

# Expert View: Anti-counterfeit Pharmaceuticals and Cosmetics Packaging Market Hold A High Potential Growth By 2030

*The global anti-counterfeit pharmaceuticals and cosmetics packaging market is projected to reach \$182.3 billion by 2030*

WILMINGTON, DE, UNITED STATES, July 2, 2025 /EINPresswire.com/ -- The [anti-counterfeit pharmaceuticals and cosmetics packaging market](#) report examines the industry's competitive landscape, providing insights to help key players grow their market share and maintain competitiveness. The study incorporates a PESTEL analysis and Porter's five forces model to assess the competitive environment. It also detects key investment opportunities for stakeholders within the sector. These analyses are based on factors such as CAGR and market share. In addition, the report highlights the leading market players, their financial performance, and their relative market share globally.



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## Market size assessments

The report assesses the demographics, suitability, and growth potential of the industry throughout the forecast timeframe. This analysis contributes to determining the sector size and provides a framework for understanding how the market will continue to expand during this period. As per the study conducted by Allied Market Research, the anti-counterfeit pharmaceuticals and cosmetics packaging market is expected to generate \$182.3 billion with an impressive CAGR of 8.4% by 2030.

The report also focuses on current and future investment opportunities within various segments. These detailed insights are specifically designed to help stakeholders stay fully

informed about the market's investment landscape.

### Prime determinants of growth

Counterfeiting in pharmaceuticals and cosmetics due to lax regulations drives demand for anti-counterfeit technologies like overt, covert, and track-and-trace. High implementation costs for product identification are challenging in developing countries, where government support for infrastructure is lacking. This factor restrains the industry's growth. Several emerging anti-counterfeiting technologies are being implemented to safeguard and secure the pharmaceutical and cosmetic supply chains, which is expected to create new growth opportunities in the global market.

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### Futuristic trends reshaping the industry's future

The use of digital technologies, like QR codes and RFID tags, is increasingly popular in anti-counterfeit packaging. These innovations allow consumers to easily verify the authenticity of products, boosting transparency and strengthening trust in brands. Smart packaging solutions with integrated digital features are gaining popularity. These innovations enable real-time tracking and inventory management, providing companies with an effective tool to fight counterfeiting.

There is a rising trend towards sustainable packaging solutions that also include anti-counterfeiting features. Companies are placing greater emphasis on eco-friendly materials as a key part of their branding strategy, while also ensuring the authenticity of their products. Holograms continue to be a popular authentication technology, valued for their ability to offer both visible and hidden security features. Serialization methods are also being used to monitor products throughout the supply chain, which helps to identify and eliminate counterfeit items.

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### Key players assessed in the report

OpSec

Hague

NanoMatriX International Limited

Authentix

U-NICA Solutions AG

Impinj Inc.

Alien Technology Corp.

Prooftag

Zebra Technologies Corp.

AlpVision

Industry highlights

In November 2022, Holostik India introduced Optashield, an advanced anti-counterfeiting security solution, at the Label India Expo 2022. This innovative technology employs custom holographic techniques that reveal two distinct colors when viewed from different angles, making it one of the most secure and user-friendly authentication devices in the anti-counterfeit sector.

In conclusion, the AMR report on the anti-counterfeit pharmaceuticals and cosmetics packaging market highlights that the growth of the global healthcare sector is expected to drive the industry's success in the coming years. The actionable insights and precise data provided in the report enable companies to develop strategies for expanding their businesses on a global scale.

Access Full Summary Report: <https://www.alliedmarketresearch.com/anti-counterfeit-pharmaceuticals-and-cosmetics-packaging-market>

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