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GLOBAL ANTI-COUNTERFEIT PACKAGING TECHNOLOGIES MARKET FOR FOOD & PHARMACEUTICALS

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Report Description

Key Take Aways

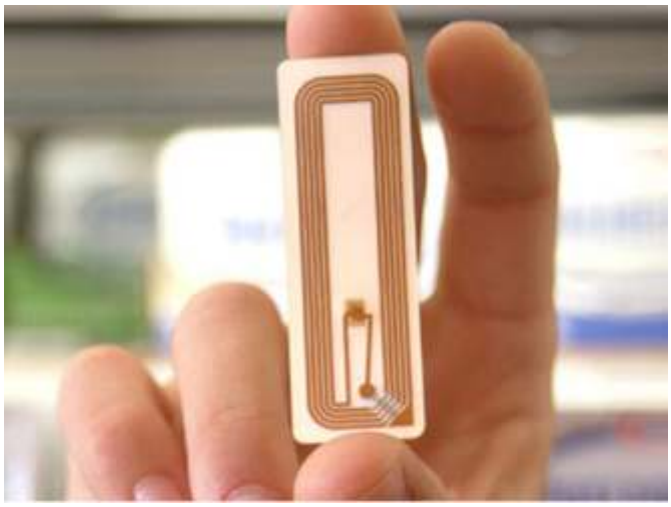
- To define and measure the global and individual micro markets for anti-counterfeit food and pharmaceuticals packaging technologies by products, applications, and technologies.
- To focus on macro - and micro-markets specifically on those products, applications, and recent technologies that promise 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

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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					

Sample Tables

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

Sample Tables

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					

Sample Tables

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

Sample Tables

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Our clients value our reports especially for the market insight we provide along with the market numbers. Our teams of specialized market analysts and domain experts work within a structured research process to deliver well-analyzed market reports to Fortune 1000 companies globally.

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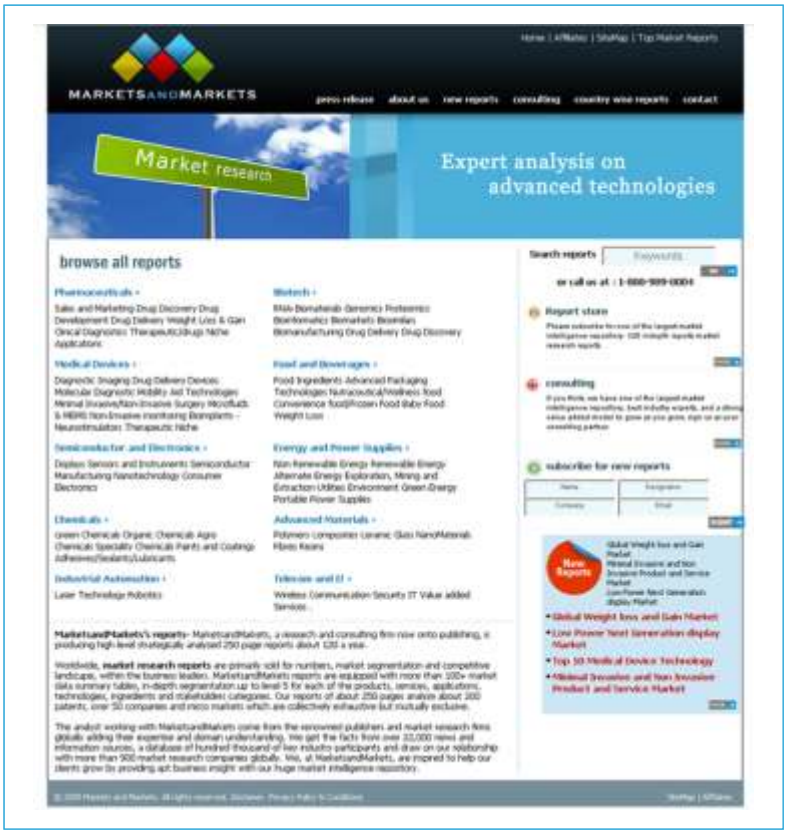

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Probiotics are microorganisms similar to the beneficial microorganisms found in humans. This report will provide in-depth information on the worldwide trends and developments in probiotics technologies. It will profile the key players and market data for the next five years; and will also delineate the competitive structure of the market.

Report code: FB 1046 Price: $4650

Global Nanotechnology Market (2009 - 2014)

Apart from its applications in electronics, medical and other high tech areas, nanotechnology is also used in the food security and food packaging sector. This report profiles the key players within this field and analyzes the latest developments, applications and trends in the nanotechnology in the food and beverage industry.

Report code: FB 1045 Price: $4650

Global Food Encapsulation Market (2009 - 2014)

Microencapsulation and nanoencapsulation technologies have applications in a host of different industries, including F&B, agrochemicals, nutraceuticals, probiotics and pharmaceuticals. These technologies help encapsulate flavors in proteins during food formulation. This report will examine the latest technological trends in food encapsulation as well as the limitations of the process.

Report code: FB 1048 Price: $4650