

Middle East & Africa 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)

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Abstracts

The Middle East & Africa anti-counterfeit packaging market is expected to grow from US\$ 18.24 million in 2022 to US\$ 46.13 million by 2030. It is estimated to grow at a CAGR of 12.3% from 2022 to 2030.

Growing Awareness of Anti-Counterfeit Packaging in Developing Countries Drive Middle East & Africa Anti-Counterfeit Packaging Market

As per the World Health Organization, ~120,000 people die each year in Africa due to counterfeit pharmaceuticals. The recognition of the detrimental effects of counterfeiting on public health, safety, and brand reputation has led to an increased focus on implementing effective counterfeiting measures, including anti-counterfeit packaging. Governments of developing countries across the region are recognizing the importance of combating counterfeiting and implementing stricter regulations to protect consumers and legitimate businesses. For instance, the Kenyan government has introduced the compulsory recordation of IP rights at the Kenyan Anti-Counterfeit Authority, as part of its initiative to limit illicit trade in counterfeit goods, which came into effect on January 1,

2023. This regulatory emphasis encourages businesses to adopt anti-counterfeit packaging solutions to comply with legal requirements and safeguard their products. 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. For instance, Seed Group and Authentic Vision GmbH have announced a strategic collaboration to bring advanced anti-counterfeit technology solutions for product authentication to the Middle East and North Africa (MENA) market. Additionally, in April 2023, Amazon.com, Inc has launched its Anti-Counterfeiting Exchange (ACX) initiative to tackle counterfeit goods on its platform. The program will allow retail stores and Amazon marketplace sellers to track and label counterfeit products using a third-party database. The move comes as part of Amazon's ongoing efforts to combat organized crime on its platform and prevent fake merchandise from entering its warehouses.

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.

Middle East & Africa Anti-Counterfeit Packaging Market Overview

Middle East & Africa anti-counterfeit packaging market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The growing sales of counterfeit products have been a major concern, leading to an increased need for effective packaging solutions. Counterfeit goods pose risks to consumer safety and cause substantial financial losses for businesses. In addition, the expansion of the pharmaceutical & healthcare sector in the region has increased the demand for anti-counterfeit packaging to safeguard the integrity of medications and medical devices. Additionally, the rise of e-commerce and cross-border trade has amplified the risk of counterfeit products entering the market, prompting the adoption of stringent packaging measures. According to the OECD/EUIPO, Saudi Arabia Customs destroyed over 2 million counterfeit goods in 2020, including footwear, clothes, mobile phone

accessories, sanitary ware, and car filters; these products displayed labels of well-known brands from major international companies. In 2021, Saudi Arabia's Ministry of Industry and Mineral Resources announced to invest in the food products industry, which amounted to US\$ 23 billion, i.e., ~8% of the total volume of investments in the industrial sector. In addition, the growing population in the Middle East & African countries such as Saudi Arabia and South Africa is increasing the demand for pharmaceutical and food products, making it a primary driver of the Middle East & Africa anti-counterfeit packaging market. According to the National Industrial Development Center, in 2018, the Saudi Arabian pharmaceutical market registered a CAGR of ~5% and reached US\$ 8.2 billion in size. Furthermore, the Saudi Arabian pharmaceutical market is expected to grow at a 5% rate each year until 2025 to reach US\$ 10 billion. All these factors are expected to create growth opportunities for the Middle East & Africa anti-counterfeit packaging market players.

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

Middle East & Africa Anti-Counterfeit Packaging Market Segmentation

The Middle East & Africa anti-counterfeit packaging market is segmented into technology, application, and country.

Based on technology, the Middle East & Africa 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 Middle East & Africa anti-counterfeit packaging market.

Based on application, the Middle East & Africa 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 food and beverage segment registered the largest share in the Middle East & Africa anti-counterfeit packaging market.

Based on country, the Middle East & Africa anti-counterfeit packaging market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. In 2022, Saudi Arabia registered the largest share in the Middle East & Africa anti-counterfeit packaging market.

Arjo AB, Avery Dennison Corp, Brady Corp, CCL Industries Inc, Constantia Flexibles International GmbH, and KURZ Transfer Products LP are some of the leading companies operating in the Middle East & Africa anti-counterfeit packaging market.

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