

## **Global Anti-Counterfeit Packaging Market - Technologies and End-use Sectors**

Market Report | 2025-06-06 | 226 pages | Industry Experts

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### **Report description:**

Global Anti-Counterfeit Packaging Market Trends and Outlook

Anti-counterfeit packaging uses specialized materials and technologies such as holograms, RFID tags, tamper-evident seals, and QR codes to prevent counterfeit products from entering the market. These solutions are critical across pharmaceuticals, food and beverages, electronics, automotive, and luxury goods where product integrity and consumer safety are paramount. Key technologies include Trace and Track, Overt, Covert, Forensic, and Tamper Evident systems. Together, these technologies safeguard brands, enhance regulatory compliance, and build consumer trust by ensuring authenticity and traceability. The market is evolving with the integration blockchain, IoT, and AI technologies, which facilitate real-time tracking and improve supply chain transparency. Overall, anti-counterfeit packaging plays a vital role in fighting global counterfeiting, safeguarding consumers, and maintaining the integrity of high-value industries.

The global market size for Anti-Counterfeit Packaging is estimated at US\$170.8 billion in 2024 and is projected to reach US\$334 billion by 2030, with a CAGR of 11.8% during the forecast period 2024-2030. The Anti-Counterfeit Packaging Market is witnessing significant growth driven by rising concerns over product authenticity, consumer safety, and brand integrity across pharmaceuticals, food & beverages, electronics, and luxury goods. The rise in e-commerce has strengthened the threat of counterfeit goods, fueling the demand for safe and advanced packaging solutions. Technologies such as RFID, QR codes, NFC, and holograms are increasingly utilized for real-time authentication and enhanced supply chain transparency. Serialization, barcoding, and track-and-trace systems have become standard, particularly in pharmaceutical and food industries where regulatory compliance is essential. Innovations in blockchain, AI, IoT, and smart sensors are revolutionizing packaging by providing tamper-evidence, transparency, and improved traceability. Growing consumer awareness about the risks associated with counterfeits, especially in health-related products, is another significant factor contributing to market growth.

Regulations such as the U.S. FDA's serialization guidelines and the EU's FMD directive further compel companies to adopt these technologies. Innovations in blockchain, AI, IoT, and smart sensors are revolutionizing packaging by providing tamper-evidence, transparency, and improved traceability. Growing consumer awareness about the risks associated with counterfeits, especially in health-related products, is another significant factor contributing to market growth. Furthermore, partnerships among technology providers, manufacturers, and regulatory bodies are enhancing the industry framework and encouraging broader implementation.

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## Anti-Counterfeit Packaging Regional Market Analysis

North America holds the largest share of the global anti-counterfeit packaging market, with a share of 39.3% in 2024, due to stringent regulations such as the U.S. FDA's Drug Supply Chain Security Act and Food Safety Modernization Act. These regulations encourage the implementation of advanced technologies, including RFID, blockchain, holograms, and tamper-evident packaging across sectors like pharmaceuticals, food and beverages, and luxury goods. The strong enforcement, large consumer bases, and booming e-commerce sector drive demand for these solutions in this region. Conversely, the Asia-Pacific region is experiencing the fastest growth, with a CAGR of 14% during the forecast period 2024-2030, driven by the rise in counterfeit cases, growing consumer awareness, and government initiatives in China, India, and other countries. The rapid expansion of e-commerce and significant pharmaceutical centers has strengthened the necessity for secure packaging solutions, such as barcodes, RFID, and tamper-evident seals. Supportive regional policies, including China's E-commerce Law and India's National IPR Policy, contribute to this growth.

## Anti-Counterfeit Packaging Market Analysis by Technology

Track and trace technology dominates the global anti-counterfeit packaging market, capturing a 34.2% market share in 2024 and is also projected to record the fastest growth with a CAGR of 13.9% from 2024 to 2030. This technology encompasses serialization, barcodes, RFID, and QR codes that facilitate real-time monitoring of products and transparency within the supply chain. The increasing need for transparency in supply chains and strict pharmaceutical regulations, such as the U.S. Drug Supply Chain Security Act (DSCSA) and the EU's Falsified Medicines Directive (FMD), are propelling the adoption of track and trace technologies to safeguard product authenticity and combat counterfeiting, especially in high-risk industries like pharmaceuticals. Mass encoding, the predominantly used subtype, caters to high-volume sectors with scalable serialization and encryption, improving product verification and boosting consumer confidence. Overt technologies, the second-largest segment, employ visible and cost-efficient features like holograms and tamper-evident seals for fast verification. In contrast, the covert and forensic technology segments are experiencing rapid growth, providing discreet, highly secure protection through invisible markers and chemical taggants, which are essential for pharmaceuticals and luxury goods.

## Anti-Counterfeit Packaging Market Analysis by End-User

The pharmaceutical end-user segment leads the global anti-counterfeit packaging market, capturing 28.8% of the share in 2024, with the fastest projected CAGR of 13% over 2024-2030. This growth is fueled by stringent regulations, increasing counterfeit threats, and a critical emphasis on product safety. Regulatory agencies, including the FDA and EMA, require technologies like serialization, RFID, and tamper-evident seals to maintain traceability. The growth of e-commerce and international trade has increased the necessity for secure packaging. Companies are implementing advanced solutions such as blockchain, smart packaging, and covert markers to safeguard products and engage with consumers. Due to the significant health risks associated with counterfeit medications, pharmaceutical companies are the primary drivers of demand for effective, compliant, and innovative anti-counterfeit solutions. The Food & Beverage segment holds the second-largest share, spurred by the necessity to prevent counterfeiting with tamper-proof packaging, labeling, and distinct authentication codes. The Consumer electronics segment is experiencing significant growth due to the escalating risk of counterfeit components, leading to the adoption of secure packaging to maintain product integrity and consumer trust. The Luxury Goods market is also seeing robust growth, as high-end brands utilize technologies like NFC, holograms, and blockchain to verify authenticity and avert counterfeiting, particularly in the growing e-commerce market.

## Anti-Counterfeit Packaging Market Report Scope

This global report on Anti-Counterfeit Packaging analyzes the market based on technology, and end-users for the period

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2021-2030 with projections from 2024 to 2030 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

#### Key Metrics

Historical Period: 2021-2023

Base Year: 2024

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 16+

#### Anti-Counterfeit Packaging Market by Geographic Region

- North America (The United States, Canada, and Mexico)
- Europe (Germany, France, the United Kingdom, Italy, Spain, and Rest of Europe)
- Asia-Pacific (Japan, China, India, South Korea, and Rest of Asia-Pacific)
- South America (Brazil, Argentina, and Rest of South America)
- Rest of World

#### Anti-Counterfeit Packaging Market by Technology

- Trace and Track
- Overt
- Covert
- Forensic
- Tamper-Evident

#### Anti-Counterfeit Packaging Market by End-User

- Pharmaceuticals
- Food and Beverages
- Apparel & Footwear
- Personal Care & Cosmetics
- Consumer Electronics
- Luxury Goods
- Automotive
- Other End-Users (Including household goods, sporting goods, and other consumer items)

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