

North America 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 North America anti-counterfeit packaging market is expected to grow from US\$ 51.92 million in 2022 to US\$ 137.80 million by 2030. It is estimated to grow at a CAGR of 13.0% from 2022 to 2030.

Increasing Cases of Counterfeiting and Stringent Regulations Associated with Anti-Counterfeit Packaging Drives North America Anti-Counterfeit Packaging Market

Counterfeiting has become a pervasive issue in the global market, affecting various industries and posing significant challenges to governments, businesses, and consumers. Enabled by globalization, e-commerce, and advanced technology, counterfeiters exploit the complexity of supply chains and consumer demand for affordable products. Counterfeiting causes significant economic losses and job displacement, as well as jeopardizes consumer safety, undermines brand reputation, and erodes trust in the marketplaces. According to NC State University, counterfeiting has grown from a US\$ 30 billion trade in the 1980s and exceeded US\$ 600 billion in trade in 2021. The major markets targeted by counterfeiters include consumer goods,

aerospace components, tobacco, electronics, automotive parts, pharmaceuticals, industrial components, apparel, and food. Counterfeiters also target Nike, Adidas, Puma, and other well-known footwear brands. Anti-counterfeit packaging solutions incorporate various security features that help verify product authenticity, prevent tampering, and deter unauthorized replications, thereby reducing counterfeiting activities. These solutions often incorporate covert security features that include hidden codes, taggants, or specialized inks, which can only be authenticated using specialized devices or technologies, making it difficult for counterfeiters to replicate. Further, the stringent regulatory landscape and the efforts of industry associations and governments to combat counterfeiting have heightened the focus on anti-counterfeit packaging. Regulatory requirements in various sectors, such as tobacco, pharmaceuticals, and luxury goods, mandate the use of anti-counterfeit measures to protect consumers and maintain industry integrity. Thus, increasing counterfeiting cases and stringent government regulations are driving the demand for anti-counterfeit packaging.

North America Anti-Counterfeit Packaging Market Overview

North America has several well-established industries, such as food & beverages, electrical & electronics, luxury goods, textile & apparel, pharmaceutical, and personal care & cosmetics. Due to its highly diversified industrial market, countries such as the US and Canada dominate the region's economy. The pharmaceutical, food & beverages, textile & apparel, and other industries are severely affected due to counterfeit products. The proliferation of counterfeit goods poses risks to consumer health, safety, and brand reputation. Counterfeit drug sales are a significant threat, which has grown drastically in recent years. According to the US Drug Enforcement Administration (DEA), in September 2022, the number of seized fentanyl-tainted counterfeit pills recorded a growth of 430% from 2019 to 2022. Thus, the US government-imposed Drug Supply Chain Security Act (DSCSA) in 2013 to control counterfeit product sales in the country. In addition, consumers are becoming more vigilant about the medications they purchase and consume. There is a growing awareness of the risks associated with counterfeit drugs and a demand for greater assurance of product authenticity. Moreover, in North America, the food & beverages and e-commerce industries have witnessed significant development, as these industries are end users of labeling and packaging. According to the US Department of Commerce, in 2021, total e-commerce sales in the US reached US\$ 959.5 billion, and registered 18.3% year-over-year increase from US\$ 811.6 billion in 2020. Moreover, governments of various countries in North America are taking necessary steps to protect consumers and the environment from counterfeit products. In November 2022, Trademark enforcement agents from the Secretary of State's Office, the state Anti-

Counterfeiting Task Force, and local authorities in North Carolina seized US\$ 223,824 worth of THC-infused gummies and snacks from various stores across the region. Such incidences have increased the importance of anti-counterfeit packaging in the region. In April 2023, Amazon.com, Inc launched its Anti-Counterfeiting Exchange (ACX) initiative to help retail stores label and track marketplace counterfeits as part of the e-commerce company's efforts to prevent organized crime on its platform. In addition, the US government implemented a plan to reduce food waste in the country by 20% through different approaches such as the diversion of food-to-food banks, education and outreach, and efforts to standardize date markings on food labels. Smart packaging is typically equipped with QR, RFID, and NFC technologies. Therefore, the increasing usage of smart packaging is expected to propel the growth of the North America anti-counterfeit packaging market during the forecast period.

North America Anti-Counterfeit Packaging Market Revenue and Forecast to 2030 (US\$ Million)

North America Anti-Counterfeit Packaging Market Segmentation

The North America anti-counterfeit packaging market is segmented into technology, application, and country.

Based on technology, the North America 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 North America anti-counterfeit packaging market.

Based on application, the North America 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 pharmaceutical segment registered the largest share in the North America anti-counterfeit packaging market.

Based on country, the North America anti-counterfeit packaging market is segmented into the US, Canada, Mexico. In 2022, the US registered the largest share in the North America anti-counterfeit packaging market.

Antares Vision SpA, Arjo AB, Avery Dennison Corp; Brady Corp, CCL Industries Inc, Constantia Flexibles International GmbH, Gestion Groupe Optel Inc, KURZ Transfer

Products LP, Octane5 International LLC, and The Label Printers LP are some of the leading companies operating in the North America anti-counterfeit packaging market.

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