

Authentication and Brand Protection Market Forecast to 2030 - Global 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), Application (Consumer Electronics, Automotive, Medical, Chemical, Food & Beverage, Tobacco, and Others), and Geography

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Abstracts

The authentication and brand protection market size is projected to grow from US\$ 3.34 billion in 2022 to US\$ 6.68 billion by 2030; the market is estimated to record a CAGR of 9.0% from 2022 to 2030.

Brand protection entails deploying processes, technologies, services, and resources to counter misleading, illicit, or fake representations of products or services. In addition to the continuous expansion of the manufacturing sector, the emphasis on safeguarding brand and product integrity, enactment of stringent anti-counterfeiting standards, and regulations enforced by government agencies favor the authentication and brand protection market growth. With the rising vulnerability to counterfeit attacks, diversions, and tampering problems, a large number of brand owners are facing the obligation of addressing these issues to protect their business interests. While working on a robust product authentication plan, they are focusing on establishing a comprehensive brand protection program involving legal marketing entities, law enforcement, customs, and investigation.

Different ministries are collaborating with various authentication and brand protection market vendors to develop authentication and brand protection solutions. For instance, In March 2022, Authentix announced contracts with the Republic of Congo's Ministry of International Cooperation and Promotion of Public-Private Partnership to implement two national marketplace governance programs to prevent the prohibited trade of packaged consumer products and retail fuels. Preventing illegal trading in both markets will help ensure citizens receive genuine products while boosting excise tax revenue through compliance protocols. The authentication and brand protection market is segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South America (SAM). North America secured the largest market share in 2022. The visibility of US-manufactured products across countries is high, which triggers the demand for brand protection and authentication products in this country. Manufacturers across industries in the US spend substantial amounts to protect the privacy and valuation of their respective products, services, and investments.

Counterfeiting of luxury products has become a foremost concern for consumers worldwide in recent years as it may lead to injuries to consumers, potential lawsuits against manufacturers, loss of revenue, and damage to the reputations of stakeholders. Counterfeit products can spread vigorously across geographies because of a lack of transparency in distribution and manufacturing processes. With the rising awareness about blockchain technologies, numerous companies are exploring its use in supply chains to maintain transparency. Blockchain technology-powered platforms are being used to provide customized tools for tackling counterfeiting. Various companies use smart tags—such as QR codes, radio frequency identification tags, and metallic or ceramic surface signatures—to enable their products with blockchain technology.

The authentication and brand protection market is segmented on the basis of type, technology, and application. By component, the authentication and brand protection market are segmented into overt, covert, forensic, and digital. based on technology, the global 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. based on application, the global authentication and brand protection market is classified into medical, automotive, food & beverage, chemical, consumer electronics, tobacco, and others. by region, the authentication and brand protection market is segmented into North America, Europe, Asia Pacific, the Middle East & Africa, and South America.

Avery Dennison Corporation; Authentic Vision; AlpVision SA; Applied DNA Sciences; and Giesecke+Devrient are among the key players operating in the Authentication and

Brand Protection market that are profiled in this market study.

The overall Authentication and Brand Protection market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the Authentication and Brand Protection market. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes 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 Authentication and Brand Protection 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. AUTHENTICATION AND BRAND PROTECTION MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 List of Vendors in Value Chain
- 4.4 Qualitative Analysis: Recent Trends in Customer Experience in UX/UI
- 4.5 Qualitative Analysis: Radio-Frequency Identification (RFID) Tags Market

5. AUTHENTICATION AND BRAND PROTECTION MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Drivers
 - 5.1.1 Accentuating Demand for Genuine Products
 - 5.1.2 Growing Concerns over Duplicate Consumer Electronics Products and Automotive Components
 - 5.1.3 Focus of Governments on Implementation of Stringent Anti-Counterfeiting Regulations
- 5.2 Restraints
 - 5.2.1 Counterfeiting of Authentication Labelling
 - 5.2.2 High Initial Capital Investment

5.3 Opportunity

5.3.1 Development of Integrated Solutions

5.3.2 Rising Demand in Developing Economies

5.4 Future Trend

5.4.1 Technological Advancement in the Authentication and Brand Protection Technology

5.5 Impact of Drivers and Restraints:

6. AUTHENTICATION AND BRAND PROTECTION MARKET - GLOBAL MARKET ANALYSIS

6.1 Authentication and Brand Protection Market Revenue (US\$ Million), 2022 – 2030

7. AUTHENTICATION AND BRAND PROTECTION MARKET ANALYSIS - COMPONENT

7.1 Overt

7.1.1 Overview

7.1.2 Overt Market Revenue and Forecast to 2030 (US\$ Million)

7.2 Covert

7.2.1 Overview

7.2.2 Covert Market Revenue and Forecast to 2030 (US\$ Million)

7.3 Forensics

7.3.1 Overview

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

7.4 Digital

7.4.1 Overview

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

8. AUTHENTICATION AND BRAND PROTECTION MARKET ANALYSIS - TECHNOLOGY

8.1 Security Printing & Tamper Proof Labels

8.1.1 Overview

8.1.2 Security Printing & Tamper Proof Labels Market Revenue and Forecast to 2030 (US\$ Million)

8.2 Security Inks & Coatings

8.2.1 Overview

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

8.3 OVDS and Holograms

8.3.1 Overview

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

8.4 Unique Codes

8.4.1 Overview

8.4.2 Unique Codes Market Revenue and Forecast to 2030 (US\$ Million)

8.5 Bar Codes

8.5.1 Overview

8.5.2 Bar Codes Market Revenue and Forecast to 2030 (US\$ Million)

8.6 RFID

8.6.1 Overview

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

8.7 Authentication ICs

8.7.1 Overview

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

8.8 Others

8.8.1 Overview

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

9. AUTHENTICATION AND BRAND PROTECTION MARKET ANALYSIS - APPLICATION

9.1 Consumer Electronics

9.1.1 Overview

9.1.2 Consumer Electronics Market Revenue and Forecast to 2030 (US\$ Million)

9.2 Automotive

9.2.1 Overview

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

9.3 Medical

9.3.1 Overview

9.3.2 Medical Market Revenue and Forecast to 2030 (US\$ Million)

9.4 Chemical

9.4.1 Overview

9.4.2 Chemical Market Revenue and Forecast to 2030 (US\$ Million)

9.5 Food & Beverage

9.5.1 Overview

9.5.2 Food & Beverage Market Revenue and Forecast to 2030 (US\$ Million)

9.6 Tobacco

9.6.1 Overview

9.6.2 Tobacco Market Revenue and Forecast to 2030 (US\$ Million)

9.7 Others

9.7.1 Overview

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

10. AUTHENTICATION AND BRAND PROTECTION MARKET - GEOGRAPHICAL ANALYSIS

10.1 North America

10.1.1 North America Authentication and Brand Protection Market Overview

10.1.2 North America Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.3 North America Authentication and Brand Protection Market Breakdown by Component

10.1.3.1 North America Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Component

10.1.4 North America Authentication and Brand Protection Market Breakdown by Technology

10.1.4.1 North America Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Technology

10.1.5 North America Authentication and Brand Protection Market Breakdown by Application

10.1.5.1 North America Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Application

10.1.6 North America Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Countries

10.1.6.1 North America Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Country

10.1.6.2 US Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.6.2.1 US Authentication and Brand Protection Market Breakdown by Component

10.1.6.2.2 US Authentication and Brand Protection Market Breakdown by Technology

10.1.6.2.3 US Authentication and Brand Protection Market Breakdown by Application

10.1.6.3 Canada Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.6.3.1 Canada Authentication and Brand Protection Market Breakdown by Component

10.1.6.3.2 Canada Authentication and Brand Protection Market Breakdown by Technology

10.1.6.3.3 Canada Authentication and Brand Protection Market Breakdown by Application

10.1.6.4 Mexico Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.6.4.1 Mexico Authentication and Brand Protection Market Breakdown by Component

10.1.6.4.2 Mexico Authentication and Brand Protection Market Breakdown by Technology

10.1.6.4.3 Mexico Authentication and Brand Protection Market Breakdown by Application

10.2 Europe

10.2.1 Europe Authentication and Brand Protection Market Overview

10.2.2 Europe Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.2.3 Europe Authentication and Brand Protection Market Breakdown by Component

10.2.3.1 Europe Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Component

10.2.4 Europe Authentication and Brand Protection Market Breakdown by Technology

10.2.4.1 Europe Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Technology

10.2.5 Europe Authentication and Brand Protection Market Breakdown by Application

10.2.5.1 Europe Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Application

10.2.6 Europe Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Countries

10.2.6.1 Germany Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.2.6.1.1 Germany Authentication and Brand Protection Market Breakdown by Component

10.2.6.1.2 Germany Authentication and Brand Protection Market Breakdown by Technology

10.2.6.1.3 Germany Authentication and Brand Protection Market Breakdown by Application

10.2.6.2 France Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.2.6.2.1 France Authentication and Brand Protection Market Breakdown by Component

10.2.6.2.2 France Authentication and Brand Protection Market Breakdown by Technology

10.2.6.2.3 France Authentication and Brand Protection Market Breakdown by Application

10.2.6.3 Italy Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.2.6.3.1 Italy Authentication and Brand Protection Market Breakdown by Component

10.2.6.3.2 Italy Authentication and Brand Protection Market Breakdown by Technology

10.2.6.3.3 Italy Authentication and Brand Protection Market Breakdown by Application

10.2.6.4 UK Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.2.6.4.1 UK Authentication and Brand Protection Market Breakdown by Component

10.2.6.4.2 UK Authentication and Brand Protection Market Breakdown by Technology

10.2.6.4.3 UK Authentication and Brand Protection Market Breakdown by Application

10.2.6.5 Russia Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.2.6.5.1 Russia Authentication and Brand Protection Market Breakdown by Component

10.2.6.5.2 Russia Authentication and Brand Protection Market Breakdown by Technology

10.2.6.5.3 Russia Authentication and Brand Protection Market Breakdown by Application

10.2.6.6 Rest of Europe Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Mn)

10.2.6.6.1 Rest of Europe Authentication and Brand Protection Market Breakdown by Component

10.2.6.6.2 Rest of Europe Authentication and Brand Protection Market Breakdown by Technology

10.2.6.6.3 Rest of Europe Authentication and Brand Protection Market Breakdown by Application

10.3 Asia Pacific Authentication and Brand Protection Market

10.3.1 Asia Pacific Authentication and Brand Protection Market Overview

10.3.2 Asia Pacific Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

10.3.3 Asia Pacific Authentication and Brand Protection Market Breakdown by Component

10.3.3.1 Asia Pacific Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Component

10.3.4 Asia Pacific Authentication and Brand Protection Market Breakdown by Technology

10.3.4.1 Asia Pacific Authentication and Brand Protection Market Revenue and

Forecasts and Analysis - By Technology

10.3.5 Asia Pacific Authentication and Brand Protection Market Breakdown by Application

10.3.5.1 Asia Pacific Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Application

10.3.6 Authentication and Brand Protection market Breakdown by Countries

10.3.6.1 Australia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

10.3.6.1.1 Australia Authentication and Brand Protection Market Breakdown by Component

10.3.6.1.2 Australia Authentication and Brand Protection Market Breakdown by Technology

10.3.6.1.3 Australia Authentication and Brand Protection Market Breakdown by Application

10.3.6.2 China Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

10.3.6.2.1 China Authentication and Brand Protection Market Breakdown by Component

10.3.6.2.2 China Authentication and Brand Protection Market Breakdown by Technology

10.3.6.2.3 China Authentication and Brand Protection Market Breakdown by Application

10.3.6.3 India Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

10.3.6.3.1 India Authentication and Brand Protection Market Breakdown by Component

10.3.6.3.2 India Authentication and Brand Protection Market Breakdown by Technology

10.3.6.3.3 India Authentication and Brand Protection Market Breakdown by Application

10.3.6.4 Japan Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

10.3.6.4.1 Japan Authentication and Brand Protection Market Breakdown by Component

10.3.6.4.2 Japan Authentication and Brand Protection Market Breakdown by Technology

10.3.6.4.3 Japan Authentication and Brand Protection Market Breakdown by Application

10.3.6.5 South Korea Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

10.3.6.5.1 South Korea Authentication and Brand Protection Market Breakdown by Component

10.3.6.5.2 South Korea Authentication and Brand Protection Market Breakdown by Technology

10.3.6.5.3 South Korea Authentication and Brand Protection Market Breakdown by Application

10.3.6.6 Taiwan Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

10.3.6.6.1 Taiwan Authentication and Brand Protection Market Breakdown by Component

10.3.6.6.2 Taiwan Authentication and Brand Protection Market Breakdown by Technology

10.3.6.6.3 Taiwan Authentication and Brand Protection Market Breakdown by Application

10.3.6.7 Rest of Asia Pacific Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

10.3.6.7.1 Rest of Asia Pacific Authentication and Brand Protection Market Breakdown by Component

10.3.6.7.2 Rest of Asia Pacific Authentication and Brand Protection Market Breakdown by Technology

10.3.6.7.3 Rest of Asia Pacific Authentication and Brand Protection Market Breakdown by Application

10.4 Middle East & Africa

10.4.1 Middle East & Africa Authentication and Brand Protection Market Overview

10.4.2 Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Million)

10.4.3 Middle East & Africa Authentication and Brand Protection Market Breakdown by Component

10.4.3.1 Middle East & Africa Authentication and Brand Protection Market and Forecasts and Analysis - By Component

10.4.4 Middle East & Africa Authentication and Brand Protection Market Breakdown by Technology

10.4.4.1 Middle East & Africa Authentication and Brand Protection Market and Forecasts and Analysis - By Technology

10.4.5 Middle East & Africa Authentication and Brand Protection Market Breakdown by Application

10.4.5.1 Middle East & Africa Authentication and Brand Protection Market and Forecasts and Analysis - By Application

10.4.6 Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Countries

10.4.6.1 South Africa Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Million)

10.4.6.1.1 South Africa Authentication and Brand Protection Market Breakdown by

Component

10.4.6.1.2 South Africa Authentication and Brand Protection Market Breakdown by Technology

10.4.6.1.3 South Africa Authentication and Brand Protection Market Breakdown by Application

10.4.6.2 Saudi Arabia Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Million)

10.4.6.2.1 Saudi Arabia Authentication and Brand Protection Market Breakdown by Component

10.4.6.2.2 Saudi Arabia Authentication and Brand Protection Market Breakdown by Technology

10.4.6.2.3 Saudi Arabia Authentication and Brand Protection Market Breakdown by Application

10.4.6.3 UAE Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Million)

10.4.6.3.1 UAE Authentication and Brand Protection Market Breakdown by Component

10.4.6.3.2 UAE Authentication and Brand Protection Market Breakdown by Technology

10.4.6.3.3 UAE Authentication and Brand Protection Market Breakdown by Application

10.4.6.4 Rest of Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Million)

10.4.6.4.1 Rest of Middle East & Africa Authentication and Brand Protection Market Breakdown by Component

10.4.6.4.2 Rest of Middle East & Africa Authentication and Brand Protection Market Breakdown by Technology

10.4.6.4.3 Rest of Middle East & Africa Authentication and Brand Protection Market Breakdown by Application

10.5 South & Central America

10.5.1 South & Central America Authentication and Brand Protection Market Overview

10.5.2 South & Central America Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Million)

10.5.3 South & Central America Authentication and Brand Protection Market Breakdown by Component

10.5.3.1 South & Central America Authentication and Brand Protection Market and Forecasts and Analysis - By Component

10.5.4 South & Central America Authentication and Brand Protection Market Breakdown by Technology

10.5.4.1 South & Central America Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Technology

10.5.5 South & Central America Authentication and Brand Protection Market Breakdown

by Application

10.5.5.1 South & Central America Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Application

10.5.6 South & Central America Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Countries

10.5.6.1 Brazil Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Million)

10.5.6.1.1 Brazil Authentication and Brand Protection Market Breakdown by Component

10.5.6.1.2 Brazil Authentication and Brand Protection Market Breakdown by Technology

10.5.6.1.3 Brazil Authentication and Brand Protection Market Breakdown by Application

10.5.6.2 Argentina Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Million)

10.5.6.2.1 Argentina Authentication and Brand Protection Market Breakdown by Component

10.5.6.2.2 Argentina Authentication and Brand Protection Market Breakdown by Technology

10.5.6.2.3 Argentina Authentication and Brand Protection Market Breakdown by Application

10.5.6.3 Rest of South & Central America Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US\$ Million)

10.5.6.3.1 Rest of South & Central America Authentication and Brand Protection Market Breakdown by Component

10.5.6.3.2 Rest of South & Central America Authentication and Brand Protection Market Breakdown by Technology

10.5.6.3.3 Rest of South & Central America Authentication and Brand Protection Market Breakdown by Application

11. AUTHENTICATION AND BRAND PROTECTION MARKET – IMPACT OF COVID-19 PANDEMIC

11.1 Pre & Post Covid-19 Impact

12. COMPETITIVE LANDSCAPE

12.1 Heat Map Analysis By Key Players

12.2 Company Positioning & Concentration

13. AUTHENTICATION AND BRAND PROTECTION MARKET INDUSTRY LANDSCAPE

- 13.1 Market Initiative
- 13.2 Merger and Acquisition
- 13.3 New Development

14. COMPANY PROFILES

- 14.1 AlpVision SA
 - 14.1.1 Key Facts
 - 14.1.2 Business Description
 - 14.1.3 Products and Services
 - 14.1.4 Financial Overview
 - 14.1.5 SWOT Analysis
 - 14.1.6 Key Developments
- 14.2 Authentic Vision
 - 14.2.1 Key Facts
 - 14.2.2 Business Description
 - 14.2.3 Products and Services
 - 14.2.4 Financial Overview
 - 14.2.5 SWOT Analysis
 - 14.2.6 Key Developments
- 14.3 Applied DNA Sciences, Inc.
 - 14.3.1 Key Facts
 - 14.3.2 Business Description
 - 14.3.3 Products and Services
 - 14.3.4 Financial Overview
 - 14.3.5 SWOT Analysis
 - 14.3.6 Key Developments
- 14.4 Eastman Kodak Co
 - 14.4.1 Key Facts
 - 14.4.2 Business Description
 - 14.4.3 Products and Services
 - 14.4.4 Financial Overview
 - 14.4.5 SWOT Analysis
 - 14.4.6 Key Developments
- 14.5 De La Rue Plc
 - 14.5.1 Key Facts
 - 14.5.2 Business Description
 - 14.5.3 Products and Services

- 14.5.4 Financial Overview
- 14.5.5 SWOT Analysis
- 14.5.6 Key Developments
- 14.6 Avery Dennison Corp
 - 14.6.1 Key Facts
 - 14.6.2 Business Description
 - 14.6.3 Products and Services
 - 14.6.4 Financial Overview
 - 14.6.5 SWOT Analysis
 - 14.6.6 Key Developments
- 14.7 Centro Grafico dg S.p.A.
 - 14.7.1 Key Facts
 - 14.7.2 Business Description
 - 14.7.3 Products and Services
 - 14.7.4 Financial Overview
 - 14.7.5 SWOT Analysis
 - 14.7.6 Key Developments
- 14.8 Giesecke Devrient GmbH
 - 14.8.1 Key Facts
 - 14.8.2 Business Description
 - 14.8.3 Products and Services
 - 14.8.4 Financial Overview
 - 14.8.5 SWOT Analysis
 - 14.8.6 Key Developments
- 14.9 3M Co
 - 14.9.1 Key Facts
 - 14.9.2 Business Description
 - 14.9.3 Products and Services
 - 14.9.4 Financial Overview
 - 14.9.5 SWOT Analysis
 - 14.9.6 Key Developments
- 14.10 Authentix
 - 14.10.1 Key Facts
 - 14.10.2 Business Description
 - 14.10.3 Products and Services
 - 14.10.4 Financial Overview
 - 14.10.5 SWOT Analysis
 - 14.10.6 Key Developments
- 14.11 EDGYN SAS

- 14.11.1 Key Facts
- 14.11.2 Business Description
- 14.11.3 Products and Services
- 14.11.4 Financial Overview
- 14.11.5 SWOT Analysis
- 14.11.6 Key Developments

15. APPENDIX

- 15.1 About The Insight Partners
- 15.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. Authentication and Brand Protection Market Segmentation

Table 2. List of Vendors in Value Chain

Table 3. Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – Component

Table 4. Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – Technology

Table 5. Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – Technology

Table 6. North America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 7. North America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 8. North America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 9. North America Authentication and Brand Protection Market, by Country – Revenue and Forecast to 2030 (USD Million)

Table 10. US Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 11. US Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 12. US Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 13. Canada Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 14. Canada Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 15. Canada Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 16. Mexico Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 17. Mexico Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 18. Mexico Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 19. Europe Authentication and Brand Protection Market Revenue and Forecasts

To 2030 (US\$ Mn) – By Component

Table 20. Europe Authentication and Brand Protection Market Revenue and Forecasts

To 2030 (US\$ Mn) – By Technology

Table 21. Europe Authentication and Brand Protection Market Revenue and Forecasts

To 2030 (US\$ Mn) – By Application

Table 22. Europe Authentication and Brand Protection Market, by Country – Revenue and Forecast to 2030 (USD Million)

Table 23. Germany Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 24. Germany Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 25. Germany Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 26. France Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 27. France Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 28. France Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 29. Italy Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 30. Italy Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 31. Italy Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 32. UK Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 33. UK Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 34. UK Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 35. Russia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 36. Russia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 37. Russia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 38. Rest of Europe Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Component

Table 39. Rest of Europe Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Technology

Table 40. Rest of Europe Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Mn) – By Application

Table 41. Asia Pacific Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Component

Table 42. Asia Pacific Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Technology

Table 43. Asia Pacific Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Technology

Table 44. Asia Pacific Authentication and Brand Protection Market, by Country – Revenue and Forecast to 2030 (USD Million)

Table 45. Australia Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Component

Table 46. Australia Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Technology

Table 47. Australia Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Application

Table 48. China Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Component

Table 49. China Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Technology

Table 50. China Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Application

Table 51. India Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Component

Table 52. India Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Technology

Table 53. India Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Application

Table 54. Japan Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Component

Table 55. Japan Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Technology

Table 56. Japan Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Application

Table 57. South Korea Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Component

Table 58. South Korea Authentication and Brand Protection Market Revenue And

Forecasts To 2030 (US\$ Million) – Technology

Table 59. South Korea Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Application

Table 60. Taiwan Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Component

Table 61. Taiwan Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Technology

Table 62. Taiwan Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Application

Table 63. Rest of Asia Pacific Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Component

Table 64. Rest of Asia Pacific Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Technology

Table 65. Rest of Asia Pacific Authentication and Brand Protection Market Revenue And Forecasts To 2030 (US\$ Million) – Application

Table 66. Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 67. Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 68. Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 69. Middle East and Africa Authentication and Brand Protection Market, by Country – Revenue and Forecast to 2030 (USD Million)

Table 70. South Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 71. South Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 72. South Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 73. Saudi Arabia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 74. Saudi Arabia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 75. Saudi Arabia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 76. UAE Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 77. UAE Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 78. UAE Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 79. Rest of Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 80. Rest of Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 81. Rest of Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 82. South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 83. South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 84. South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 85. South and Central America Authentication and Brand Protection Market, by Country – Revenue and Forecast to 2030 (USD Million)

Table 86. Brazil Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 87. Brazil Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 88. Brazil Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 89. Argentina Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 90. Argentina Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 91. Argentina Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 92. Rest of South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 93. Rest of South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 94. Rest of South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 95. Company Positioning & Concentration

Table 96. List of Abbreviation

List Of Figures

LIST OF FIGURES

Figure 1. Authentication and Brand Protection Market Segmentation, By Geography

Figure 2. Global– PEST Analysis

Figure 3. Ecosystem: Authentication and Brand Protection Market

Figure 4. Authentication and Brand Protection Market - Key Industry Dynamics

Figure 5. Impact Analysis of Drivers And Restraints

Figure 6. Authentication and Brand Protection Market Revenue (US\$ Million), 2022 – 2030

Figure 7. Authentication and Brand Protection Market Share (%) – Component, 2022 and 2030

Figure 8. Overt Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 9. Covert Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 10. Forensics Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 11. Digital Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 12. Authentication and Brand Protection Market Share (%) – Technology, 2022 and 2030

Figure 13. Security Printing & Tamper Proof Labels Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 14. Security Inks & Coatings Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 15. OVDS and Holograms Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 16. Unique Codes Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 17. Bar Codes Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 18. RFID Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 19. Authentication ICs Market Revenue and Forecasts To 2030 (US\$ Mil

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