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Middle East & Africa 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 Middle East & Africa authentication and brand protection market was valued at US$ 243.01 million in 2022 and is expected to reach US$ 508.65 million by 2030; it is estimated to grow at a CAGR of 9.7% from 2022 to 2030.

Development of Integrated Solutions fuel the Middle East & Africa Authentication and Brand Protection Market

The authentication and brand protection market is highly fragmented with the presence of numerous players. Also, many of the players are offering fractional solutions in the market. Therefore, the demand for end-to-end holistic solutions providing a combination of systems that can effectively authenticate, track & trace, and serve is rising. The increasing use of mobile apps for scanning codes also creates immense growth opportunities in the overall market. Companies are also providing end-to-end online solutions to monitor intellectual property violations, including patent and design violations and trademark or brand infringements. For instance, Amazon launched the Anti-Counterfeiting Exchange (ACX), an initiative to tackle counterfeit goods on the

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Amazon platform, in April 2023. Using a third-party database, ACX permits retail stores and Amazon marketplace sellers to track and label counterfeit products. In August 2022, Giesecke + Devrient (G+D) developed a new authentication solution to tackle issues such as counterfeiting, and product and brand piracy. In developing economies, the timely identification of counterfeit violations proves to be helpful due to the presence of more unorganized sectors. Authentix is another company offering brand protection technology to authenticate products while protecting high-value brands and consumers' health. Honeywell International, Infineon Technologies, Data Dot Technology Ltd, and AlpVision are also providing integrated solutions and increasing the market for authentication and brand protection market.

Middle East & Africa Authentication and Brand Protection Market Overview

The authentication and brand protection market in the MEA is segmented into the UAE, Saudi Arabia, South Africa, and Rest of the MEA. Rest of the MEA includes Israel, Nigeria, Egypt, and Kuwait. The counterfeit product market in the MEA continues to surge for this reason as the duplicates cost lower than the original products. In addition, these fake products are difficult to differentiate; although they have several flaws, they are not identifiable by end users in the initial phase of use or scrutiny. To combat counterfeiting, the Egyptian government is taking various steps. Also, the Middle East Global Advisory Council—co-chaired by Munir Subboh (BSA Ahmad Bin Hezeem & Associates LLP, UAE) and Charles International Trademark Association' (INTA) Middle East consultant—has kicked off the policy dialogue for IP rights and other primacies in the field of advocacy, such as enforcement, IP practices, and strengthening the partnership between private and public sectors. The Egypt policy of dialogue focused on brand protection advocacy and conducting training in industries such as media and entertainment, sportswear, auto spare parts, industrial products, watches, and food products. Such government initiatives create growth opportunities for the authentication and brand protection market in the Middle East & Africa.

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

Middle East & Africa Authentication and Brand Protection Market Segmentation

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

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2022.

Based on technology, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa authentication and brand protection market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa authentication and brand protection market in 2022.
3M Co, Authentix, Authentic Vision, Avery Dennison Corporation, De La Rue Plc, Eastman Kodak Co, and Giesecke Devrient GmbH are some of the leading players operating in the Middle East & Africa authentication and brand protection market.

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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. MIDDLE EAST & AFRICA AUTHENTICATION AND BRAND PROTECTION MARKET LANDSCAPE

4.1 Overview
4.2 Ecosystem Analysis
  4.2.1 Qualitative Analysis: Radio-Frequency Identification (RFID) Tags Market
4.3 Qualitative Analysis: Recent Trends in Customer Experience in UX/UI

5. MIDDLE EAST & AFRICA 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

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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 - MIDDLE EAST & AFRICA MARKET ANALYSIS

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

7. MIDDLE EAST & AFRICA AUTHENTICATION AND BRAND PROTECTION MARKET ANALYSIS - COMPONENT

7.1 Overview
7.2 Authentication and Brand Protection Market, by Component (2022 and 2030)
7.3 Overt
7.3.1 Overview
7.3.2 Overt Market Revenue and Forecast to 2030 (US$ Million)
7.4 Covert
7.4.1 Overview
7.4.2 Covert Market Revenue and Forecast to 2030 (US$ Million)
7.5 Forensics
7.5.1 Overview
7.5.2 Forensics Market Revenue and Forecast to 2030 (US$ Million)
7.6 Digital
7.6.1 Overview
7.6.2 Digital Market Revenue and Forecast to 2030 (US$ Million)

8. MIDDLE EAST & AFRICA AUTHENTICATION AND BRAND PROTECTION MARKET ANALYSIS - TECHNOLOGY

8.1 Overview
8.2 Authentication and Brand Protection Market, by Technology (2022 and 2030)
8.3 Security Printing & Tamper Proof Labels
8.3.1 Overview
8.3.2 Security Printing & Tamper Proof Labels Market Revenue and Forecast to 2030 (US$ Million)

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8.4 Security Inks & Coatings
8.4.1 Overview
8.4.2 Security Inks and Coatings Market Revenue and Forecast to 2030 (US$ Million)
8.5 OVDS and Holograms
8.5.1 Overview
8.5.2 OVDS and Holograms Market Revenue and Forecast to 2030 (US$ Million)
8.6 Unique Codes
8.6.1 Overview
8.6.2 Unique Codes Market Revenue and Forecast to 2030 (US$ Million)
8.7 Bar Codes
8.7.1 Overview
8.7.2 Bar Codes Market Revenue and Forecast to 2030 (US$ Million)
8.8 RFID
8.8.1 Overview
8.8.2 RFID Market Revenue and Forecast to 2030 (US$ Million)
8.9 Authentication ICs
8.9.1 Overview
8.9.2 Authentication ICs Market Revenue and Forecast to 2030 (US$ Million)
8.10 Others
8.10.1 Overview
8.10.2 Others Market Revenue and Forecast to 2030 (US$ Million)

9. MIDDLE EAST & AFRICA AUTHENTICATION AND BRAND PROTECTION MARKET ANALYSIS - APPLICATION

9.1 Overview
9.2 Authentication and Brand Protection Market, by Application (2022 and 2030)
9.3 Consumer Electronics
9.3.1 Overview
9.3.2 Consumer Electronics Market Revenue and Forecast to 2030 (US$ Million)
9.4 Automotive
9.4.1 Overview
9.4.2 Automotive Market Revenue and Forecast to 2030 (US$ Million)
9.5 Medical
9.5.1 Overview
9.5.2 Medical Market Revenue and Forecast to 2030 (US$ Million)
9.6 Chemical
9.6.1 Overview
9.6.2 Chemical Market Revenue and Forecast to 2030 (US$ Million)

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9.7 Food & Beverage
9.7.1 Overview
9.7.2 Food & Beverage Market Revenue and Forecast to 2030 (US$ Million)
9.8 Tobacco
9.8.1 Overview
9.8.2 Tobacco Market Revenue and Forecast to 2030 (US$ Million)
9.9 Others
9.9.1 Overview
9.9.2 Others Market Revenue and Forecast to 2030 (US$ Million)

10. MIDDLE EAST & AFRICA AUTHENTICATION AND BRAND PROTECTION MARKET - COUNTRY ANALYSIS

10.1 Middle East & Africa
10.1.1 Middle East & Africa Authentication and Brand Protection Market Overview
10.1.2 Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts and Analysis - By Countries
10.1.2.1 South Africa Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US$ Million)
10.1.2.1.1 South Africa Authentication and Brand Protection Market Breakdown by Component
10.1.2.1.2 South Africa Authentication and Brand Protection Market Breakdown by Technology
10.1.2.1.3 South Africa Authentication and Brand Protection Market Breakdown by Application
10.1.2.2 Saudi Arabia Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US$ Million)
10.1.2.2.1 Saudi Arabia Authentication and Brand Protection Market Breakdown by Component
10.1.2.2.2 Saudi Arabia Authentication and Brand Protection Market Breakdown by Technology
10.1.2.2.3 Saudi Arabia Authentication and Brand Protection Market Breakdown by Application
10.1.2.3 UAE Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US$ Million)
10.1.2.3.1 UAE Authentication and Brand Protection Market Breakdown by Component
10.1.2.3.2 UAE Authentication and Brand Protection Market Breakdown by Technology

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10.1.2.3.3 UAE Authentication and Brand Protection Market Breakdown by Application
10.1.2.4 Rest of Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts to 2030 (US$ Million)
10.1.2.4.1 Rest of Middle East & Africa Authentication and Brand Protection Market Breakdown by Component
10.1.2.4.2 Rest of Middle East & Africa Authentication and Brand Protection Market Breakdown by Technology
10.1.2.4.3 Rest of Middle East & Africa Authentication and Brand Protection Market Breakdown by Application

11. COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis By Key Players
11.2 Company Positioning & Concentration

12. AUTHENTICATION AND BRAND PROTECTION MARKET INDUSTRY LANDSCAPE

12.1 Market Initiative
12.2 Merger and Acquisition
12.3 New Development

13. COMPANY PROFILES

13.1 Eastman Kodak Co
13.1.1 Key Facts
13.1.2 Business Description
13.1.3 Products and Services
13.1.4 Financial Overview
13.1.5 SWOT Analysis
13.1.6 Key Developments
13.2 De La Rue Plc
13.2.1 Key Facts
13.2.2 Business Description
13.2.3 Products and Services
13.2.4 Financial Overview
13.2.5 SWOT Analysis
13.2.6 Key Developments

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13.3 Avery Dennison Corp
13.3.1 Key Facts
13.3.2 Business Description
13.3.3 Products and Services
13.3.4 Financial Overview
13.3.5 SWOT Analysis
13.3.6 Key Developments
13.4 Giesecke Devrient GmbH
13.4.1 Key Facts
13.4.2 Business Description
13.4.3 Products and Services
13.4.4 Financial Overview
13.4.5 SWOT Analysis
13.4.6 Key Developments
13.5 3M Co
13.5.1 Key Facts
13.5.2 Business Description
13.5.3 Products and Services
13.5.4 Financial Overview
13.5.5 SWOT Analysis
13.5.6 Key Developments
13.6 Authentix
13.6.1 Key Facts
13.6.2 Business Description
13.6.3 Products and Services
13.6.4 Financial Overview
13.6.5 SWOT Analysis
13.6.6 Key Developments

14. APPENDIX

14.1 About The Insight Partners
14.2 Word Index

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List Of Tables

LIST OF TABLES

Table 1. Middle East & Africa Authentication and Brand Protection Market Segmentation
Table 2. Middle East and Africa Authentication and Brand Protection Market, by Country – Revenue and Forecast to 2030 (USD Million)
Table 3. South Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Component
Table 4. South Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Technology
Table 5. South Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Application
Table 6. Saudi Arabia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Component
Table 7. Saudi Arabia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Technology
Table 8. Saudi Arabia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Application
Table 9. UAE Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Component
Table 10. UAE Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Technology
Table 11. UAE Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Application
Table 12. Rest of Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Component
Table 13. Rest of Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Technology
Table 14. Rest of Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million) – By Application
Table 15. Company Positioning & Concentration
Table 16. List of Abbreviation

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List Of Figures

LIST OF FIGURES

Figure 1. Middle East & Africa Authentication and Brand Protection Market Segmentation, By Country
Figure 2. Ecosystem: Middle East & Africa Authentication and Brand Protection Market
Figure 3. Middle East & Africa Authentication and Brand Protection Market - Key Industry Dynamics
Figure 4. Impact Analysis of Drivers And Restraints
Figure 5. Middle East & Africa Authentication and Brand Protection Market Revenue (US$ Million), 2022 – 2030
Figure 6. Middle East & Africa Authentication and Brand Protection Market Share (%) – Component, 2022 and 2030
Figure 7. Overt Market Revenue and Forecasts To 2030 (US$ Million)
Figure 8. Covert Market Revenue and Forecasts To 2030 (US$ Million)
Figure 9. Forensics Market Revenue and Forecasts To 2030 (US$ Million)
Figure 10. Digital Market Revenue and Forecasts To 2030 (US$ Million)
Figure 11. Middle East & Africa Authentication and Brand Protection Market Share (%) – Technology, 2022 and 2030
Figure 12. Security Printing & Tamper Proof Labels Market Revenue and Forecasts To 2030 (US$ Million)
Figure 13. Security Inks & Coatings Market Revenue and Forecasts To 2030 (US$ Million)
Figure 14. OVDS and Holograms Market Revenue and Forecasts To 2030 (US$ Million)
Figure 15. Unique Codes Market Revenue and Forecasts To 2030 (US$ Million)
Figure 16. Bar Codes Market Revenue and Forecasts To 2030 (US$ Million)
Figure 17. RFID Market Revenue and Forecasts To 2030 (US$ Million)
Figure 18. Authentication ICs Market Revenue and Forecasts To 2030 (US$ Million)
Figure 19. Others Market Revenue and Forecasts To 2030 (US$ Million)
Figure 20. Middle East & Africa Authentication and Brand Protection Market Share (%) – Application, 2022 and 2030
Figure 21. Consumer Electronics Market Revenue and Forecasts To 2030 (US$ Million)
Figure 22. Automotive Market Revenue and Forecasts To 2030 (US$ Million)
Figure 23. Medical Market Revenue and Forecasts To 2030 (US$ Million)
Figure 24. Chemical Market Revenue and Forecasts To 2030 (US$ Million)
Figure 25. Food & Beverage Market Revenue and Forecasts To 2030 (US$ Million)
Figure 26. Tobacco Market Revenue and Forecasts To 2030 (US$ Million)
Figure 27. Others Market Revenue and Forecasts To 2030 (US$ Million)

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Figure 28. Middle East & Africa Authentication and Brand Protection Market, by Key Country – Revenue (2022) (US$ Million)
Figure 29. Middle East & Africa Authentication and Brand Protection Market Breakdown by Key Countries, 2022 and 2030 (%)
Figure 30. South Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million)
Figure 31. Saudi Arabia Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million)
Figure 32. UAE Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million)
Figure 33. Rest of Middle East & Africa Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US$ Million)
Figure 34. Heat Map Analysis By Key Players

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