

# MARKET REPORT



## GLOBAL ANTI-COUNTERFEIT PACKAGING IN FOOD AND PHARMACEUTICALS MARKET FORECAST 2017-2025



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# GLOBAL ANTI-COUNTERFEIT PACKAGING IN FOOD AND PHARMACEUTICALS MARKET FORECAST 2017-2025

Global Anti-counterfeit packaging in food and pharmaceuticals market forecast 2017-2025

## KEY FINDINGS

The Global Anti-counterfeit packaging in food and pharmaceuticals is expected to grow at a CAGR of 15.15% over the forecast period of 2016 to 2025. The revenue generated by the market is expected to increase from \$36064 million in 2016 to \$128338 million by 2025. The major factors responsible for driving the market growth at such a phenomenal rate are stringent government and industry regulations, preclusion of counterfeit packaging, customer loyalty, and an increased health awareness.

## MARKET INSIGHTS

The market can be segmented on the basis of application and on the basis of technologies. The applications can be further classified into the pharmaceutical industry and the food industry. The pharmaceutical applications can be sub-divided into retail chain and internet pharmacies. The pharmaceuticals application generated a revenue of \$21097 million in 2016 and is fast growing. The food application involves packaging using anti-counterfeiting techniques such as barcodes, holograms, and RFID for baby food, dairy products, packaged bakery, convenience food, packaged meat products, confectionery items, and packaged seafood, in order to differentiate branded products from the counterfeits. The technological segmentation is done on the basis of authentication packaging technologies and traceable technologies. The authentication packaging technologies which include products such as taggants, holograms, watermarks, inks, and dyes are expected to show a growth in CAGR of 18.27% during the forecast period. The traceability technologies are widely used for tagging products that are susceptible to counterfeiting. They include barcodes and RFID tags. These traceable technologies held a market share of \$ 20682 million in 2016 and are expected to lead the Global Anti-Counterfeit Packaging Market in terms of technologies.

## REGIONAL INSIGHTS

The Asia Anti-counterfeit packaging in food and pharmaceuticals is expected to grow at a CAGR of 20.39% during the forecast period. This surge in growth observed in the Asian countries like China and India are majorly attributed to the fast growing retail markets in the region. The Europe Anti-counterfeit packaging in food and pharmaceuticals market generated a revenue of \$6360 million in 2016 and is expected to grow at a CAGR of 14.32% during the forecast period 2017-2025. However, it is the North American region which anticipated to show the highest growth in CAGR by the end of the forecast period. This exceptional growth is assumed to be a result of the stringent regulations on the quality of drugs and food products in the region. Also, a large number of pharmaceutical companies and retail outlets are implementing RFID for supply chain on a large scale as a security measure to overcome the issues of counterfeiting in this region.

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Inkwood Research's complete end-to-end spectrum of consulting and advisory service offerings driven by subject matter experts provide a comprehensive, research-based view crucial for overcoming market challenges that are not only sustainable over the long-term, but ones that truly drive growth upwards. Inkwood looks at a plethora of data points from diverse sources to show client: customer-centric value proposition .....

# Table Of Contents for GLOBAL ANTI-COUNTERFEIT PACKAGING IN FOOD AND PHARMACEUTICALS MARKET FORECAST 2017-2025 [Updated: 11-07-2017]

- 1. RESEARCH SCOPE
  - 1.1. STUDY GOALS
  - 1.2. SCOPE OF THE MARKET STUDY
  - 1.3. WHO WILL FIND THIS REPORT USEFUL?
  - 1.4. STUDY AND FORECASTING YEARS
- 2. RESEARCH METHODOLOGY
  - 2.1. SOURCES OF DATA
    - 2.1.1. SECONDARY DATA
    - 2.1.2. PRIMARY DATA
  - 2.2. TOP DOWN APPROACH
  - 2.3. BOTTOM-UP APPROACH
  - 2.4. DATA TRIANGULATION
- 3. EXECUTIVE SUMMARY
  - 3.1. MARKET SUMMARY
  - 3.2. KEY FINDINGS
    - 3.2.1. RFID TECHNOLOGY TO GROW AT A FASTER RATE
    - 3.2.2. PHARMACEUTICAL APPLICATION HOLDS THE LARGEST MARKET SHARE
    - 3.2.3. NORTH AMERICA IS LEADING THE ANTI-COUNTERFEIT TECHNOLOGIES MARKET
    - 3.2.4. SECURITY INKS ARE LEADING IN THE INKS AND DYES MARKET
- 4. MARKET DETERMINANTS
  - 4.1. MARKET DRIVERS
    - 4.1.1. INCREASED HEALTH AWARENESS
    - 4.1.2. CUSTOMER LOYALTY AND RETENTION
    - 4.1.3. PRECLUSION OF COUNTERFEIT PACKAGING
    - 4.1.4. STRINGENT GOVERNMENT REGULATIONS AND INDUSTRY
  - 4.2. MARKET RESTRAINTS
    - 4.2.1. LACK OF ACCESSIBILITY OF SUFFICIENT INFRASTRUCTURE
    - 4.2.2. INEFFICIENCY OF THE TECHNOLOGY ALONE FOR THE PRODUCT PROTECTION
    - 4.2.3. RISING INVESTMENTS & INTELLIGENT COUNTERFEITING
  - 4.3. MARKET OPPORTUNITIES
    - 4.3.1. RFID HAS HUGE MARKET POTENTIAL
    - 4.3.2. AMPLIFIED COGNIZANCE & FDA INITIATIVE
    - 4.3.3. INTENSIFYING CONSUMPTION OF COUNTERFEIT PRODUCTS
  - 4.4. MARKET CHALLENGES
    - 4.4.1. REQUIREMENT FOR HIGH INITIAL INVESTMENT
    - 4.4.2. LACK OF INFORMATION INTEGRATION AND INEFFICIENCY OF DEVICES
    - 4.4.3. ABSENCE OF ATTENTIVENESS AMONG CONSUMERS
    - 4.4.4. AUGMENTED RIVALRY AMONG VENDORS
- 5. MARKET SEGMENTATION
  - 5.1. MARKET BY APPLICATION 2017-2025
    - 5.1.1. PHARMACEUTICALS
      - 5.1.1.1. RETAIL CHAINS

- 5.1.1.2. INTERNET PHARMACIES
- 5.1.2. FOOD
  - 5.1.2.1. PACKAGED DAIRY PRODUCTS
  - 5.1.2.2. BABY FOOD
  - 5.1.2.3. CONVENIENCE FOOD PACKAGING
  - 5.1.2.4. PACKAGED BAKERY PRODUCTS
  - 5.1.2.5. PACKAGED MEAT PRODUCTS
  - 5.1.2.6. PACKAGED SEAFOOD
  - 5.1.2.7. CONFECTIONERY
- 5.2. MARKET BY TECHNOLOGIES 2017-2025
  - 5.2.1. AUTHENTICATION PACKAGING TECHNOLOGIES
    - 5.2.1.1. HOLOGRAMS
      - 5.2.1.1.1. COVERT HOLOGRAM
      - 5.2.1.1.2. OVERT HOLOGRAMS
    - 5.2.1.2. WATERMARKS
      - 5.2.1.2.1. PHYSICAL PAPER WATERMARK
      - 5.2.1.2.2. DIGITAL WATERMARK
    - 5.2.1.3. TAGGANTS
      - 5.2.1.3.1. INKS AND DYES
      - 5.2.1.3.2. 5SECURITY INKS
  - 5.2.2. TRACEABILITY TECHNOLOGIES
    - 5.2.2.1. BARCODE TECHNOLOGY
      - 5.2.2.1.1. PAPER BARCODE LABELS
      - 5.2.2.1.2. ALUMINUM BARCODE LABELS
      - 5.2.2.1.3. POLYESTER BARCODE LABELS
      - 5.2.2.1.4. CERAMIC BARCODE LABELS
    - 5.2.2.2. RADIO FREQUENCY IDENTIFICATION (RFID)
      - 5.2.2.2.1. LOW-FREQUENCY RFID TAGS
      - 5.2.2.2.2. HIGH-FREQUENCY RFID TAGS
- 6. KEY ANALYTICAL
  - 6.1. PORTERS FIVE FORCES ANALYSIS
    - 6.1.1. THREAT OF NEW ENTRANTS
    - 6.1.2. THREAT OF SUBSTITUTES
    - 6.1.3. BARGAINING POWER OF SUPPLIERS
    - 6.1.4. BARGAINING POWER OF BUYERS
    - 6.1.5. COMPETITIVE RIVALRY
  - 6.2. PESTEL ANALYSIS
  - 6.3. OPPORTUNITY MATRIX
  - 6.4. VENDORS LANDSCAPE
- 7. GEOGRAPHICAL ANALYSIS
  - 7.1. NORTH AMERICA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025
    - 7.1.1. UNITED STATES
    - 7.1.2. CANADA
    - 7.1.3. MEXICO
  - 7.2. EUROPE ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025
    - 7.2.1. GERMANY
    - 7.2.2. UNITED KINGDOM
    - 7.2.3. REST OF EUROPE
  - 7.3. ASIA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025
    - 7.3.1. CHINA
    - 7.3.2. REST OF ASIA

- 7.3.3. REST OF WORLD
- 7.3.4. LATIN AMERICA
- 7.3.5. MIDDLE EAST AFRICA
- 8. COMPANY PROFILES
- 8.1. 3M COMPANY
- 8.2. APPLIED DNA SCIENCES, INC.
- 8.3. AVERY DENNISON CORPORATION
- 8.4. CCL INDUSTRIES INC.
- 8.5. E. I. DUPONT DE NEMOURS & COMPANY
- 8.6. ESSENTRA PLC
- 8.7. IMPINJ, INC.
- 8.8. R. R. DONNELLEY & SONS COMPANY
- 8.9. SHINER INTERNATIONAL, INC.
- 8.10. SICPA HOLDING SA
- 8.11. TRUTAG TECHNOLOGIES INC.
- 8.12. ZEBRA TECHNOLOGIES CORPORATION
- TABLE LIST
- TABLE # 1 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 2 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET, BY APPLICATIONS 2017-2025 (\$MILLIONS)
- TABLE # 3 GLOBAL ANTI-COUNTERFEIT PHARMACEUTICALS PACKAGING MARKET, BY APPLICATION 2017-2025 (\$MILLIONS)
- TABLE # 4 GLOBAL ANTI-COUNTERFEIT FOOD PACKAGING MARKET, BY PRODUCTS 2017-2025 (\$MILLIONS)
- TABLE # 5 GLOBAL ANTI-COUNTERFEIT FOOD PACKAGING MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 6 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET, BY TECHNOLOGIES 2017-2025 (\$MILLIONS)
- TABLE # 7 GLOBAL AUTHENTICATION PACKAGING MARKET 2017-2025 (\$MILLIONS)
- TABLE # 8 GLOBAL AUTHENTICATION PACKAGING MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 9 GLOBAL HOLOGRAMS MARKET 2017-2025 (\$MILLIONS)
- TABLE # 10 GLOBAL HOLOGRAMS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 11 GLOBAL COVERT HOLOGRAMS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 12 GLOBAL OVERT HOLOGRAMS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 13 GLOBAL WATERMARK MARKET 2017-2025 (\$MILLIONS)
- TABLE # 14 GLOBAL WATERMARK MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 15 GLOBAL PHYSICAL PAPER WATERMARK MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 16 GLOBAL DIGITAL WATERMARK MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 17 GLOBAL TAGGANTS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 18 GLOBAL INKS AND DYES MARKET, BY PRODUCTS 2017-2025 (\$MILLIONS)
- TABLE # 19 GLOBAL INKS AND DYES MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 20 GLOBAL SECURITY INKS MARKET 2017-2025 (\$MILLIONS)
- TABLE # 21 GLOBAL SECURITY INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 22 GLOBAL COLOR SHIFTING INK MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 23 GLOBAL HOLOGRAPHIC INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 24 GLOBAL THERMOCHROMATIC AND PHOTOCHROMIC INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 25 GLOBAL TAGGANTS INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 26 GLOBAL WATERMARK INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

- TABLE # 27 GLOBAL CONDUCTIVE INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 28 GLOBAL INTAGLIO INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 29 GLOBAL MACHINE READABLE INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 30 GLOBAL INFRARED UP-CONVERTING INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 31 GLOBAL TRACEABILITY PACKAGING MARKET, BY PRODUCTS 2017-2025 (\$MILLIONS)
- TABLE # 32 GLOBAL TRACEABILITY PACKAGING MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 33 GLOBAL BARCODE MARKET 2017-2025 (\$MILLIONS)
- TABLE # 34 GLOBAL BARCODE MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 35 GLOBAL PAPER BARCODE LABELS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 36 GLOBAL ALUMINUM BARCODE LABELS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 37 GLOBAL POLYESTER BARCODE LABELS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 38 GLOBAL CERAMIC BARCODE LABELS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 39 GLOBAL RFID MARKET 2017-2025 (\$MILLIONS)
- TABLE # 40 GLOBAL RFID MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 41 GLOBAL LOW FREQUENCY RFID TAGS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 42 GLOBAL HIGH FREQUENCY RFID TAGS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 43 GLOBAL ULTRA-HIGH FREQUENCY RFID TAGS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 44 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET BY GEOGRAPHY 2017-2025 (\$MILLIONS)
- TABLE # 45 NORTH AMERICA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- TABLE # 46 EUROPE ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- TABLE # 47 ASIA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- TABLE # 48 REST OF WORLD ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE LIST
- FIGURE # 1 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET (\$MILLIONS)
- FIGURE # 2 FACTORS AFFECTING CUSTOMER RETENTION
- FIGURE # 3 GLOBAL ANTI-COUNTERFEIT PHARMACEUTICALS PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 4 GLOBAL ANTI-COUNTERFEIT RETAIL CHAINS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 5 GLOBAL ANTI-COUNTERFEIT INTERNET PHARMACIES MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 6 GLOBAL ANTI-COUNTERFEIT FOOD PACKAGING MARKET (\$MILLIONS)
- FIGURE # 7 GLOBAL ANTI-COUNTERFEIT PACKAGED DAIRY PRODUCTS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 8 GLOBAL ANTI-COUNTERFEIT BABY FOOD MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 9 GLOBAL ANTI-COUNTERFEIT CONVENIENCE FOOD MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 10 GLOBAL ANTI-COUNTERFEIT PACKAGED BAKERY MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 11 GLOBAL ANTI-COUNTERFEIT PACKAGED MEAT PRODUCTS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 12 GLOBAL ANTI-COUNTERFEIT PACKAGED SEA FOOD MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 13 GLOBAL ANTI-COUNTERFEIT CONFECTIONERY MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 14 GLOBAL AUTHENTICATION PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 15 GLOBAL HOLOGRAMS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 16 GLOBAL COVERT HOLOGRAMS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 17 GLOBAL OVERT HOLOGRAMS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 18 GLOBAL WATERMARK MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 19 GLOBAL PHYSICAL PAPER WATERMARK MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 20 GLOBAL DIGITAL WATERMARK MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 21 GLOBAL TAGGANTS MARKET 2017-2025 (\$MILLIONS)



- FIGURE # 22 GLOBAL INKS AND DYES MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 23 GLOBAL SECURITY INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 24 GLOBAL COLOR SHIFTING INK MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 25 GLOBAL HOLOGRAPHIC INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 26 GLOBAL THERMOCHROMATIC AND PHOTOCROMIC INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 27 GLOBAL TAGGANTS INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 28 GLOBAL WATERMARK INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 29 GLOBAL CONDUCTIVE INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 30 GLOBAL INTAGLIO INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 31 GLOBAL MACHINE READABLE INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 32 GLOBAL INFRARED UP-CONVERTING INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 33 GLOBAL TRACEABILITY PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 34 GLOBAL BARCODE MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 35 GLOBAL PAPER BARCODE LABELS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 36 GLOBAL ALUMINUM BARCODE LABELS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 37 GLOBAL POLYESTER BARCODE LABELS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 38 GLOBAL CERAMIC BARCODE LABELS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 39 GLOBAL RFID MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 40 GLOBAL LOW-FREQUENCY RFID TAGS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 41 GLOBAL HIGH-FREQUENCY RFID TAGS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 42 GLOBAL ULTRA-HIGH FREQUENCY RFID TAGS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 43 NORTH AMERICA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 44 UNITED STATES ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 45 CANADA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 46 MEXICO ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 47 EUROPE ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 48 GERMANY ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 49 UNITED KINGDOM ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 50 REST OF EUROPE ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 51 CHINA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 52 INDIA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 53 REST OF ASIA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 54 REST OF WORLD ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 55 LATIN AMERICA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 56 MIDDLE EAST AFRICA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)

# List Of Tables in GLOBAL ANTI-COUNTERFEIT PACKAGING IN FOOD AND PHARMACEUTICALS MARKET FORECAST 2017-2025 [Updated: 11-07-2017]

## TABLE LIST

TABLE # 1 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 2 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET, BY APPLICATIONS 2017-2025 (\$MILLIONS)

TABLE # 3 GLOBAL ANTI-COUNTERFEIT PHARMACEUTICALS PACKAGING MARKET, BY APPLICATION 2017-2025 (\$MILLIONS)

TABLE # 4 GLOBAL ANTI-COUNTERFEIT FOOD PACKAGING MARKET, BY PRODUCTS 2017-2025 (\$MILLIONS)

TABLE # 5 GLOBAL ANTI-COUNTERFEIT FOOD PACKAGING MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 6 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET, BY TECHNOLOGIES 2017-2025 (\$MILLIONS)

TABLE # 7 GLOBAL AUTHENTICATION PACKAGING MARKET 2017-2025 (\$MILLIONS)

TABLE # 8 GLOBAL AUTHENTICATION PACKAGING MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 9 GLOBAL HOLOGRAMS MARKET 2017-2025 (\$MILLIONS)

TABLE # 10 GLOBAL HOLOGRAMS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 11 GLOBAL COVERT HOLOGRAMS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 12 GLOBAL OVERT HOLOGRAMS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 13 GLOBAL WATERMARK MARKET 2017-2025 (\$MILLIONS)

TABLE # 14 GLOBAL WATERMARK MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 15 GLOBAL PHYSICAL PAPER WATERMARK MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 16 GLOBAL DIGITAL WATERMARK MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 17 GLOBAL TAGGANTS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 18 GLOBAL INKS AND DYES MARKET, BY PRODUCTS 2017-2025 (\$MILLIONS)

TABLE # 19 GLOBAL INKS AND DYES MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 20 GLOBAL SECURITY INKS MARKET 2017-2025 (\$MILLIONS)

TABLE # 21 GLOBAL SECURITY INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 22 GLOBAL COLOR SHIFTING INK MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 23 GLOBAL HOLOGRAPHIC INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 24 GLOBAL THERMOCHROMATIC AND PHOTOCHROMIC INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 25 GLOBAL TAGGANTS INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 26 GLOBAL WATERMARK INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 27 GLOBAL CONDUCTIVE INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 28 GLOBAL INTAGLIO INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 29 GLOBAL MACHINE READABLE INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 30 GLOBAL INFRARED UP-CONVERTING INKS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 31 GLOBAL TRACEABILITY PACKAGING MARKET, BY PRODUCTS 2017-2025 (\$MILLIONS)

TABLE # 32 GLOBAL TRACEABILITY PACKAGING MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 33 GLOBAL BARCODE MARKET 2017-2025 (\$MILLIONS)

TABLE # 34 GLOBAL BARCODE MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)

TABLE # 35 GLOBAL PAPER BARCODE LABELS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)  
TABLE # 36 GLOBAL ALUMINUM BARCODE LABELS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)  
TABLE # 37 GLOBAL POLYESTER BARCODE LABELS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)  
TABLE # 38 GLOBAL CERAMIC BARCODE LABELS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)  
TABLE # 39 GLOBAL RFID MARKET 2017-2025 (\$MILLIONS)  
TABLE # 40 GLOBAL RFID MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)  
TABLE # 41 GLOBAL LOW FREQUENCY RFID TAGS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)  
TABLE # 42 GLOBAL HIGH FREQUENCY RFID TAGS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)  
TABLE # 43 GLOBAL ULTRA-HIGH FREQUENCY RFID TAGS MARKET, BY GEOGRAPHY 2017-2025 (\$MILLIONS)  
TABLE # 44 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET BY GEOGRAPHY 2017-2025 (\$MILLIONS)  
TABLE # 45 NORTH AMERICA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
TABLE # 46 EUROPE ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
TABLE # 47 ASIA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
TABLE # 48 REST OF WORLD ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)

# List Of Figures, Charts and Diagrams in GLOBAL ANTI-COUNTERFEIT PACKAGING IN FOOD AND PHARMACEUTICALS MARKET FORECAST 2017-2025 [Updated: 11-07-2017]

## FIGURE LIST

- FIGURE # 1 GLOBAL ANTI-COUNTERFEIT PACKAGING MARKET (\$MILLIONS)
- FIGURE # 2 FACTORS AFFECTING CUSTOMER RETENTION
- FIGURE # 3 GLOBAL ANTI-COUNTERFEIT PHARMACEUTICALS PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 4 GLOBAL ANTI-COUNTERFEIT RETAIL CHAINS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 5 GLOBAL ANTI-COUNTERFEIT INTERNET PHARMACIES MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 6 GLOBAL ANTI-COUNTERFEIT FOOD PACKAGING MARKET (\$MILLIONS)
- FIGURE # 7 GLOBAL ANTI-COUNTERFEIT PACKAGED DAIRY PRODUCTS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 8 GLOBAL ANTI-COUNTERFEIT BABY FOOD MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 9 GLOBAL ANTI-COUNTERFEIT CONVENIENCE FOOD MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 10 GLOBAL ANTI-COUNTERFEIT PACKAGED BAKERY MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 11 GLOBAL ANTI-COUNTERFEIT PACKAGED MEAT PRODUCTS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 12 GLOBAL ANTI-COUNTERFEIT PACKAGED SEA FOOD MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 13 GLOBAL ANTI-COUNTERFEIT CONFECTIONERY MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 14 GLOBAL AUTHENTICATION PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 15 GLOBAL HOLOGRAMS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 16 GLOBAL COVERT HOLOGRAMS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 17 GLOBAL OVERT HOLOGRAMS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 18 GLOBAL WATERMARK MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 19 GLOBAL PHYSICAL PAPER WATERMARK MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 20 GLOBAL DIGITAL WATERMARK MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 21 GLOBAL TAGGANTS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 22 GLOBAL INKS AND DYES MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 23 GLOBAL SECURITY INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 24 GLOBAL COLOR SHIFTING INK MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 25 GLOBAL HOLOGRAPHIC INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 26 GLOBAL THERMOCHROMATIC AND PHOTOCHROMIC INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 27 GLOBAL TAGGANTS INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 28 GLOBAL WATERMARK INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 29 GLOBAL CONDUCTIVE INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 30 GLOBAL INTAGLIO INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 31 GLOBAL MACHINE READABLE INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 32 GLOBAL INFRARED UP-CONVERTING INKS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 33 GLOBAL TRACEABILITY PACKAGING MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 34 GLOBAL BARCODE MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 35 GLOBAL PAPER BARCODE LABELS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 36 GLOBAL ALUMINUM BARCODE LABELS MARKET 2017-2025 (\$MILLIONS)
- FIGURE # 37 GLOBAL POLYESTER BARCODE LABELS MARKET 2017-2025 (\$MILLIONS)

FIGURE # 38 GLOBAL CERAMIC BARCODE LABELS MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 39 GLOBAL RFID MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 40 GLOBAL LOW-FREQUENCY RFID TAGS MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 41 GLOBAL HIGH-FREQUENCY RFID TAGS MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 42 GLOBAL ULTRA-HIGH FREQUENCY RFID TAGS MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 43 NORTH AMERICA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 44 UNITED STATES ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 45 CANADA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 46 MEXICO ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 47 EUROPE ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 48 GERMANY ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 49 UNITED KINGDOM ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 50 REST OF EUROPE ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 51 CHINA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 52 INDIA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 53 REST OF ASIA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 54 REST OF WORLD ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 55 LATIN AMERICA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)  
FIGURE # 56 MIDDLE EAST AFRICA ANTI-COUNTERFEIT PACKAGING MARKET 2017-2025 (\$MILLIONS)

# How to Buy...

## GLOBAL ANTI-COUNTERFEIT PACKAGING IN FOOD AND PHARMACEUTICALS MARKET FORECAST 2017-2025 [Updated: 11-07-2017]

### Option 1 - Online

Go to our website and pay online with any major debit or credit card:

<http://www.spi-reports.com/product/638506>

### Option 2 - Request a Proforma Invoice

Fill in the details below, and either **Scan** this page **and email** it to us at [office@sectorpublishing.com](mailto:office@sectorpublishing.com) or **Fax** it to us at +44 (0)1305 791844. We will send you a Proforma Invoice and deliver your report on settlement.

**Your Name:** .....

**Job Title:** .....

**Your Email:** .....

**Your Contact Phone:** .....

**Company Name:** .....

**Address:** .....

**Post/Zip Code:** .....

**Country:** .....

**P.O. Number:** .....

**Any Other Instructions:** .....

**Pricing Options:** (please tick one)

- \$2500** | Single User Price
- \$3000** | Multi User Price
- \$4500** | Enterprise License Price

**Payment Options:** (please tick one)

- Online Credit Card** (we will email you the invoice with a payment link)
- Direct Wire Transfer** (we will email you the invoice with our bank details)

**Authorising Signature:** .....

### Option 3 - Phone Us on +44 (0)1305 753769

We will be delighted to give you our personal attention.