

Anti-Counterfeit Packaging Market Poised for 13.1% CAGR, Set to Reach \$311.42B by 2029

The Business Research Company's Anti-Counterfeit Packaging Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

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/EINPresswire.com/ -- "The anti-

counterfeit packaging market has seen

remarkable growth in recent years, driven by increasing concerns over product authenticity and brand protection. As counterfeit activities rise alongside global trade, this sector is becoming vital for industries aiming to secure their products and maintain consumer trust. Here is an overview of the market's size, driving factors, major players, trends, segmentation, and regional outlook.

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The Business Research Company's Latest Report Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034”

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Projected [Market Size and Growth Trajectory of the Anti-Counterfeit Packaging](#) Market

The anti-counterfeit packaging market is expected to grow from \$171.62 billion in 2024 to \$190.09 billion in 2025, reflecting a strong compound annual growth rate (CAGR) of 10.8%. This impressive increase is mainly a result of heightened focus on protecting brands, rising consumer awareness, a surge in counterfeit activities, and expansion in international trade.

Looking further ahead, the market is forecasted to reach \$311.42 billion by 2029, with an accelerated CAGR of 13.1%. This anticipated rise is linked to improvements in supply chain security, the implementation of smart packaging technologies, growing demand from consumers for genuine products, increasing counterfeit cases, and stricter regulatory frameworks. Key trends influencing the market during this period include the growth of e-commerce and global supply chains, advancements in authentication technologies, regulatory compliance, ongoing counterfeit threats, and heightened consumer vigilance.

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Primary Factors Propelling the Growth of the Global Anti-Counterfeit Packaging Market

One of the main drivers behind the anti-counterfeit packaging market is the rising sales of pharmaceutical and healthcare products. Growth in this sector is fueled by the increasing prevalence of diseases, an aging population, and higher healthcare spending. Counterfeit pharmaceuticals represent a critical global concern because they not only cause significant revenue losses but also pose severe health risks to unsuspecting consumers. Packaging solutions that help prevent the distribution of fake medicines are crucial in mitigating these issues.

For instance, Pfizer, a major US-based pharmaceutical and biotechnology company, reported \$25.7 billion in revenue for 2022, marking an 82% operational increase from 2021. Their earnings included \$14.94 billion from vaccines, \$3.19 billion from hospital products, \$2.97 billion from oncology, and \$820 million from immunology. This growth in pharmaceutical product sales is expected to further boost demand for anti-counterfeit packaging as companies seek to protect their products.

Key Players Driving the Anti-Counterfeit Packaging Market

Several leading companies play a significant role in the anti-counterfeit packaging industry, including:

- AlpVision SA
- Applied DNA Sciences
- Authentix
- Avery Dennison Corporation
- 3M Company
- SATO Holdings
- CCL Industries
- Sicpa
- 3D AG
- Catalent Pharma Solutions Inc.

Current Trends Shaping the Anti-Counterfeit Packaging Sector

Technological innovation is a major trend impacting the anti-counterfeit packaging market. Companies are increasingly deploying advanced technologies such as AI algorithms, QR codes, and machine learning to effectively combat product piracy. These cutting-edge tools enhance the ability of businesses to authenticate products and maintain competitiveness.

For example, in June 2022, ExxonMobil Lubricants introduced 'Mobil Super,' a new passenger vehicle lubricant featuring a unique QR-code-enabled anti-counterfeit mechanism on its updated packaging. This feature allows consumers and retailers to verify the product's authenticity, helping reduce counterfeit risks.

Detailed [Segmentation of the Anti-Counterfeit Packaging Market](#)

The market is segmented across several dimensions, including:

1) Technology:

- Mass Encoding
- Radio Frequency Identification (RFID)
- Holograms
- Forensic Markers
- Tamper Evidence
- Other Technologies

2) Packaging Format:

- Bottles and Jars
- Vials and Ampoules
- Blisters
- Trays
- Pouches and Sachets
- Other Packaging Formats

3) End Use:

- Food and Beverage
- Healthcare
- Automotive
- Personal Care and Cosmetics
- Electrical and Electronics
- Other End Users

Subcategories within these segments include:

- Mass Encoding technologies such as Barcodes, QR Codes, and 2D Data Matrix Codes
- RFID types including Passive, Active, and Semi-Passive RFID
- Various hologram styles like Security, 3D, and Custom Holograms
- Forensic Marker types like DNA, Chemical Markers, and Microtagging
- Tamper Evident features such as Tamper-Evident Seals, Shrink Bands, and Breakable Caps
- Other technologies including Invisible Ink, Digital Watermarks, and Smart Labels

View the full anti-counterfeit packaging market report:

<https://www.thebusinessresearchcompany.com/report/anti-counterfeit-packaging-global-market-report>

Regional Distribution and Growth Outlook for Anti-Counterfeit Packaging

In 2024, Asia-Pacific holds the largest share of the anti-counterfeit packaging market and is expected to experience the fastest growth throughout the forecast period. The report covers extensive regional analysis, including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, and the Middle East and Africa, providing a comprehensive global perspective.

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