

GLOBAL ANTI-COUNTERFEIT PACKAGING TECHNOLOGIES MARKET FOR FOOD & PHARMACEUTICALS

Report Description

Table of Contents

List of Tables

Sample Tables

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MarketsandMarkets Research

108 West 13th Street, Wilmington, DE
19801, County of New Castle

Tel. No.: 1-888-989-8004

Email: sales@marketsandmarkets.com



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Report Description

Key Take Aways

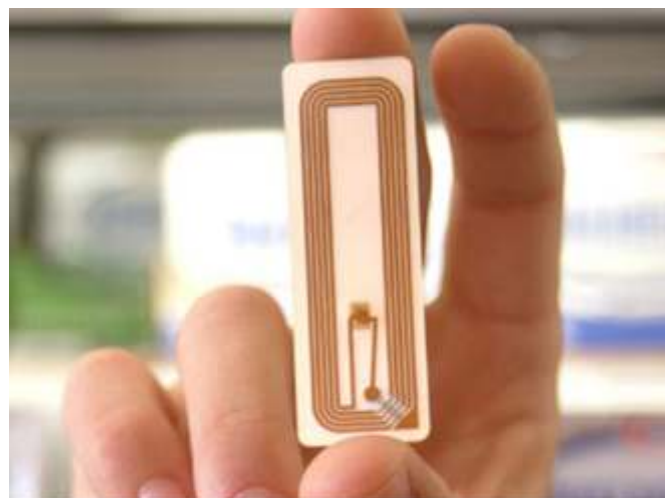
- To define and measure the global and individual micro markets for anti-counterfeit food and pharmaceuticals packaging technologies by products, applications, and technologies.
- To focus on macro - and micro-markets specifically on those products, applications, and recent technologies that promise a huge growth potential in future.
- To identify the key geographies in the market and its subsequent micro-markets, where there is a huge growth potential in the future
- To identify market trends, challenges, and opportunities for all stakeholders
- To strategically analyze the market structure and competitive landscape; and profiles of the top companies in the micro -markets

Report Description

Counterfeiting was earlier a problem specific to developing countries of Africa and Asia. However, with the recent increase in parallel trading and internet pharmacies, the industry has also expanded in developed nations such as the U.S. and Europe. Counterfeit medicines in particular are on the increase. The most commonly counterfeited drugs in developed countries are the so-called 'lifestyle drugs' and other commonly available pharmaceutical drugs such as aspirin, antacid and analgesics, that also have a high demand.

The global counterfeit industry generates an estimated \$670 billion annually. To prevent this huge loss to the pharmaceutical industry, manufacturers have started utilizing advanced packaging technologies such as security inks, holograms, taggants, and radio frequency identification tagging (RFID). Major retailers such as Wal-Mart in the U.S. and Tesco in the U.K. have made it compulsory for their suppliers to incorporate RFID tags on medicines. Currently, RFID and 2D-barcodes are the most prominent packaging technologies available to prevent counterfeiting. Taggants are also witnessing huge growth due to its wide application and integration in other packaging technologies such as holograms, security inks, and RFIDs.

This report will analyze the market potential for anti-counterfeiting food and pharmaceuticals packaging technologies as these are the two most prominent sectors taking anti-counterfeit measures. This report not only provides a comprehensive market estimate of the anti-counterfeit macro-markets; it also gives a detailed analysis of its most critical micro-markets, which have so far remained unexplored.



Report Description

Scope of the Report

The report gives a full breakdown of the entire anti-counterfeiting food and pharmaceuticals packaging technologies market on the basis of products, applications, and technologies. Each section will provide market data, market drivers, trends and opportunities, top-selling products, key players, and competitive landscape.

The major technologies covered under the report include:

- Authentication technologies (inks and dyes, holograms, watermarks, taggants)
- Trace and track technologies (barcodes, RFIDs)

The application areas include the packaging of:

- Food products (dairy, meat, sea food, bakery, confectionery, convenience, and baby food)
- Pharmaceuticals (generic drugs, prescription drugs, power boosters etc.)

The report features more than 40 tables to give a complete insight into the market, along with 45 profiles of the most competitive companies in this market. All market tables will be categorized by geography, application, and technology. The report highlights strategic issues like tapping the upcoming markets such as RFID application in anti-counterfeit packaging. This will include consolidating strategy, new product development, competitive positioning, gap analysis, and identification of opportunities and challenges. Niche opportunities are identified for all the sub-segments within the anti-counterfeiting food and pharmaceuticals packaging technologies market.

Stakeholders

The intended audience includes all the stakeholders active in the anti-counterfeiting food and pharmaceuticals packaging technologies market:

- Food and pharmaceuticals packaging manufacturers
- Food and pharmaceuticals manufacturers
- Business research and consulting service providers

Table of Contents

Executive Summary

Global Anti-counterfeit Packaging Technologies
Market For Food & Pharmaceuticals
Applications of Anti-counterfeit Packaging
Geographical Analysis

1. Introduction

- 1.1 Key take-aways
- 1.2 Report description
- 1.3 Markets covered
- 1.4 Stakeholders

2. Summary

3. Market Overview

- 3.1 Counterfeit-affected Countries
- 3.2 Global Anti-counterfeit Packaging Technology Market
- 3.3 Evolution of Anti-counterfeit Packaging Technologies
- 3.4 Drivers & Restraints
 - 3.4.1 Growing Demand For Secure Packaging
 - 3.4.2 Increased Awareness & FDA Initiative
 - 3.4.3 Rising Consumption of Counterfeit Products
 - 3.4.4 High Investments & Intelligent Counterfeiting
- 3.5 Anti-counterfeit Packaging Technology Market Growth
- 3.6 Analysis Of Investment Opportunities
 - 3.6.1 RFID Has Huge Market Potential
- 3.7 Entry Barriers & Competition
- 3.8 Global Anti-counterfeit Packaging Applications
 - 3.8.1 Market Potential of Anti-counterfeit Packaging
- 3.9 North American Anti Counterfeit Packaging Market Driven by Legislation

4. Anti-counterfeiting Packaging Technologies Market

- 4.1 Authentication Packaging Technologies
 - 4.1.1 Drivers And Restraints
 - 4.1.1.1 Helps track products and enables brand protection
 - 4.1.1.2 The technology alone cannot guarantee product protection
 - 4.1.2 Inks And Dyes
 - 4.1.2.1 Security Inks
 - 4.1.2.1.1 Drivers and restraints
 - 4.1.2.1.2 Color Shifting Ink
 - 4.1.2.1.3 Holographic Inks
 - 4.1.2.1.4 Thermochromatic and Photochromic Inks
 - 4.1.2.1.5 Taggant Inks
 - 4.1.2.1.6 Watermark Inks
 - 4.1.2.1.7 Conductive Inks
 - 4.1.2.1.8 Intaglio Inks
 - 4.1.2.1.9 Machine readable Inks
 - 4.1.2.1.10 Infrared up-converting Inks
 - 4.1.3 Holograms
 - 4.1.3.1 Drivers & Restraints

Table of Contents

- 4.1.3.1.1 No complex machines required
- 4.1.3.2 Overt Holograms
- 4.1.3.3 Covert Hologram
- 4.1.4 Watermarks
 - 4.1.4.1 Physical Paper Watermark
 - 4.1.4.2 Digital Watermark
- 4.1.5 Taggants
 - 4.1.5.1 Drivers and Restraints
 - 4.1.5.1.1 Difficult to counterfeit
 - 4.1.5.1.2 Integration with various other technologies
 - 4.1.5.1.3 Increasing application in food & pharmaceutical industries
 - 4.1.5.1.4 Taggants can be reprogrammed
 - 4.1.5.1.5 Cost factor
 - 4.1.5.3 Competitive Landscape
 - 4.1.5.3.1 New developments in taggants market
- 4.2 Track And Trace Packaging Technologies**
 - 4.2.1 Barcode Technology
 - 4.2.1.1 Drivers
 - 4.2.1.1.1 Barcodes increase speed & traceability
 - 4.2.1.1.2 Wide acceptance and high market share
 - 4.2.1.1.3 Cost factor
 - 4.2.1.2 Restraints
 - 4.2.1.2.1 Detects counterfeit only at point of sale
 - 4.2.1.2.2 Limitation of the scope of barcodes
 - 4.2.1.2.3 Barcodes require a line of sight and store limited information
 - 4.2.1.3 Barcode Labels
 - 4.2.1.3.1 Paper Barcode Labels
 - 4.2.1.3.2 Aluminum Barcode Labels
 - 4.2.1.3.3 Polyester Barcode Labels
 - 4.2.1.3.4 Ceramic Barcode Labels
 - 4.2.1.4 Barcode Products
 - 4.2.1.4.1 Pen Type Readers
 - 4.2.1.4.2 Laser Scanners
 - 4.2.1.4.3 CCD Readers
 - 4.2.1.4.4 Camera-based Readers
 - 4.2.1.4.5 Omni-directional Barcode Scanners
 - 4.2.1.5 Competitive Landscape
- 4.2.2 RFID Technology
 - 4.2.2.1 Drivers
 - 4.2.2.1.1 Tracks product throughout the supply chain
 - 4.2.2.1.2 FDA endorsement of RFID
 - 4.2.2.2 Restraints
 - 4.2.2.2.1 Complexity in installing proper infrastructure
 - 4.2.2.2.2 No quick returns on investments (ROI)
 - 4.2.2.2.3 Consumers fear loss of privacy
 - 4.2.2.3 Based On Radio Frequency
 - 4.2.2.3.1 Low Frequency RFID Tags
 - 4.2.2.3.2 Ultra-high Frequency RFID Tags
 - 4.2.2.3.3 High Frequency RFID Tags

5. Anti-counterfeit Packaging By Application

5.1 FOOD

- 5.1.1 Driver And Restraints
 - 5.1.1.1 Authenticated products ensure safety
 - 5.1.1.2 Lack of availability of adequate infrastructure
- 5.1.2 Baby Food
- 5.1.3 Packaged Bakery Products
- 5.1.4 Confectionery
- 5.1.5 Packaged Dairy Products
- 5.1.6 Packaged Meat Products
- 5.1.7 Packaged Seafood
- 5.1.8 Convenience Food Packaging

5.2 Pharmaceuticals

- 5.2.1 Retail Chains
- 5.2.2 Internet Pharmacies

Table of Contents

6. Geographic Analysis

- 6.1 NORTH AMERICA
- 6.2 EUROPE
- 6.3 ASIA
- 6.4 ROW

7. Anti-counterfeit Packaging Patent Analysis

8. Company Profiles

- | | |
|-------------------------------------|-------------------------|
| 8.1 3M | 8.21 SUN CHEMICAL |
| 8.2 ALIEN TECHNOLOGY CORP. | 8.22 TAGSYS RFID |
| 8.3 APPLIED DNA SCIENCES | 8.23 TEXAS INSTRUMENTS |
| 8.4 AUTHENTIX | 8.24 ZEBRA TECHNOLOGIES |
| 8.5 AVERY DENNISON | |
| 8.6 DATA SYSTEM INTERNATIONAL (DSI) | |
| 8.7 DATAMAX CORP. | |
| 8.8 DUPONT AUTHENTICATION SYSTEMS | |
| 8.9 FLINT GROUP | |
| 8.10 GLOBERANGER CORP. | |
| 8.11 HOLOGRAM INDUSTRIES | |
| 8.12 HOLOSTIK | |
| 8.13 INTERMEC TECHNOLOGIES | |
| 8.14 IMPINJ INC. | |
| 8.15 INKSURE TECHNOLOGIES | |
| 8.16 MICROTRACE SOLUTIONS LLC | |
| 8.17 OPSEC SECURITY GROUP PLC | |
| 8.18 PRINTRONIX | |
| 8.19 SATO AMERICA, INC. | |
| 8.20 SICPA | |

Appendix

- U.S. Patents
- EUROPEAN Patents
- JAPANESE Patents

List of Tables

Table 1	Global Anti-counterfeit Packaging Market, By Technology 2007 – 2014 (\$Millions)	Table 21	Global Holograms Market, By Geography 2007 – 2014 (\$Millions)
Table 2	Entry Barriers And Competition In The Anti-counterfeit Market	Table 22	Global Overt Holograms Market, By Geography 2007 – 2014 (\$Millions)
Table 3	Global Authentication Packaging Technologies Market, By Products 2007 – 2014 (\$Millions)	Table 23	Global Covert Holograms Market, By Geography 2007 – 2014 (\$Millions)
Table 4	Global Authentication Packaging Technologies Market, By Geography 2007 – 2014 (\$Millions)	Table 24	Global Watermark Market, By Products 2007 – 2014 (\$Millions)
Table 5	Global Inks And Dyes Market, By Products 2007 – 2014 (\$Millions)	Table 25	Global Watermark Market, By Geography 2007 – 2014 (\$Millions)
Table 6	Global Inks And Dyes Market, By Geography 2007 – 2014 (\$Millions)	Table 26	Global Physical Paper Watermark Market, By Geography 2007 – 2014 (\$Millions)
Table 7	Global Security Inks Market, By Products 2007 – 2014 (\$Millions)	Table 27	Global Digital Watermark Market, By Geography 2007 – 2014 (\$Millions)
Table 8	Global Security Inks Market, By Geography 2007 – 2014 (\$Millions)	Table 28	Global Taggants Market, By Geography 2007 – 2014 (\$Millions)
Table 9	Global Color Shifting Ink Market, By Geography 2007 – 2014 (\$Millions)	Table 29	Global Track And Trace Packaging Technologies Market, By Products 2007 – 2014 (\$Millions)
Table 10	Global Holographic Inks Market, By Geography 2007 – 2014 (\$Millions)	Table 30	Global Track And Trace Packaging Technologies Market, By Geography 2007 – 2014 (\$Millions)
Table 11	Global Thermochromatic And Photochromic Inks Market, By Geography 2007 – 2014 (\$Millions)	Table 31	Global Barcode Market, By Products 2007 – 2014 (\$Millions)
Table 12	Global Taggants Inks Market, By Geography 2007 – 2014 (\$Millions)	Table 32	Global Barcode Market, By Geography 2007 – 2014 (\$Millions)
Table 13	Global Watermark Inks Market, By Geography 2007 – 2014 (\$Millions)	Table 33	Global Paper Barcode Labels Market, By Geography 2007 – 2014 (\$Millions)
Table 14	Global Conductive Inks Market, By Geography 2007 – 2014 (\$Millions)	Table 34	Global Aluminum Barcode Labels Market, By Geography 2007 – 2014 (\$Millions)
Table 15	Global Intaglio Inks Market, By Geography 2007 – 2014 (\$Millions)	Table 35	Global Polyester Barcode Labels Market, By Geography 2007 – 2014 (\$Millions)
Table 16	Global Machine Readable Inks Market, By Geography 2007 – 2014 (\$Millions)	Table 36	Global Ceramic Barcode Labels Market, By Geography 2007 – 2014 (\$Millions)
Table 17	Global Infrared Up-converting Inks Market, By Geography 2007 – 2014 (\$Millions)	Table 37	Acquisitions In The Barcode Market
Table 18	New Developments In The Security Inks Market	Table 38	Global Rfid Market, By Products 2007 – 2014 (\$Millions)
Table 19	Agreements and Joint Ventures In The Security Inks Market	Table 39	Global Rfid Market, By Geography 2007 – 2014 (\$Millions)
Table 20	Global Holograms Market, By Products 2007 – 2014 (\$Millions)	Table 40	Global Low Frequency Rfid Tags Market, By Geography 2007 – 2014 (\$Millions)

List of Tables

Table 41	Global Ultra-high Frequency Rfid Tags Market, By Geography 2007 – 2014 (\$Millions)	Table 52	North American Anti-counterfeit Packaging Market By Products 2007 – 2014 (\$Millions)
Table 42	Global High Frequency Rfid Tags Market, By Geography 2007 – 2014 (\$Millions)	Table 53	European Anti-counterfeit Packaging Market, By Products 2007 – 2014 (\$Millions)
Table 43	Mergers And Acquisitions In The Rfid Market	Table 54	Asian Anti-counterfeit Packaging Market, By Products 2007 – 2014 (\$Millions)
Table 44	New Developments In The Rfid Market	Table 55	Row Anti-counterfeit Packaging Market, By Products 2007 – 2014 (\$Millions)
Table 45	Agreements & Collaborations In The Rfid Market	Table 56	Number Of Anti-counterfeit Packaging Patents, By Geography (2005 To June 2009)
Table 46	Partnerships In The Rfid Market	Table 57	Number Of Anti-counterfeit Packaging Patents, By Technology (2005 To June 2009)
Table 47	Global Anti-counterfeit Packaging Technologies Market, By Applications 2007 – 2014 (\$Millions)		
Table 48	Global Anti-counterfeit Food Packaging Market, By Products 2007 - 2014 (\$Millions)		
Table 49	Global Anti-counterfeit Food Packaging Market, By Geography 2007 - 2014 (\$Millions)		
Table 50	Global Anti-counterfeit Pharmaceuticals Packaging Market, By Application 2007 - 2014 (\$Millions)		
Table 51	Global Anti-counterfeit Packaging Market, By Geography 2007 - 2014 (\$Millions)		

List of Figures

- Figure 1 Major Drugs Counterfeited Globally
- Figure 2 Country-wise Comparison of Pharmaceutical Counterfeiting
- Figure 3 Revenue Loss Due to Counterfeiting in Various Countries
- Figure 4 Anti-counterfeiting Technology Markets and Submarkets
- Figure 5 Evolution of Anti-counterfeiting Techniques
- Figure 6 Scale of Counterfeiting in Bric Economies
- Figure 7 Revenues Anti-counterfeit Packaging Technology Market
- Figure 8 Investment Opportunities in The Anti-counterfeit Technology Market
- Figure 9 RFID Offers Superior Growth Opportunity Than Barcodes
- Figure 10 Comparative Analysis of Anti-counterfeit Packaging Technologies
- Figure 11 Anti-counterfeit Packaging Applications
- Figure 12 Market Potential of Anti-counterfeit Packaging Applications
- Figure 13 Global Anti-counterfeiting Application Market
- Figure 14 Global Revenues The Anti-counterfeit Market
- Figure 15 Anti-counterfeit Packaging Technology Patents, by Geography (2004 To June 2009)
- Figure 16 Anti-counterfeit Packaging Technology Patents (2004 To June 2009)
- Figure 17 U.S. Anti-counterfeit Packaging Technology Patents (2004 To June 2009)
- Figure 18 European Anti-counterfeit Technology Patents
- Figure 19 Japanese Anti-counterfeit Technology Patents (2004 To June 2009)

Sample Tables

Product Tables

Global Anti-counterfeiting Packaging Technologies Market by Product					
	2007	2008	2009	2014	CAGR 2009-2014
Track and trace packaging technologies					
Authentication packaging technologies					
Total					

Global Track and Trace Packaging Technologies Market by Geography					
	2007	2008	2009	2014	CAGR 2009-2014
Europe					
Japan					
ROW					
U.S.					
Total					

Sample Tables

Product Tables

Global Track and Trace Packaging Technologies Market by Product					
	2007	2008	2009	2014	CAGR 2009-2014
Inks and Dyes					
Holograms					
Watermarks					
Taggants					
Others					
Total					

Global Authentication Packaging Technologies Market by Product					
	2007	2008	2009	2014	CAGR 2009-2014
Bar Code Technologies					
Bar code products					
RFID technologies					
Total					

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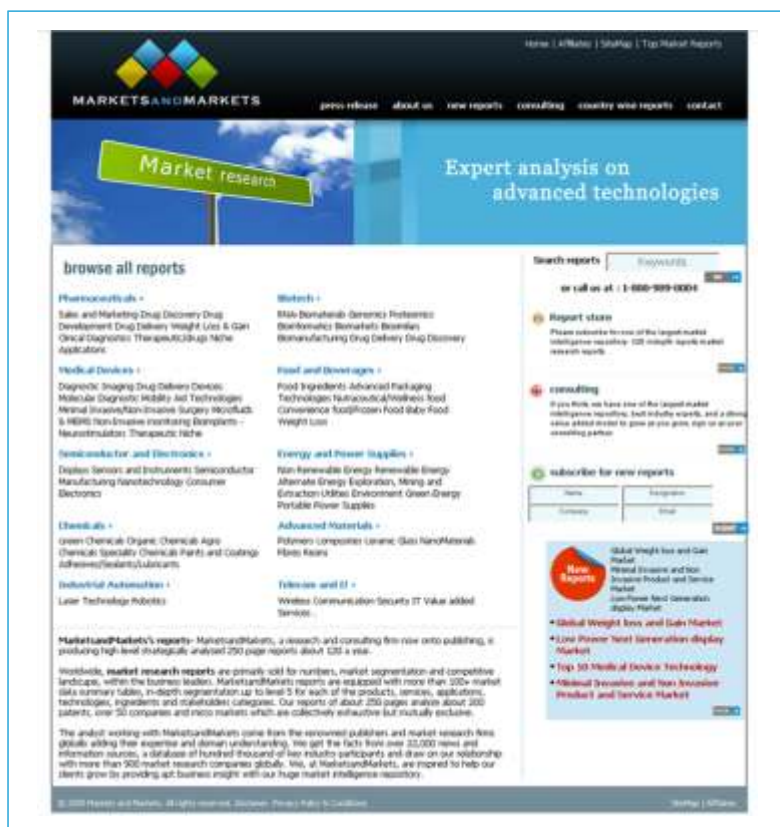
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Price: \$4650

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