

**South & Central America Anti-Counterfeit Packaging Market Forecast to 2030 - Regional Analysis - by Technology [Security Inks and Coatings, Radio Frequency Identification (RFID), Forensic Markers, Tamper Evident, Holograms, Barcode, and Others] and Application (Food and Beverage, Pharmaceutical, Personal Care and Cosmetics, Electrical and Electronics, Textile and Apparel, Automotive, and Others)**

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**Report description:**

The South & Central America anti-counterfeit packaging market is expected to grow from US\$ 19.49 million in 2022 to US\$ 46.20 million by 2030. It is estimated to grow at a CAGR of 11.4% from 2022 to 2030.

Growing Awareness of Anti-Counterfeit Packaging in Developing Countries Drive South & Central America Anti-Counterfeit Packaging Market

According to the National Forum to Combat Piracy and Illegality (Forum Nacional de Combate a Pirataria e a Ilegalidade), in 2021, counterfeiting-related practices cost the Brazilian economy ~US\$ 82 billion. Furthermore, in developing countries, stakeholders such as industry associations, trade organizations, and consumer advocacy groups are increasingly collaborating to address counterfeiting issues collectively. These collaborations raise awareness, share best practices, and promote the adoption of anti-counterfeit packaging solutions. Joint efforts by industry players create a conducive environment for the adoption of anti-counterfeit measures. Moreover, consumers in developing countries are becoming more aware of the risks associated with counterfeit products and are demanding genuine, safe, and trusted goods. This awareness drives the demand for products with proper anti-counterfeit packaging as consumers actively seek reliable and authenticated products. Businesses prioritizing anti-counterfeit measures can gain a competitive advantage by meeting consumer expectations for product authenticity. Thus, the growing awareness of anti-counterfeit packaging in developing countries is expected to offer lucrative opportunities for

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market growth in the coming years.

## South & Central America Anti-Counterfeit Packaging Market Overview

The South & Central America anti-counterfeit packaging market is segmented into Brazil, Argentina, and the Rest of South & Central America. In South & Central America, the high demand for inexpensive goods is creating a market for counterfeit products, which are often sold at lower prices than genuine items. Weak intellectual property rights enforcement and insufficient regulatory measures further exacerbate counterfeiting cases, allowing counterfeiters to operate easily. According to the IPKEY, several businesses of various products such as toys, games, jewelry, clothes, perfumery, cosmetics, leather articles, handbags, and footwear have been severely affected in South & Central American countries. Counterfeit products can be harmful, substandard, or ineffective, posing risks to individuals and damaging the reputation of brands. Consequently, companies are increasingly turning to anti-counterfeit packaging solutions to protect their products and consumers from purchasing fraudulent imitations. In addition, the expansion of international trade and globalization of supply chains have made the region more vulnerable to counterfeit goods. South & Central America is an important manufacturing and distribution hub, making it easier for counterfeiters to infiltrate the market with fake products. The growth of e-commerce platforms and online marketplaces has further amplified, this increases risk, as counterfeiters exploit the anonymity and reach of online platforms to sell their counterfeit goods. In response, businesses are seeking robust anti-counterfeit packaging measures to deter counterfeiters and maintain the integrity of their products throughout the supply chain. According to the Brazilian Packaging Association (ABRE), Brazil reached a gross value of US\$ 17.2 billion in packaging production in 2020, and registered growth of 22.3% compared to 2019. All these factors are expected to propel the growth of the South & Central America anti-counterfeit packaging market in South & Central America during the forecast period.

## South & Central America Anti-Counterfeit Packaging Market Revenue and Forecast to 2030 (US\$ Million)

### South & Central America Anti-Counterfeit Packaging Market Segmentation

The South & Central America anti-counterfeit packaging market is segmented into technology, application, and country.

Based on technology, the South & Central America anti-counterfeit packaging market is segmented into security inks and coatings, radio frequency identification (RFID), forensic markers, tamper evident, holograms, barcode, and others. In 2022, the barcode segment registered the largest share in the South & Central America anti-counterfeit packaging market.

Based on application, the South & Central America anti-counterfeit packaging market is segmented into food and beverage; pharmaceutical; personal care and cosmetics; electrical and electronics; textile and apparel; automotive; and others. In 2022, the food and beverage segment registered the largest share in the South & Central America anti-counterfeit packaging market.

Based on country, the South & Central America anti-counterfeit packaging market is segmented into Brazil, Argentina, and the Rest of South & Central America. In 2022, Brazil registered the largest share in the South & Central America anti-counterfeit packaging market.

Antares Vision SpA, Arjo AB, Avery Dennison Corp, Brady Corp, CCL Industries Inc, Gestion Groupe Optel Inc, and KURZ Transfer Products LP are some of the leading companies operating in the South & Central America anti-counterfeit packaging market.

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