

Asia Pacific Anti-Counterfeit Packaging Market Forecast to 2030 - Regional 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/A06C8319C251EN.html>

Date: December 2023

Pages: 86

Price: US\$ 3,550.00 (Single User License)

ID: A06C8319C251EN

Abstracts

The Asia Pacific anti-counterfeit packaging market is expected to grow from US\$ 38.04 million in 2022 to US\$ 115.59 million by 2030. It is estimated to grow at a CAGR of 14.9% from 2022 to 2030.

Growing Awareness of Anti-Counterfeit Packaging in Developing Countries Drive Asia Pacific Anti-Counterfeit Packaging Market

Developing countries such as India and Indonesia are experiencing significant economic growth, industrial development, and increased trade, which is increasing the risk associated with counterfeiting. According to the Federation of Indian Chambers of Commerce & Industry (FICCI) report published on September 22, 2022—illicit trade in five key industries, including FMCG, mobile phone, cigarette, and alcohol industries, caused the Indian exchequer a tax loss of US\$ 7.93 billion and also resulted in the loss of 1.6 million jobs. Furthermore, in developing countries, stakeholders such as industry associations, trade organizations, and consumer advocacy groups are increasingly collaborating to address counterfeiting issues collectively. These collaborations raise

awareness, share best practices, and promote the adoption of anti-counterfeit packaging solutions. Joint efforts by industry players create a conducive environment for the adoption of anti-counterfeit measures. Moreover, consumers in developing countries are becoming more aware of the risks associated with counterfeit products and are demanding genuine, safe, and trusted goods. This awareness drives the demand for products with proper anti-counterfeit packaging as consumers actively seek reliable and authenticated products. Businesses prioritizing anti-counterfeit measures can gain a competitive advantage by meeting consumer expectations for product authenticity. Thus, the growing awareness of anti-counterfeit packaging in developing countries is expected to offer lucrative opportunities for the market growth in the coming years.

Asia Pacific Anti-Counterfeit Packaging Market Overview

Asia Pacific has experienced a significant rise in counterfeit products across various industries, including pharmaceuticals, consumer goods, food & beverages, and electronics. This has raised concerns about product safety, authenticity, and integrity, leading to increased demand for anti-counterfeit measures. According to the 2021 Annual Review of the Hong Kong Customs & Excise Department (Hong Kong Customs), although being cut off from the world due to COVID-19 restrictions, Hong Kong still recorded a rising number of seized counterfeit goods which were to be sold locally or transshipped to other locations. The number of seized counterfeit products drastically increased by 170% to 3.15 million items in 2021, while the seizure value reached ~US\$ 21 million (HK\$ 166 million), indicating an increase of 51% from 2020. Moreover, per the International Finance Corporation (IFC)—a member of the World Bank Group—in Southeast Asia, e-commerce tripled in size between 2015 and 2020, and it registered a value of US\$ 105 billion. The value is expected to reach US\$ 309 billion by 2025. Counterfeit products sold through e-commerce platforms have become a significant issue in Asia Pacific. According to the International Trademark Association, digital trade in Southeast Asia is expected to reach US\$ 1 trillion by 2030. The rapid development of online marketplaces and the increasing popularity of e-commerce have provided counterfeiters with a convenient and widespread platform to distribute fake goods. According to the South Korean Intellectual Property Office, online counterfeit sales approximately doubled in 2021 compared to 2019, while the Singapore Consumer Association cited a near-tripling of reported fake online sales in 2020. All these factors led to stricter government regulations and enforcement efforts to protect intellectual property rights. Therefore, the growth of the e-commerce industry and rising counterfeiting cases is expected to boost the Asia Pacific anti-counterfeit packaging market expansion in the coming years.

Asia Pacific Anti-Counterfeit Packaging Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Anti-Counterfeit Packaging Market Segmentation

The Asia Pacific anti-counterfeit packaging market is segmented into technology, application, and country.

Based on technology, the Asia Pacific anti-counterfeit packaging market is segmented into security inks and coatings, radio frequency identification (RFID), forensic markers, tamper evident, holograms, barcode, and others. In 2022, the barcode segment registered the largest share in the Asia Pacific anti-counterfeit packaging market.

Based on application, the Asia Pacific anti-counterfeit packaging market is segmented into food and beverage; pharmaceutical; personal care and cosmetics; electrical and electronics; textile and apparel; automotive; and others. In 2022, the pharmaceutical segment registered the largest share in the Asia Pacific anti-counterfeit packaging market.

Based on country, the Asia Pacific anti-counterfeit packaging market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. In 2022, Japan registered the largest share in the Asia Pacific anti-counterfeit packaging market.

Antares Vision SpA, Arjo AB, Avery Dennison Corp, Brady Corp, CCL Industries Inc, Constantia Flexibles International GmbH, Gestion Groupe Optel Inc, and KURZ Transfer Products LP are some of the leading companies operating in the Asia Pacific 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. ASIA PACIFIC 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. ASIA PACIFIC 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 – ASIA PACIFIC MARKET ANALYSIS

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

6.2 Asia Pacific Anti-Counterfeit Packaging Forecast and Analysis

7. ASIA PACIFIC 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. ASIA PACIFIC 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. ASIA PACIFIC ANTI-COUNTERFEIT PACKAGING MARKET - COUNTRY ANALYSIS

9.1 Overview

9.1.1 Asia Pacific Anti-Counterfeit Packaging Market Breakdown by Country

9.1.2 Asia Pacific Anti-Counterfeit Packaging Market Breakdown by Country

9.1.2.1 Anti-counterfeit packaging market Breakdown by Country

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

9.1.2.2.1 Australia Anti-Counterfeit Packaging Market Breakdown by Technology

9.1.2.2.2 Australia Anti-Counterfeit Packaging Market Breakdown by Application

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

9.1.2.3.1 China Anti-Counterfeit Packaging Market Breakdown by Technology

9.1.2.3.2 China Anti-Counterfeit Packaging Market Breakdown by Application

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

9.1.2.4.1 India Anti-Counterfeit Packaging Market Breakdown by Technology

9.1.2.4.2 India Anti-Counterfeit Packaging Market Breakdown by Application

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

9.1.2.5.1 Japan Anti-Counterfeit Packaging Market Breakdown by Technology

9.1.2.5.2 Japan Anti-Counterfeit Packaging Market Breakdown by Application

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

9.1.2.6.1 South Korea Anti-Counterfeit Packaging Market Breakdown by Technology

9.1.2.6.2 South Korea Anti-Counterfeit Packaging Market Breakdown by Application

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

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

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

10. COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis By Key Players

10.2 Company Positioning & Concentration

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 Market Initiative

11.3 Merger and Acquisition

12. COMPANY PROFILES

12.1 Arjo AB

12.1.1 Key Facts

12.1.2 Business Description

- 12.1.3 Products and Services
- 12.1.4 Financial Overview
- 12.1.5 SWOT Analysis
- 12.1.6 Key Developments
- 12.2 Antares Vision SpA
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments
- 12.3 CCL Industries Inc
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 Avery Dennison Corp
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 KURZ Transfer Products LP
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 Gestion Groupe Optel Inc
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments

12.7 Brady Corp

12.7.1 Key Facts

12.7.2 Business Description

12.7.3 Products and Services

12.7.4 Financial Overview

12.7.5 SWOT Analysis

12.7.6 Key Developments

12.8 Constantia Flexibles International GmbH

12.8.1 Key Facts

12.8.2 Business Description

12.8.3 Products and Services

12.8.4 Financial Overview

12.8.5 SWOT Analysis

12.8.6 Key Developments

13. APPENDIX

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