

Asia Pacific Authentication and Brand Protection Market Forecast to 2030 – Regional Analysis – by Component (Overt, Covert, Forensic, and Digital), Technology (Security Printing & Tamper Proof Labels, Security Inks & Coatings, OVDS and Holograms, Unique Codes, Bar Codes, RFID, Authentication ICs, and Others), and Application (Consumer Electronics, Automotive, Medical, Chemical, Food & Beverage, Tobacco, and Others)

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Abstracts

The Asia Pacific authentication and brand protection market was valued at US\$ 924.07 million in 2022 and is expected to reach US\$ 2,127.97 million by 2030; it is estimated to grow at a CAGR of 11.0% from 2022 to 2030.

Accentuating Demand for Genuine Products fuel the Asia Pacific Authentication and Brand Protection Market

The market of counterfeit products is growing rapidly worldwide, encompassing industries such as food & beverages, chemicals, consumer electronics, automotive components, medical devices, and pharmaceuticals. In recent years, medical device end users have incurred significant losses due to the use of duplicate products. According to an article published in the Hindu newspaper, incidents of substandard and falsified (SF) medical products rose by ~47% from 2020 to 2021 during the COVID-19 pandemic. However, the end users in the current market scenario are becoming more aware of the advantages of genuine products. Hence, they are progressively veering toward authentic medical devices. Moreover, medical device manufacturers are

progressively investing in the procurement of product authentication solutions to ensure their customers receive original products, which allows them to retain their customers over the long term. This factor is bolstering the demand for authentication and brand protection solutions. Pharmaceutical manufacturers are facing significant challenges with an increasingly large number of fake medicines crowding the market. Hence, supplying authenticated drugs has become essential for pharmaceutical industries. As a result, the need for product authentication solutions has surged in this industry.

The Indian government has mandated a QR code on product packages as a track and trace mechanism that helps detect fake drugs to keep a check on counterfeit and substandard medicines. Such government initiatives drive the authentication and brand protection market.

Similar to the medical device and pharmaceutical industry, the food & beverage industry is concerned about the rise in the availability of duplicate or substandard food and beverages. With the skyrocketing demand for packaged foods, several companies have begun supplying packaged foods, which is leading to more fake and unauthenticated packaged foods products on display. This has led the Food and Drug Administration (FDA) authorities in several countries to impose stringent laws regarding the authentication of the production of packaged foods. Subsequently, food manufacturers have started adopting product authentication labels to protect their brand image. The manufacturers of alcohol, soft drinks, and other beverages are also opting for authentication labels. The demand for soft drinks and alcohol is constantly rising and these products can easily be duplicated.

To adhere to the standards and regulations set by regulatory authorities for offering genuine products and protecting their brand images, manufacturers from different industries are increasingly procuring overt or covert labels, which is boosting the authentication and brand protection market.

Asia Pacific Authentication and Brand Protection Market Overview

The manufacturing sector in Asia Pacific countries is constantly expanding because of an upsurge in the demand for various commodities. Additionally, the region has become a global manufacturing hub with its diverse manufacturing industries. China, India, South Korea, Japan, Australia, and the Rest of Asia Pacific are the key countries in the authentication and brand protection market. Consumer electronics, medical, and food & beverages industries are among the major adopters of authentication and brand protection solutions in the region. China has a massive industrial sector, and the demand for products made in China has increased in the last few decades. On the other hand, the country has been witnessing a rise in the production and sales of counterfeit

products, which has propelled the demand for authentication and brand protection solutions among OEMs to claim the originality of the products and protect the brand image.

Asia Pacific Authentication and Brand Protection Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Authentication and Brand Protection Market Segmentation

The Asia Pacific authentication and brand protection market is segmented based on component, technology, application, and country. Based on component, the Asia Pacific authentication and brand protection market is segmented into overt, covert, forensic, and digital. The overt segment held the largest market share in 2022.

Based on technology, the Asia Pacific authentication and brand protection market is segmented into security printing & tamper proof labels, security inks & coatings, OVDS and holograms, unique codes, bar codes, RFID, authentication ICS, and others. The bar codes segment held the largest market share in 2022.

Based on application, the Asia Pacific authentication and brand protection market is segmented into consumer electronics, automotive, medical, chemical, food & beverage, tobacco, and others. The food & beverage segment held the largest market share in 2022.

Based on country, the Asia Pacific authentication and brand protection market is segmented into China, India, Japan, Australia, South Korea, Taiwan, and the Rest of Asia Pacific. China dominated the Asia Pacific authentication and brand protection market share in 2022.

3M Co, Alpvision SA, Applied DNA Sciences, Authentix, Avery Dennison Corporation, De La Rue Plc, Eastman Kodak Co, and Giesecke Devrient GmbH are some of the leading players operating in the Asia Pacific authentication and brand protection market.

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