Summary

Global Anti-counterfeit Packaging Market Share, Information by Technology (Barcode, Labels, RFID, Holograms), Usage Feature (Track & Trace, Tamper Evidence, Overt, Covert, Forensic Markers), End-Users and by Region till Forecast 2023

Anti-counterfeit Packaging Market Overview

Anti-counterfeit measures are majorly undertaken by the companies in order to help them in diminishing the losses due to counterfeit in relevance to revenue and trustworthiness.

Market Research Future (MRFR) states that the global Anti-counterfeit Packaging Market Share is likely to expand at **a CAGR of about 12%** over the forecast period (2017-2023). High rate of occurrence of counterfeiting activities in the pharmaceutical industry is identified as the primary factor that is anticipated to promote the growth of the global market.

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Key Players

- Atlantic Zeiser GmbH (Germany)
- Avery Dennison Corporation (U.S.)
- 3M Company (U.S.)
- CCL Industries Inc. (Canada)
- E.I. Du Pont De Nemours and Company (U.S.)
- Sicpa Holding SA (Switzerland)
- Zebra Technologies Corporation (U.S.)
- Alpvision SA (Switzerland)
- Savi Technology, Inc. (U.S.)
- Applied Dna Sciences Inc. (U.S.)
- Authentix, Inc. (U.K.)
- Tracelink Inc. (U.S.)
- Ampacet Corporation (U.S.)
- Advanced Track & Trace S.A. (France)
- Impinj, Inc. (U.S.).

Industry News

August 2019

DSS, a health information development company and a leader in developing anti-counterfeit technologies, announced that it is availing its portfolio of digital and physical anti-counterfeiting security technologies to qualified providers of printers and packagers.

Market Segmentation

The global [Anti-counterfeit Packaging Market Share](#) has been segmented on the basis of technology, usage feature, and end-users.

By technology, the global market has been segmented into barcode, RFID, labels, holograms, and others. The RFID segment is expected to lead in the Anti-Counterfeiting Technology over the review period. RFID enables capturing and reading information on tags attached to a product. The growing number of supermarkets is gaining traction for the RFID segment. By usage feature, the global market has been segmented into covert, track & trace, overt, tamper evidence, and forensic markers. In 2016, the track & trace segment dominated the global market, which is likely to retrain over the assessment period. Usage of track and trace in most of packaging variables is expected to boost the global market growth. By end-users, the global market has been segmented into food & beverages, healthcare, consumer goods, automotive, apparel, and others. Accelerated growth of the healthcare segment can be attributed to the growing need to combat rising incidences of prescription forgery.

Regional Analysis

By region, the Anti-counterfeit Packaging Market Share has been analyzed across Asia Pacific, Europe, North America, and the Rest of the World (RoW).

in the Asia Pacific region, the growing need to address surge in counterfeit practices across different industry verticals is likely to boost the regional APAC market growth. In 2016, the APAC market registered the highest growth rate, which is likely to continue over the review period.

Europe and North America are anticipated to exhibit a healthy growth pattern as both the regions make efforts to develop effective anti-counterfeit solutions, on the ground of availability of firm technical infrastructure.

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