

Anti-counterfeit Food Packaging Market is Projected to Grow at a CAGR of 5.5% During Forecast Period By 2031

Anti-counterfeit Food Packaging Market is Expected to Reach \$116,299.9 million, Globally, by 2031 – Allied Market Research

PORTLAND, OREGON, UNITED STATES, September 22, 2023 /EINPresswire.com/ -- A new report by Allied Market Research, titled, "Global Anti-counterfeit Food & Beverage Packaging Market- Industry Analysis, Size, Growth, Trends, Opportunities, and Forecast, 2022-2031", forecasts the market to grow at a CAGR of 5.5% during 2022 - 2031. Holograms segment would enjoy the leading position in overall authentication technology market, through to 2031. RFID technology exhibits fastest growth at 20.4% CAGR during the forecast period.

To view the report, visit the website at <https://www.alliedmarketresearch.com/anti-counterfeit-packaging-food-beverages-market>

Every year millions of people are deceived into buying counterfeited food and beverages, posing significant health and safety risks, leading the demand of anti-counterfeit packaging (ACP). Conventional authentication technologies still account for the highest revenue in the global ACP market owing to their economic pricing and ease of application. The growing adoption of track and trace technologies, such as RFID and Barcode, in premium product segments including wines and spirits, would gain significance over the forecast period. Furthermore, barcode enabled product tracking helps in maintaining the supply chain integrity. Emerging tracking technologies, such as DNATrax, exhibit the highest potential in tracking food products with minimal side effects on human health. Lack of awareness for authentication solutions among local manufacturers and the lack of affordability of high end technologies (RFID technology) would limit the market growth. However, the awareness campaigns organized by anti-counterfeit trade associations, and regular interventions from government authorities would result in increased penetration of anti-counterfeit technologies.

Similar studies by Allied Market Research –

Global Anti-Counterfeit Packaging Market in Security Documents and Event Ticketing – Industry Analysis and Forecast, 2014 – 2031 – Anti-counterfeit packaging is the process of securing and authenticating products in order to minimize counterfeiting or infringement malpractices. Anti-counterfeit measures are taken by companies, to minimize the losses incurred due to

counterfeiting and to maintain their brand equity. The global anti-counterfeit packaging (Security document and event ticketing) market generated revenue of \$22.8 billion in 2014 and is forecast to reach of \$38.3 billion by 2020, at a CAGR of 9.5%, over the forecast period.

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Global Anti-Counterfeit Packaging Market (Food and Pharmaceuticals) – Secure packaging is one of the essential techniques to avoid counterfeiting. Anti-counterfeit packaging is defined as the process of assigning secure packaging to the product in order to minimize counterfeiting or infringement. Anti-counterfeiting packaging is the process of secure packaging that prevents imitation and confirms safety of the goods. Anti-counterfeit measurements are taken by companies, which is helping them in minimizing loss due to counterfeiting in-term of revenue and loyalty. Global anti-counterfeit packaging market was accounted for \$57.4 billion in 2013, which is forecast to generate revenue of \$142.7 billion by 2020 at 13.9% CAGR from 2013-2020.

Get Detailed COVID-19 Impact Analysis on the Anti-counterfeit Packaging Market @ <https://www.alliedmarketresearch.com/request-for-customization/674>

Key finding of the study:

In 2014, overt holograms held about two-third revenue share in the overall hologram authentication technologies market

North America will continue to lead the global market due to higher adoption rate and affordability for novel traceable technologies, followed by Europe

Asia-pacific is projected to be the fastest growing region at an estimated CAGR of 18.1% from 2015 to 2020

Consumers continue to prefer paper barcode over polyester barcodes

North America accounted for about 50% of the global anti-counterfeit food packaging market in 2014. Increasing counterfeiting practices from European and Asian regions, higher adoption rates of anti-counterfeit technologies, rise in healthcare concerns along with the growing awareness for tracing technologies are largely contributing to growth of the market. The increasing focus from government authorities towards food crisis management, across middle income population and the rising awareness for authenticated food products are factors that drive the market growth across developing regions. Sicapa and Zebra Technologies are leading players in the global market. Other key manufacturing companies profiled in the report are, Alien Technology Corp., Alpvision, Inksure Technologies, Avery Dennison, Flint Group, and Authentix Inc.

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and

achieve sustainable growth in their respective market domain.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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