

Anti-Counterfeit Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Anti-Counterfeit Packaging Market size is estimated at USD 203.44 billion in 2025, and is expected to reach USD 251.95 billion by 2030, at a CAGR of 4.37% during the forecast period (2025-2030).

The anti-counterfeit packaging market is witnessing growth, driven by evolving regulations to safeguard life-critical products, technological strides in anti-theft measures, a diverse array of emerging threats, and an increasing emphasis on brand protection.

Key Highlights

- With the rise of e-commerce, consumers are becoming more alert to the threat of counterfeit goods. As customers increasingly prioritize product authenticity, brands are turning to advanced packaging technologies as a protective measure. The ease of access to consumers through online marketplaces has emboldened counterfeiters. In retaliation, brands are implementing sophisticated authentication features, such as QR codes and near-field communication (NFC) tags, allowing customers to verify authenticity directly with their smartphones.
- Central to this effort is the track and trace system, which employs unique identifiers like barcodes and QR codes to oversee a product's journey from production to sale. This segment is poised for significant growth, commanding the largest market shares. Highlighting the risks counterfeit pharmaceuticals pose to patient safety, Graphic Packaging underscores the urgency, leading governments globally to legislate track and trace technology as a universal standard. Several nations, including those in the European Union and the United States, have woven serialization and traceability into their pharmaceutical safety regulations.
- Asia Pacific region, witnessing a surge in counterfeiting incidents, is at the forefront of a broader trend. The Asia Pacific region, bolstered by a burgeoning manufacturing sector, is set to witness the fastest market growth. India's pharmaceutical sector takes a stand against counterfeiting with TIJ Printing's anti-counterfeit measures. Starting August 1st, 2023, over 300 medicines, whether produced or sold in India, must feature a web-linked dynamic QR code or barcode on their primary packaging. This bold initiative

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seeks to tackle the widespread challenge of counterfeiting that has historically affected the country's pharmaceutical industry.

- Many players dominate the anti-counterfeit packaging market. A key player, Avery Dennison, specializes in labeling and packaging materials. They leverage advanced technologies like RFID (Radio-Frequency Identification), QR codes, and holography to bolster product authenticity. Avery Dennison crafts specialized tapes to bond anti-counterfeiting solutions to products. Their thin transfer tapes, made from pure solvent acrylic, boast critical characteristics ideal for attaching anti-counterfeiting components.

- Despite the anti-counterfeit market growth, challenges persist. High costs tied to the establishment and innovation of anti-counterfeit packaging deter both new entrants and potential clients. Furthermore, a lack of customer awareness, combined with the relative ease of replicating technologies like barcodes and QR codes, poses hurdles to market expansion.

Anti-Counterfeit Packaging Market Trends

Pharmaceuticals and Healthcare to Drive the Market Demand

- The global trade in counterfeit goods sees the pharmaceutical anti-counterfeit packaging market as a prime target. Counterfeit drugs not only jeopardize millions of lives but also tarnish the reputations of major pharmaceutical brands.

- Numerous countries grappled with the fallout of counterfeit COVID-19 vaccines during the pandemic. A notable instance was the World Health Organization (WHO) uncovering counterfeit versions of Covishield, produced by India's Serum Institute, raising alarms among global stakeholders. In response, governments worldwide intensified regulatory measures to combat counterfeit medicines.

- The healthcare and pharmaceuticals segment holds one of the largest shares in the global market, owing to high demand and high awareness among consumers regarding product safety. The pharmaceutical industry has embedded anti-counterfeiting technologies into its packaging and labeling.

- As per AstraZeneca's projections, the global pharmaceutical market is set to expand from 2023 to 2028, with North America leading at an anticipated CAGR of 8.2%. Notably, China is forecasted to experience one of the slowest growth rates during this timeframe. Anti-counterfeit packaging market is expected to be one of the largest markets in North America owing to advanced technologies and innovations.

- Further, Macfarlane Group UK Ltd, as of July 2024, highlights the importance of customized anti-counterfeit packaging across industries. The pharmaceutical domain, grappling with counterfeiting challenges, stands to benefit from features like holographic labels, serialized QR codes, and distinct barcodes. These enhancements not only deter tampering but also bolster product authentication, ensuring the integrity of pharmaceuticals throughout their journey.

Asia Pacific Region is Expected to Witness Fastest Growth

- Anti-counterfeit packaging market products have surged across the Asia-Pacific region, impacting industries from pharmaceuticals and electronics to food and beverage and even luxury goods. This uptick highlights the urgent demand for robust anti-counterfeit packaging solutions.

- Governments across the Asia-Pacific are tightening regulations to tackle the counterfeit menace. Navigating these regulations often pushes companies towards adopting cutting-edge packaging technologies. As consumers become increasingly aware of the risks posed by counterfeit products-especially in the healthcare and food sectors-the demand for secure packaging solutions has surged.

- Japan's Ministry of Finance reported a few years back that counterfeiting and piracy, along with their indirect repercussions, inflicted damages estimated between USD 3.44 to USD 4.68 trillion. In a significant move, five of the nation's leading convenience

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store chains - Seven-Eleven Japan, Family Mart, Lawson, Ministop, and New Days - have committed to embedding RFID tags on all products by 2025, with an anticipated 100 billion goods tagged by that year.

- According to Holistic Group, a packaging and container manufacturer, in India, counterfeit electronic products thrive in markets like Nehru Place and Ghaffar Market in New Delhi, Manish Market and Linking Road in Mumbai, Hong Kong Bazaar in Hyderabad, Kasimedu Street in Chennai. Moreover, tier 2 and tier 3 cities are inundated with an abundance of fake and low-grade electronic products. It is indicated that the market for counterfeit electronic products is expanding at double the rate of general goods. Such trends in the region would drive the demand for anti counterfeit packaging market.

- As e-commerce flourishes in the Asia-Pacific, the distribution of products has surged, heightening the risk of counterfeits. In response, online sellers are increasingly turning to anti-counterfeit packaging to safeguard their brands. Also, in countries like Japan, the food & beverage, manufacturing, logistics, and pharmaceutical sectors predominantly drive the demand for anti-counterfeit packaging.

Anti-Counterfeit Packaging Industry Overview

The anti-counterfeit packaging market is fragmented. A few major players, such as Avery Dennison Corporation, CCL Industries Inc., 3M Company, E.I. Du Pont De Nemours and Company, Zebra Technologies Corporation, Uflex Limited, and others, dominate the market in terms of market share. However, with innovative and sustainable packaging, many companies are increasing their market presence by securing new contracts and tapping new markets.

Major companies such as 3M Company and others are offering anti-counterfeit packaging solutions. Since the COVID-19 pandemic has been at the forefront of fraud and counterfeiting. 3M set up hotlines globally, including in the U.S., to assist users in verifying the authenticity of 3M respirators and ensuring their purchases are from authorized distributors. The company took legal action against wrongdoers in courts nationwide, severed ties with distributors involved in price gouging or policy violations, and partnered with law enforcement and tech firms to tackle fraud. The company's commitment to this cause remains unwavering, highlighting the importance of ensuring the authenticity of 3M products.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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