

Anti-Counterfeit Packaging Market Is Booming Worldwide | Zebra Technologies, Alpvision, Avery Dennison

PORTLAND, OR, UNITED STATE, February 2, 2024 /EINPresswire.com/ -- Allied Market Research analysts have introduced a novel research study titled "Global Anti-Counterfeit Packaging Market Outlook and Forecast 2023-2030." This study encompasses detailed insights and features key players such as Alien Technology, Alpvision, Zebra Technologies, Inksure Technologies, Avery Dennison, Flint Group, Catalent Pharma Solution, TraceLink, Authentix, and Sicapa. The study offers a

comprehensive and thorough analysis, including precise market definitions, classifications, manufacturing processes, cost structures, as well as developmental policies and strategies. The information and data within the Anti-Counterfeit Packaging report are skillfully presented through diagrams, graphs, pie charts, and other visual representations, effectively illustrating prevailing trends, dynamic factors, business scope, and crucial statistics.



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Anti-Counterfeit Packaging Market Growth Drivers:

Rising Counterfeit Activities: The increase in counterfeit products across various industries, such as pharmaceuticals, cosmetics, electronics, and luxury goods, has necessitated the adoption of advanced anti-counterfeit packaging solutions. These solutions help protect brands and consumers from fake and potentially harmful products.

Stringent Regulations and Standards: Governments and regulatory bodies worldwide are implementing stricter regulations to combat counterfeiting and ensure product safety. Industries

are compelled to incorporate anti-counterfeit measures into their packaging to adhere to these regulations.

Brand Protection and Consumer Trust: Companies invest in anti-counterfeit packaging to safeguard their brand reputation and maintain consumer trust. Effective anti-counterfeit measures assure customers of the authenticity and quality of the products they purchase.

Technological Advancements: The advancement of technologies such as RFID (Radio-Frequency Identification), QR codes, holograms, tamper-evident seals, and invisible inks has provided innovative and sophisticated solutions for anti-counterfeit packaging. These technologies are becoming more affordable and practical for widespread implementation.

Global Supply Chain Complexities: The increasing complexity of global supply chains has made products vulnerable to counterfeiting during transit. Anti-counterfeit packaging helps prevent tampering and counterfeiting at different stages of the supply chain.

Pharmaceutical Industry Demand: The pharmaceutical sector faces substantial risks from counterfeit drugs, which can have life-threatening consequences for patients. As a result, the industry is investing heavily in anti-counterfeit packaging to protect both patients and its own integrity.

Industry Collaboration: Collaboration among industry stakeholders, including manufacturers, packaging companies, technology providers, and regulatory bodies, has facilitated the development of comprehensive anti-counterfeit solutions.

Key Highlights from Anti-Counterfeit Packaging Market Study.

Revenue and Sales Estimation – Historical Revenue and sales volume is presented and further data is triangulated with top-down and bottom-up approaches to forecast complete market size and to estimate forecast numbers for key regions covered in the report along with classified and well recognized Types and end-use industry. Additionally, macroeconomic factor and regulatory policies are ascertained in Anti-Counterfeit Packaging industry evolution and predictive analysis.

FIVE FORCES ANALYSIS – In order to better understand Anti-Counterfeit Packaging market condition five forces analysis is conducted that includes Bargaining power of buyers, Bargaining power of suppliers, Threat of new entrants, Threat of substitutes, and Threat of rivalry.

Competition – Leading players have been studied from Anti-Counterfeit Packaging Industry depending on their company profile, product portfolio, capacity, product/service price, sales, and cost/profit.

Demand & Supply and Effectiveness – Anti-Counterfeit Packaging report additionally provides distribution, Production, Consumption & EXIM** (Export & Import). ** If applicable

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Geographically, the following regions together with the listed national/local markets are fully investigated:

- APAC (Japan, China, South Korea, Australia, India, and Rest of APAC; Rest of APAC is further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, and Sri Lanka)
- Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe; Rest of Europe is further segmented into Belgium, Denmark, Austria, Norway, Sweden, The Netherlands, Poland, Czech Republic, Slovakia, Hungary, and Romania)
- North America (U.S., Canada, and Mexico)
- South America (Brazil, Chile, Argentina, Rest of South America)
- MEA (Saudi Arabia, UAE, South Africa)

The Latest Trends, Product Portfolio, Demographics, Geographical segmentation, and Regulatory Framework of the Anti-Counterfeit Packaging Market have also been included in the study.

Anti-Counterfeit Packaging Market Key Players: Alien Technology Corp., Alpvision, Zebra Technologies, Inksure Technologies, Avery Dennison, Flint Group, Catalent Pharma Solution Inc., TraceLink Inc., Authentix Inc. and Sicapa.

Anti-Counterfeit Packaging Market Segmentation by Authentication Packaging Technology: Ink And Dyes, Security Inks, Holograms, Watermarks, Taggants

Anti-Counterfeit Packaging Market Segmentation by Track and Trace Packaging Technology: Barcode Technology, RFID Technology

Anti-Counterfeit Packaging Market Segmentation by Application: Food Packaging, Pharmaceutical Packaging

Important years considered in the Surgical Imaging study:

Historical year – 2018-2022; Base year – 2023; Forecast period** – 2023 to 2032 [** unless otherwise stated]

Introduction about Anti-Counterfeit Packaging Market

[Anti-Counterfeit Packaging Market Size](#) (Sales) Market Share by Type (Product Category)

Anti-Counterfeit Packaging Market by Application/End Users

Anti-Counterfeit Packaging Sales (Volume) and Market Share Comparison by Applications

Global Anti-Counterfeit Packaging Sales and Growth Rate (2021-2030)

Anti-Counterfeit Packaging Competition by Players/Suppliers, Region, Type, and Application

Anti-Counterfeit Packaging (Volume, Value, and Sales Price) table defined for each geographic region defined.

Anti-Counterfeit Packaging Players/Suppliers Profiles and Sales Data

Key Raw Materials Analysis & Price Trends

Supply Chain, Sourcing Strategy and Downstream Buyers, Industrial Chain Analysis

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