

Asia-Pacific and North America Dominate Anti-Counterfeit Packaging Market Growth Forecast to \$116.3 Billion by 2031

WILMINGTON, NEW CASTLE, DELAWARE 19801 USA, UNITED STATES, June 25, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Anti-counterfeit Packaging Market By Technology and Application: Global Opportunity Analysis and Industry Forecast, 2022-2031](#)," the global anti-counterfeit packaging market was valued at \$62,529.2 million in 2020, and is projected to reach \$116,299.9 million by 2031, registering a CAGR of 5.5% from 2022 to 2031.



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Fight against fake food and drinks! Anti-counterfeit groups are pushing for more use of these technologies to protect consumers from health and environmental risks.”

Allied Market Research

Global anti-counterfeit packaging market is emerging since the last decade. Increase in incidences of counterfeiting of retail products boosts the growth of anti-counterfeiting market. Counterfeiters tend to target packaged food products, owing to minimum control over the supply chain. Developing economies largely get affected by such counterfeiting practices due to the presence of customers looking for low-cost products. The practical implementation of regulations and legislations across developed countries counters the counterfeiting practices to some extent.

Anti-counterfeit authentication technologies are classified into ink & dyes, holograms, and watermarks & taggants. Holograms, color shifting security inks & films, security graphics, sequential product numbering, and on-product marking are some of the technologies used as anti-counterfeit solutions. However, watermarks and taggants are covert technologies that require specialized identification tools. Covert technologies refer to hidden features on a packaged product, which are not accessible to the public, but enable brand owners to detect counterfeited products. Examples of covert technologies include invisible printing, embedded images, hidden marks, and printing.

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Presently, there is high demand for overt authentication solutions that covert authentication solutions. Most of the overt authentication technologies are utilized in consumer goods, owing to their low cost and easy understanding of specialized mark over packaging. Track & trace packaging technology is an advanced form of product identification technique, which is widely used in the pharmaceutical industry. Real-time tracking of food products enhances the visibility of goods during the supply chain. Radio frequency identification (RFID) technology in track & trace packaging enables real-time monitoring of the product, from manufacturing to distribution. Identifying the originality of food product when it passed through one commercial chain to another is the application of food traceability.

The anti-counterfeit packaging market is segmented based on technology, application, and region. Depending on technology, it is divided into authentication packaging technology and track & trace packaging technology. According to application, it is bifurcated into food packaging and pharmaceutical packaging. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (France, Germany, the UK, Spain, Italy, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, and rest of Asia-Pacific) and LAMEA (Brazil, South Africa, Saudi Arabia, and rest of LAMEA).

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Key Findings of the Study

- Anti-counterfeit packaging technology categorized into:
 - Authentication packaging technology
 - Track and trace packaging technology

- Authentication packaging technology segment:
 - Dominated global market in 2020
 - Expected to remain dominant throughout forecast period

- Application bifurcation:
 - Food packaging
 - Pharmaceutical packaging

- Food packaging segment:
 - Leading in market share
 - Projected to continue growing in the future

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Major companies have adopted agreement, product launch, expansion, and merger strategies to sustain the intense market competition. The key players profiled in the report include Alien Technology Corp, Alpvision, Zebra Technologies, Inksure Technologies, Avery Dennison, Flint Group, Catalent Pharma Solution Inc., TraceLink Inc., Authentix Inc., and Sicapa

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Table of Content:

- Chapter 1: Introduction
- Chapter 2: Executive Summary
- Chapter 3: Market Overview
- Chapter 4: Milk Packaging Market, by Packaging Type
- Chapter 5: Milk Packaging Market, by Material
- Chapter 6: Milk Packaging Market, by Region
- Chapter 7: Company Landscape
- Chapter 8: Company Profiles
- List of Tables
- List of Figures

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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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