

# Anti-counterfeit Packaging Market Poised for Growth: Expected to Expand at 5.5% CAGR to Reach \$116,299.9 Million by 2031

*Anti-counterfeit Packaging Market Size to Reach \$116,299.9 Million by 2031*

PORTLAND, OR, UNITED STATES, February 5, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Anti-counterfeit Packaging Market](#) By Technology and Application: Global Opportunity Analysis and Industry Forecast, 2022–2031," the global anti-counterfeit packaging market was valued at \$62,529.2 million in 2020, and is projected to reach \$116,299.9 million by 2031, registering a CAGR of 5.5% from 2022 to 2031.



Anti-Counterfeit Packaging Market

## Market Overview



Anti-counterfeit packaging is the process of secure packaging of the product to minimize counterfeiting or infringement."

*David Correa*

The anti-counterfeit packaging market is growing rapidly due to increased illegal practices in different sectors. There is a serious risk to customers' health and safety when using counterfeit goods. Consumers are shielded against counterfeit goods via anti-counterfeit packaging options such as holograms, 2-D barcodes, forensic methods, radio frequency identification, visible or overt characteristics, hidden or covert identifiers, serialization, and track-and-trace systems. These services are available to any firm

looking to safeguard itself against name-brand counterfeiters.

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Anti-counterfeit packaging has a sizable market, and the sector is expanding quickly as a result of

the rising need for packaging. Counterfeit packaging has risen along with the desire for distinctive packaging. Additionally, over the years, market growth is anticipated to be driven by how simple it is to monitor products along the supply chain. Additionally, increasing technological advancement that would allow for increased technology functioning is projected to fuel the market.

## Anti-Counterfeit Packaging Market Overview

The term "anti-counterfeit packaging technologies" refers to a broad category of techniques intended to deter or stop product counterfeiting. These technologies can be incorporated as independent parts or integrated into packaging materials, and they can be utilized in a variety of package forms, including bottles, cartons, and bags. It is a fast-expanding market for counterfeit goods. There are serious repercussions from these unlawful activities, including lost money, health problems, and irreparable harm to brands.

The anti-counterfeit packaging market is segmented on the basis of technology, application, and region. Depending on technology, it is divided into authentication packaging technology and track & trace packaging technology. According to application, it is bifurcated into food packaging and pharmaceutical packaging. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (France, Germany, the UK, Spain, Italy, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, and rest of Asia-Pacific) and LAMEA (Brazil, South Africa, Saudi Arabia, and rest of LAMEA).

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## Regional Stance

North America dominated the anti-counterfeit packaging market in 2023. North America is the hub for various companies, markets, and technology, which not only increases the demand of the market but also helps introduce advancements related to technology and products. Electrical & electronics, luxury items, food & beverages, textile & apparel, personal care, cosmetics, pharmaceuticals, and so many other industries, which are all dominating in the North American region, provide the need and use of anti-counterfeit packaging. There are various trends that are followed in North America for anti-counterfeit packaging, which include advanced authentication technologies, track and trace systems, blockchain integration, smart packaging solutions, regulatory compliance and standards, consumer education and engagement, and collaboration and partnerships. North America has developing countries like the U.S. and Canada that focus on developing better packaging solutions to avoid challenges.

## Report Highlights

## Technology Insights

The mass encoding segment dominated the anti-counterfeit market in 2023 based on technology type. Mass encoding is a cutting-edge technology that differentiates authentic products from counterfeit products. In this technique, an extensive amount of information is embedded in the packages. Mass encoding helps monitor and track the packages throughout the supply chain process, protecting them from counterfeiting or tempering. This technology is highly beneficial when it comes to mass production, where it can track individual products in large quantities. A few examples of mass encoding are digital mass sterilization, encryption, barcodes, QR codes, RFID tags, and serial numbers. Scanning these encodes helps in getting all the information related to the product, including manufacturing date, ingredients, production location, and so on.

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Major companies have adopted agreement, product launch, expansion, and merger strategies to sustain the intense market competition. The key players profiled in the report include Alien Technology Corp, Alpvision, Zebra Technologies, Inksure Technologies, Avery Dennison, Flint Group, Catalent Pharma Solution Inc., TraceLink Inc., Authentix Inc., and Sicapa

#### About Us

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