

# Authentication And Brand Protection Market to Exceed US \$5.77 Bn by 2029, with 11.2% CAGR: The Business Research Company

*The Business Research Company's  
Authentication And Brand Protection  
Global Market Report 2025 - Market Size,  
Trends, And Global Forecast 2025-2034*

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KINGDOM, September 25, 2025

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What Is The Forecast For The Authentication And Brand Protection Market From 2024 To 2029?

In recent times, there has been a swift expansion in [the size of the authentication and brand protection market](#). It is projected to escalate from \$3.40 billion in 2024 to \$3.78 billion in 2025, boasting a compound annual growth rate (CAGR) of 11.5%. The remarkable growth during the historical timeframe can be credited to the rise in counterfeit consumer products, a heightened understanding of intellectual property rights, the surge in e-commerce uptake, the increasing need for regulatory compliance, and the growing instances of counterfeit pharmaceuticals.

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[The market for authentication and brand protection](#) is predicted to experience swift expansion in the subsequent

years. It's projected to increase to \$5.77 billion by 2029, maintaining a compound annual growth rate (CAGR) of 11.1%. This upcoming growth can be credited to the surge in blockchain usage for clear supply chains, escalating necessity for anti-counterfeit packaging methods, growing consumer inclination for certified products, rising usage of mobile authentication applications, and an intensified focus on sustainability and ethical sourcing. Key tendencies in this estimated period encompass the proliferation in blockchain-oriented authentication, implementation of the internet of things for immediate tracking, inventive developments in holographic and

tamper-proof technologies, the emergence of AI-driven anti-counterfeiting solutions, and advancements in smart labeling and serialization.

Download a free sample of the authentication and brand protection market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=27533&type=smp>

What Are The Core Growth Drivers Shaping The Future Of The Authentication And Brand Protection Market?

[The growth of the authentication and brand protection market](#) is anticipated to be fuelled by the escalating incidences of counterfeiting. Counterfeiting refers to the unlawful manufacturing, circulation, or retail of fabricated goods, documents, or currency, which are designed to replicate original items for monetary profits or deceit. The surge in counterfeiting is ascribed to the rising consumer demand for low-cost alternatives, as many people prefer cost-effective replacements for expensive branded products. Authentication and brand protection measures play a crucial role in preventing counterfeiting by confirming product genuineness, defending intellectual property, and guaranteeing consumers receive authentic products. For instance, in November 2024, the European Commission, a Belgium-based government agency, reported that about 152 million fake items were confiscated by police, customs, and market surveillance authorities in the European Union in 2023, a substantial 77% surge from the 86 million items seized in 2022. Consequently, the intensifying counterfeiting activities are propelling the growth of the authentication and brand protection market.

Which Companies Are Currently Leading In The Authentication And Brand Protection Market?

Major players in the Authentication And Brand Protection Global Market Report 2025 include:

- 3M Company
- NXP Semiconductors N.V.
- Avery Dennison Corporation
- Giesecke+Devrient GmbH
- HID Global Corporation
- Entrust Corporation
- SICPA SA
- De La Rue Plc
- Corsearch Inc.
- Holostik India Limited

What Are The Key Trends Shaping The Authentication And Brand Protection Industry?

Prominent entities in the authentication and brand protection market are making strides in creating inventive solutions like e-Fingerprint technologies to escalate product security and combat forgery. E-Fingerprint technology acts as a digital verification system that employs distinct electronic tags, including microchips or digital ciphers, to validate a product's genuineness. For example, Systech Analytics Solutions LLC, an American firm specializing in digital identification and traceability, unveiled the updated version of its UniSecure platform in

November 2023. This new iteration leverages Systech's propriety e-Fingerprint technology to provide highly safe and unique product validation without altering existing packaging or barcodes. The platform proffers a non-additive, concealed authentication solution that creates a unique, non-duplicable digital mark and an e-Fingerprint from the current packaging barcodes (1D, 2D Data Matrix, or QR codes). This allows for immediate product confirmation throughout the supply chain via a smartphone, providing instantaneous alerts about forgery and redirection risks, alongside comprehensive forensic intelligence for immediate root cause examination—all possible without necessitating any modifications to packaging or manufacturing procedures.

## Comparative Analysis Of Leading Authentication And Brand Protection Market Segments

The authentication and brand protection market covered in this report is segmented

- 1) By Type: Multi-Factor Authentication, Token-Based Authentication, Single-Factor Authentication, Biommetric Authentication, Behavioural Authentication, Blockchain-Based Authentication
- 2) By Deployment Type: Cloud-Based Authentication Solutions, On-Premises Authentication Solutions, Hybrid Authentication Solutions
- 3) By Organizational Size: Small-Sized Enterprises, Medium-Sized Enterprises, Large-Sized Enterprises
- 4) By Application: Electronics, Pharmaceuticals, Food And Beverages, Cosmetics, Luxury Goods, Apparels, Automobiles, Other Applications
- 5) By End-User: Brand Owners Or Manufacturers, Distributors Or Wholesalers, Logistics And Third-Party Logistics, Law Enforcement

### Subsegments:

- 1) By Multi-Factor Authentication: Password And One Time Password, Smart Card And Personal Identification Number, Biometric And Personal Identification Number, Mobile Push Notification Verification, Security Questions And Answers
- 2) By Token Based Authentication: Hardware Token, Software Token, Time Based One Time Password, Hash-Based Message Authentication Code One-Time Password, Universal Serial Bus Security Token
- 3) By Single Factor Authentication: Password Based Authentication, Personal Identification Number Based Authentication, Pattern Lock Authentication, Security Questions Authentication
- 4) By Biometric Authentication: Fingerprint Recognition, Facial Recognition, Iris Recognition, Voice Recognition, Palm Vein Recognition
- 5) By Behavioural Authentication: Keystroke Dynamics, Mouse Movement Analysis, Gait Analysis, Touchscreen Interaction, Navigation Pattern Recognition
- 6) By Blockchain Based Authentication: Decentralized Identity Verification, Public Key Infrastructure Authentication, Smart Contract Based Access Control, Distributed Ledger Access Management, Zero Knowledge Proof Authentication

View the full authentication and brand protection market report:

<https://www.thebusinessresearchcompany.com/report/authentication-and-brand-protection->

## [global-market-report](#)

Which Regions Are Dominating The Authentication And Brand Protection Market Landscape?  
In 2024, North America led the global market for authentication and brand protection. The region anticipated to experience the highest growth rate is Asia-Pacific. The market report incorporates data from regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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