

South & Central America 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 South & Central America authentication and brand protection market was valued at US\$ 109.70 million in 2022 and is expected to reach US\$ 217.25 million by 2030; it is estimated to grow at a CAGR of 8.9% from 2022 to 2030.

Technological Advancement in the Authentication and Brand Protection Technology fuel the South & Central America Authentication and Brand Protection Market

Blockchain technologies enhance the efficiency, transparency, and security of global supply chains. They can help prevent product duplication and enable real-time tracking of authentic products. Although this technology is projected to have a significant and positive impact on the authentication and brand protection market, it is still in the initial stage of development. Further, strategic alliances between market players and technology providers offer massive growth opportunities in the market.

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 countries 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. Wine is one of the products susceptible to fraud, and industry experts are utilizing permissible blockchain with peer-to-peer networks as a decentralizing communication model to counter the related risks. Packaged wines are digitally protected by embedding a thin plastic layer marked with serial code to avoid tampering while connecting the bottle and the blockchain. Thus, brands can reinforce their market presence and brand image with the use of such advanced technologies.

South & Central America Authentication and Brand Protection Market Overview

The South & Central America authentication and brand protection market is sub segmented into Brazil, Argentina, and the Rest of South & Central America. Countries in South & Central America are recording high industrialization rates, with industries such as food & beverages, agriculture, automotive, and industrial components growing at a notably fast pace. Countries in the region majorly depend on imported goods and commodities. However, with the rise in FDIs, several industries are entering the South & Central America marketplace and are contributing substantially to the respective GDPs of these countries. Various governments in South & Central America are taking significant steps to combat counterfeiting, thereby propelling the demand for anti-counterfeit products.

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

South & Central America Authentication and Brand Protection Market Segmentation

The South & Central America authentication and brand protection market is segmented based on component, technology, application, and country. Based on component, the South & Central America 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 South & Central America 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 South & Central America 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 South & Central America authentication and brand protection market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America authentication and brand protection market share in 2022.

3M Co, Authentix, Avery Dennison Corporation, De La Rue Plc, Eastman Kodak Co, and Giesecke Devrient GmbH are some of the leading players operating in the South & Central America 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. SOUTH & CENTRAL AMERICA 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. SOUTH & CENTRAL AMERICA 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 - SOUTH & CENTRAL AMERICA MARKET ANALYSIS

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

7. SOUTH & CENTRAL AMERICA 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. SOUTH & CENTRAL AMERICA 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)

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. SOUTH & CENTRAL AMERICA 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)

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. SOUTH & CENTRAL AMERICA AUTHENTICATION AND BRAND PROTECTION MARKET - COUNTRY ANALYSIS

10.1 South & Central America

10.1.1 South & Central America Authentication and Brand Protection Market Overview

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

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

10.1.2.1.1 Brazil Authentication and Brand Protection Market Breakdown by Component

10.1.2.1.2 Brazil Authentication and Brand Protection Market Breakdown by Technology

10.1.2.1.3 Brazil Authentication and Brand Protection Market Breakdown by Application

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

10.1.2.2.1 Argentina Authentication and Brand Protection Market Breakdown by Component

10.1.2.2.2 Argentina Authentication and Brand Protection Market Breakdown by Technology

10.1.2.2.3 Argentina Authentication and Brand Protection Market Breakdown by Application

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

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

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

10.1.2.3.3 Rest of South & Central America 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
- 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

List Of Tables

LIST OF TABLES

Table 1. South & Central America Authentication and Brand Protection Market Segmentation

Table 2. South and Central America Authentication and Brand Protection Market, by Country – Revenue and Forecast to 2030 (USD Million)

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

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

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

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

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

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

Table 9. Rest of South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Component

Table 10. Rest of South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Technology

Table 11. Rest of South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million) – By Application

Table 12. Company Positioning & Concentration

Table 13. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. South & Central America Authentication and Brand Protection Market Segmentation, By Country
- Figure 2. Ecosystem: South & Central America Authentication and Brand Protection Market
- Figure 3. South & Central America Authentication and Brand Protection Market - Key Industry Dynamics
- Figure 4. Impact Analysis of Drivers And Restraints
- Figure 5. South & Central America Authentication and Brand Protection Market Revenue (US\$ Million), 2022 – 2030
- Figure 6. South & Central America 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. South & Central America 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. South & Central America 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)

Figure 28. South & Central America Authentication and Brand Protection Market, by Key Countries – Revenue (2022) (US\$ Million)

Figure 29. Authentication and Brand Protection Market Breakdown by Key Countries, 2022 and 2030 (%)

Figure 30. Brazil Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 31. Argentina Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 32. Rest of South & Central America Authentication and Brand Protection Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 33. Heat Map Analysis By Key Players

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