

# **Europe 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 Europe authentication and brand protection market was valued at US\$ 997.75 million in 2022 and is expected to reach US\$ 1,815.66 million by 2030; it is estimated to grow at a CAGR of 7.8% from 2022 to 2030.

**Rising Demand in Developing Economies fuel the Europe Authentication and Brand Protection Market**

Unauthorized copies of products adversely impact consumers, businesses, and governments. Due to this, companies are less likely to invest in product innovation, which leads to colossal government revenue losses from customs duty and import taxes.

The grave risk of counterfeiting in these markets is further expected to boost the demand for authenticated solutions in the coming years. Thus, the continuously rising demand for authentication and brand protection products in developing countries owing to the heightened risk of counterfeiting, spanning many industries, is expected to boost the overall market during the forecast period.

## Europe Authentication and Brand Protection Market Overview

The authentication and brand protection market in Europe has been analyzed on the basis of historical, current, and future trends in countries such as France, Germany, Italy, the UK, Russia, and the Rest of Europe. The manufacturing industries in these countries continuously strive to combat and reduce the threat of counterfeiting. The medical sector in European countries is advancing at a rapid rate. However, identical products are sold by unauthorized manufacturers in these countries, hampering the market for authentic medical devices. As a result, medical device manufacturers prefer investing in overt, covert, forensic, and digital authentication and brand protection solutions, among others.

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

## Europe Authentication and Brand Protection Market Segmentation

The Europe authentication and brand protection market is segmented based on component, technology, application, and country. Based on component, the Europe 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 Europe 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 Europe 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 Europe authentication and brand protection market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe authentication and brand protection market share in 2022.

3M Co, Alpvision SA, Applied DNA Sciences, Centro Grafico dg S.p.A, Authentic Vision, Authentix, Avery Dennison Corporation, De La Rue Plc, Eastman Kodak Co, EDGYN SAS, and Giesecke Devrient GmbH are some of the leading players operating in the Europe authentication and brand protection market.

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