Holograms Market Revenue and Forecast to 2030 (US\$ Million)

7.6 Barcode

7.6.1 Overview

7.6.2 Barcode Market Revenue and Forecast to 2030 (US\$ Million)

7.7 Others

7.7.1 Overview

7.7.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

8. ANTI-COUNTERFEIT PACKAGING MARKET ANALYSIS - APPLICATION

8.1 Food and Beverage

8.1.1 Overview

8.1.2 Food and Beverage Market Revenue, and Forecast to 2030 (US\$ Million)

8.2 Pharmaceutical

8.2.1 Overview

8.2.2 Pharmaceutical Market Revenue, and Forecast to 2030 (US\$ Million)

8.3 Personal Care and Cosmetics

8.3.1 Overview

8.3.2 Personal Care and Cosmetics Market Revenue and Forecast to 2030 (US\$ Million)

8.4 Electrical and Electronics

8.4.1 Overview

8.4.2 Electrical and Electronics Market Revenue and Forecast to 2030 (US\$ Million)

8.5 Textile and Apparel

8.5.1 Overview

8.5.2 Textile and Apparel Market Revenue and Forecast to 2030 (US\$ Million)

8.6 Automotive

8.6.1 Overview

8.6.2 Automotive Market Revenue and Forecast to 2030 (US\$ Million)

8.7 Others

8.7.1 Overview

8.7.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

9. ANTI-COUNTERFEIT PACKAGING MARKET - GEOGRAPHICAL ANALYSIS

9.1 North America

9.1.1 North America Anti-Counterfeit Packaging Market Overview

9.1.2 North America Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.1.3 North America Anti-Counterfeit Packaging Market Breakdown by Technology

9.1.3.1 North America Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Technology

9.1.4 North America Anti-Counterfeit Packaging Market Breakdown by Application

9.1.4.1 North America Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Application

9.1.5 North America Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Countries

9.1.5.1 Anti-counterfeit packaging market Breakdown by Country

9.1.5.2 US Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.1.5.2.1 US Anti-Counterfeit Packaging Market Breakdown by Technology

9.1.5.2.2 US Anti-Counterfeit Packaging Market Breakdown by Application

9.1.5.3 Canada Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.1.5.3.1 Canada Anti-Counterfeit Packaging Market Breakdown by Technology

9.1.5.3.2 Canada Anti-Counterfeit Packaging Market Breakdown by Application

9.1.5.4 Mexico Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.1.5.4.1 Mexico Anti-Counterfeit Packaging Market Breakdown by Technology

9.1.5.4.2 Mexico Anti-Counterfeit Packaging Market Breakdown by Application

9.2 Europe

9.2.1 Europe Anti-Counterfeit Packaging Market Overview

9.2.2 Europe Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.2.3 Europe Anti-Counterfeit Packaging Market Breakdown by Technology

9.2.3.1 Europe Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Technology

9.2.4 Europe Anti-Counterfeit Packaging Market Breakdown by Application

9.2.4.1 Europe Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Application

9.2.5 Europe Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Countries

9.2.5.1 Anti-counterfeit packaging market Breakdown by Country

9.2.5.2 Germany Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.2.5.2.1 Germany Anti-Counterfeit Packaging Market Breakdown by Technology

9.2.5.2.2 Germany Anti-Counterfeit Packaging Market Breakdown by Application

9.2.5.3 France Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.2.5.3.1 France Anti-Counterfeit Packaging Market Breakdown by Technology

9.2.5.3.2 France Anti-Counterfeit Packaging Market Breakdown by Application

9.2.5.4 Italy Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.2.5.4.1 Italy Anti-Counterfeit Packaging Market Breakdown by Technology

9.2.5.4.2 Italy Anti-Counterfeit Packaging Market Breakdown by Application

9.2.5.5 UK Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

- 9.2.5.5.1 UK Anti-Counterfeit Packaging Market Breakdown by Technology
- 9.2.5.5.2 UK Anti-Counterfeit Packaging Market Breakdown by Application
- 9.2.5.6 Russia Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.2.5.6.1 Russia Anti-Counterfeit Packaging Market Breakdown by Technology
 - 9.2.5.6.2 Russia Anti-Counterfeit Packaging Market Breakdown by Application
- 9.2.5.7 Rest of Europe Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.2.5.7.1 Rest of Europe Anti-Counterfeit Packaging Market Breakdown by Technology
 - 9.2.5.7.2 Rest of Europe Anti-Counterfeit Packaging Market Breakdown by Application
- 9.3 Asia Pacific Anti-Counterfeit Packaging Market
 - 9.3.1 Overview
 - 9.3.2 Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)
 - 9.3.3 Asia Pacific Anti-Counterfeit Packaging Market Breakdown by Technology
 - 9.3.3.1 Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Technology
 - 9.3.4 Asia Pacific Anti-Counterfeit Packaging Market Breakdown by Application
 - 9.3.4.1 Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Application
 - 9.3.5 Asia Pacific Anti-Counterfeit Packaging Market Breakdown by Country
 - 9.3.5.1 Anti-counterfeit packaging market Breakdown by Country
 - 9.3.5.2 Australia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)
 - 9.3.5.2.1 Australia Anti-Counterfeit Packaging Market Breakdown by Technology
 - 9.3.5.2.2 Australia Anti-Counterfeit Packaging Market Breakdown by Application
 - 9.3.5.3 China Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)
 - 9.3.5.3.1 China Anti-Counterfeit Packaging Market Breakdown by Technology
 - 9.3.5.3.2 China Anti-Counterfeit Packaging Market Breakdown by Application
 - 9.3.5.4 India Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)
 - 9.3.5.4.1 India Anti-Counterfeit Packaging Market Breakdown by Technology
 - 9.3.5.4.2 India Anti-Counterfeit Packaging Market Breakdown by Application
 - 9.3.5.5 Japan Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)
 - 9.3.5.5.1 Japan Anti-Counterfeit Packaging Market Breakdown by Technology
 - 9.3.5.5.2 Japan Anti-Counterfeit Packaging Market Breakdown by Application
 - 9.3.5.6 South Korea Anti-Counterfeit Packaging Market Revenue and Forecasts To

2030 (US\$ Million)

9.3.5.6.1 South Korea Anti-Counterfeit Packaging Market Breakdown by Technology

9.3.5.6.2 South Korea Anti-Counterfeit Packaging Market Breakdown by Application

9.3.5.7 Rest of Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

9.3.5.7.1 Rest of Asia Pacific Anti-Counterfeit Packaging Market Breakdown by Technology

9.3.5.7.2 Rest of Asia Pacific Anti-Counterfeit Packaging Market Breakdown by Application

9.4 Middle East & Africa

9.4.1 Middle East & Africa Anti-Counterfeit Packaging Market Overview

9.4.2 Middle East & Africa Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.4.3 Middle East & Africa Anti-Counterfeit Packaging Market Breakdown by Technology

9.4.3.1 Middle East & Africa Anti-Counterfeit Packaging Market and Forecasts and Analysis - By Technology

9.4.4 Middle East & Africa Anti-Counterfeit Packaging Market Breakdown by Application

9.4.4.1 Middle East & Africa Anti-Counterfeit Packaging Market and Forecasts and Analysis - By Application

9.4.5 Middle East & Africa Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Countries

9.4.5.1 Anti-Counterfeit Packaging Market Breakdown by Country

9.4.5.2 South Africa Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.4.5.2.1 South Africa Anti-Counterfeit Packaging Market Breakdown by Technology

9.4.5.2.2 South Africa Anti-Counterfeit Packaging Market Breakdown by Application

9.4.5.3 Saudi Arabia Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.4.5.3.1 Saudi Arabia Anti-Counterfeit Packaging Market Breakdown by Technology

9.4.5.3.2 Saudi Arabia Anti-Counterfeit Packaging Market Breakdown by Application

9.4.5.4 UAE Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.4.5.4.1 UAE Anti-Counterfeit Packaging Market Breakdown by Technology

9.4.5.4.2 UAE Anti-Counterfeit Packaging Market Breakdown by Application

9.4.5.5 Rest of Middle East & Africa Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.4.5.5.1 Rest of Middle East & Africa Anti-Counterfeit Packaging Market Breakdown by Technology

9.4.5.5.2 Rest of Middle East & Africa Anti-Counterfeit Packaging Market Breakdown by Application

9.5 South & Central America

9.5.1 South & Central America Anti-Counterfeit Packaging Market Overview

9.5.2 South & Central America Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.5.3 South & Central America Anti-Counterfeit Packaging Market Breakdown by Technology

9.5.3.1 South & Central America Anti-Counterfeit Packaging Market and Forecasts and Analysis - By Technology

9.5.4 South & Central America Anti-Counterfeit Packaging Market Breakdown by Application

9.5.4.1 South & Central America Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Application

9.5.5 South & Central America Anti-Counterfeit Packaging Market Revenue and Forecasts and Analysis - By Countries

9.5.5.1 Anti-Counterfeit Packaging Market Breakdown by Country

9.5.5.2 Brazil Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.5.5.2.1 Brazil Anti-Counterfeit Packaging Market Breakdown by Technology

9.5.5.2.2 Brazil Anti-Counterfeit Packaging Market Breakdown by Application

9.5.5.3 Argentina Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.5.5.3.1 Argentina Anti-Counterfeit Packaging Market Breakdown by Technology

9.5.5.3.2 Argentina Anti-Counterfeit Packaging Market Breakdown by Application

9.5.5.4 Rest of South & Central America Anti-Counterfeit Packaging Market Revenue and Forecasts to 2030 (US\$ Million)

9.5.5.4.1 Rest of South & Central America Anti-Counterfeit Packaging Market Breakdown by Technology

9.5.5.4.2 Rest of South & Central America Anti-Counterfeit Packaging Market Breakdown by Application

10. IMPACT OF COVID-19 PANDEMIC ON GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET

10.1 Pre & Post Covid-19 Impact

11. COMPETITIVE LANDSCAPE

- 11.1 Heat Map Analysis By Key Players
- 11.2 Company Positioning & Concentration

12. INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 Market Initiative
- 12.3 Merger and Acquisition

13. COMPANY PROFILES

- 13.1 Arjo AB
 - 13.1.1 Key Facts
 - 13.1.2 Business Description
 - 13.1.3 Products and Services
 - 13.1.4 Financial Overview
 - 13.1.5 SWOT Analysis
 - 13.1.6 Key Developments
- 13.2 Octane5 International LLC
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 Antares Vision SpA
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 CCL Industries Inc
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments

- 13.5 Avery Dennison Corp
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 The Label Printers LP
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 KURZ Transfer Products LP
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 Gestion Groupe Optel Inc
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 Brady Corp
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments
- 13.10 Constantia Flexibles International GmbH
 - 13.10.1 Key Facts
 - 13.10.2 Business Description
 - 13.10.3 Products and Services

13.10.4 Financial Overview

13.10.5 SWOT Analysis

13.10.6 Key Developments

14. APPENDIX

List Of Tables

LIST OF TABLES

Table 1. Anti-Counterfeit Packaging Market Segmentation

Table 2. Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Technology

Table 3. Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 4. North America Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 5. North America Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 6. US Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 7. US Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 8. Canada Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 9. Canada Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 10. Mexico Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 11. Mexico Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 12. Europe Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 13. Europe Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 14. Germany Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 15. Germany Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 16. France Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 17. France Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 18. Italy Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 19. Italy Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 20. UK Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 21. UK Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 22. Russia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 23. Russia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 24. Rest of Europe Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 25. Rest of Europe Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 26. Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Technology

Table 27. Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 28. Australia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Technology

Table 29. Australia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 30. China Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Technology

Table 31. China Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 32. India Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Technology

Table 33. India Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 34. Japan Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Technology

Table 35. Japan Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 36. South Korea Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Technology

Table 37. South Korea Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 38. Rest of Asia Pacific Anti-Counterfeit Packaging Market Revenue and

Forecasts To 2030 (US\$ Million) – Technology

Table 39.

Table 40. Rest of Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 41. Middle East & Africa Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 42. Middle East & Africa Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 43. South Africa Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 44. South Africa Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 45. Saudi Arabia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 46. Saudi Arabia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 47. UAE Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 48. UAE Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 49. Rest of Middle East & Africa Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Table 50. Rest of Middle East & Africa Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 51. Rest of Middle East & Africa Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 52. South & Central America Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 53. South & Central America Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 54. Brazil Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 55. Brazil Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 56. Argentina Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 57. Argentina Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 58. Rest of South & Central America Anti-Counterfeit Packaging Market Revenue

and Forecasts To 2030 (US\$ Million) – By Technology

Table 59. Rest of South & Central America Anti-Counterfeit Packaging Market Revenue

and Forecasts To 2030 (US\$ Million) – By Application

Table 60. Company Positioning & Concentration

List Of Figures

LIST OF FIGURES

- Figure 1. Anti-Counterfeit Packaging Market Segmentation, By Geography
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem: Anti-Counterfeit Packaging Market
- Figure 4. Global Anti-Counterfeit Packaging Market Impact Analysis of Drivers and Restraints
- Figure 5. Anti-Counterfeit Packaging Market Revenue (US\$ Million), 2020 – 2030
- Figure 6. Anti-Counterfeit Packaging Market Share (%) – Technology, 2022 and 2030
- Figure 7. Security Inks and Coatings Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 8. Radio Frequency Identification (RFID) Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 9. Forensic Markers Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 10. Tamper Evident Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 11. Holograms Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 12. Barcode Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 13. Others Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 14. Anti-Counterfeit Packaging Market Share (%) – Application, 2022 and 2030
- Figure 15. Food and Beverage Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 16. Pharmaceutical Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 17. Personal Care and Cosmetics Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 18. Electrical and Electronics Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 19. Textile and Apparel Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 20. Automotive Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 21. Others Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 22. Anti-Counterfeit Packaging Market Breakdown by Geography, 2022 and 2030 (%)
- Figure 23. Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 24. Anti-Counterfeit Packaging Market Breakdown by Technology (2022 and 2030)
- Figure 25. Anti-Counterfeit Packaging Market Breakdown by Application (2022 and 2030)
- Figure 26. Anti-counterfeit packaging market Breakdown by Key Countries, 2022 and

2030 (%)

Figure 27. US Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 28. Canada Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 29. Mexico Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 30. Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 31. Anti-Counterfeit Packaging Market Breakdown by Technology (2022 and 2030)

Figure 32. Anti-Counterfeit Packaging Market Breakdown by Application (2022 and 2030)

Figure 33. Anti-counterfeit packaging market Breakdown by Key Countries, 2022 and 2030 (%)

Figure 34. Germany Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 35. France Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 36. Italy Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 37. UK Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 38. Russia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 39. Rest of Europe Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 40. Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 41. Asia Pacific Anti-Counterfeit Packaging Market Breakdown by Technology (2022 and 2023)

Figure 42. Asia Pacific Anti-Counterfeit Packaging Market Breakdown by Application (2022 and 2023)

Figure 43. Asia Pacific Anti-Counterfeit Packaging Market Breakdown By Key Countries, 2022 And 2030 (%)

Figure 44. Australia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 45. China Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 46. India Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 47. Japan Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 48. South Korea Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 49. Rest of Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 50. Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 51. Middle East & Africa Anti-Counterfeit Packaging Market Breakdown by Technology (2022 and 2023)

Figure 52. Middle East & Africa Anti-Counterfeit Packaging Market Breakdown by Application (2022 and 2023)

Figure 53. Anti-Counterfeit Packaging Market Breakdown by Key Countries, 2022 and 2030 (%)

Figure 54. South Africa Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 55. Saudi Arabia Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 56. UAE Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 57. Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 58. South & Central America Anti-Counterfeit Packaging Market Breakdown by Technology (2022 and 2023)

Figure 59. South & Central America Anti-Counterfeit Packaging Market Breakdown by Application (2022 and 2023)

Figure 60. Anti-Counterfeit Packaging Market Breakdown by Key Countries, 2022 and 2030 (%)

Figure 61. Brazil Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 62. Argentina Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 63. Rest of South & Central America Anti-Counterfeit Packaging Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 64. Heat Map Analysis By Key Players

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