

Anti-Counterfeit Packaging Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Smart, Active & Intelligent Packaging (Packaging)
> **Source:** https://www.mordorintelligence.com/industry-reports/anti-counterfeit-packaging-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 222.14 billion
Projected Forecast (2031)	USD 222.14 billion
Growth Rate (CAGR)	11.84 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Anti-Counterfeit Packaging industry] (images/chart_2.png)

! [Anti-Counterfeit Packaging Market Summary] (images/chart_3.png)

! [Anti-Counterfeit Packaging Market: Market Share by Technology, 2025] (images/chart_4.png)

! [Anti-Counterfeit Packaging Market: Market Share by Packaging Format, 2025] (images/chart_5.png)

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! [Mordor Intelligence on Instagram] (images/chart_15.svg)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period	2020 - 2031
Market Size (2026)	USD 222.14 Billion
Market Size (2031)	USD 388.69 Billion
Growth Rate (2026 - 2031)	11.84 %
Fastest Growing Market	Asia Pacific

Largest Market | North America |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Anti-Counterfeit Packaging Market Analysis by Mordor IntelligenceAnti-Counterfeit Packaging market size in 2026 is estimated at USD 222.14 billion, growing from 2025 value of USD 198.62 billion with 2031 projections showing USD 388.69 billion, growing at 11.84% CAGR over 2026-2031. Rising counterfeit sophistication, the spread of generative-AI printing, and a wave of tighter global traceability laws continue to enlarge the addressable opportunity for security technologies. Pharmaceutical serialization deadlines in the United States and the European Union anchor a sizable base of recurring demand, while new food, electronics, and luxury-goods mandates open fresh growth lanes. Brand owners increasingly look beyond visible holograms to multi-layered solutions that blend covert nano-pigment inks, mobile-readable digital watermarks, and blockchain provenance, ensuring that packages defend themselves throughout e-commerce fulfilment and reverse logistics. Large converters face material-cost inflation yet keep investing in embedded RFID and invisible watermarking because operating data show counterfeit incursions erode brand equity faster than packaging outlays rise. Venture investment stays healthy thanks to evidence that connected packs can double consumer-engagement time, turning security spend into a marketing asset.

Key Report Takeaways

- * By technology, Trace and Track systems held 32.12% of Anti-Counterfeit Packaging market share in 2025; Forensic Markers post the highest forecast CAGR at 15.1% to 2031.
- * By usage feature, Serialization Codes captured 35.95% share in 2025, while RFID/NFC Tags are set to expand at 16.28% CAGR through 2031.
- * By packaging component, Labels and Tags commanded 32.84% revenue in 2025; Security Inks and Coatings grow the fastest at 14.62% CAGR to 2031.
- * By packaging format, Bottles led with 29.08% share in 2025, whereas Flexible Packs pace the field at 16.28% CAGR, driven by e-commerce fulfilment needs.
- * By end-user sector, Healthcare and Pharmaceuticals retained 30.02% share in 2025; Consumer Electronics records the fastest 15.05% CAGR owing to premium-device counterfeiting.
- * By geography, North America dominated with 38.64% share in 2025, while Asia-Pacific accelerates at 15.72% CAGR, spurred by China's stricter labeling code.

Key Market Trends

Global Anti-Counterfeit Packaging Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rapid e-commerce-driven serialization demand	+2.8%	Global, with concentration in North America & EU	Short term (≤ 2 years)
Proliferation of national track-and-trace mandates	+3.2%	North America & EU primary, APAC emerging	Medium term (2-4 years)
Expansion of QR/NFC-enabled connected packaging	+2.1%	Global, with early adoption in developed markets	Medium term (2-4 years)
Nano-pigment security inks enabling low-cost authentication	+1.9%	Global manufacturing hubs, Asia-Pacific focus	Long term (≥ 4 years)
Blockchain-based provenance pilots maturing into roll-outs	+1.5%	North America & EU leading, selective APAC adoption	Long term (≥ 4 years)

AI image-forensics integrated into consumer apps | +1.2% | Global, technology-forward markets first | Long term (≥ 4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The Anti-Counterfeit Packaging market stays moderately fragmented. Conglomerates such as Avery Dennison, 3M, and CCL Industries exploit scale to offer bundled RFID, labels, and cloud dashboards. Their global service networks reassure multinationals that serialization lines stay compliant across continents. Niche leaders like SICPA, AlpVision, and Digimarc capture premium segments with proprietary taggants, spectral fingerprinting, or digital watermark IP that counterfeiters find hard to crack.

Strategic moves center on capability convergence. Crane NXT's USD 270 million purchase of OpSec Security merged micro-optics with banknote know-how, forming a cradle-to-grave brand-protection suite. 3M's entry into the semiconductor consortium refines conductive adhesives that could double as covert circuitry on labels, expanding cross-selling routes [3M press release, Feb 2025]. Material inflation raises switching costs, so converters differentiate on total-cost analytics, showing clients how RFID inlays reduce write-offs that dwarf per-label price hikes.

Patent landscapes evolve quickly. Meta's optical-modulation filings hint at next-gen holographic layers with dynamic imagery whose charge-carrier pattern shifts under polarized light. Start-ups test AI image-forensics that let customs officers confirm authenticity using smartphone cameras. Competitive intensity therefore hinges on software ecosystems as much as print chemistry, nudging traditional ink makers to partner with SaaS traceability portals and thus stay relevant within the Anti-Counterfeit Packaging market.

Anti-Counterfeit Packaging Industry Leaders* Avery Dennison Corporation

* CCL Industries Inc.

* 3M Company

* Zebra Technologies Corporation

* E.I. Du Pont De Nemours and Company

* *Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

This market covers packaging features and solutions that help brands reduce counterfeiting by enabling authentication, traceability, and tamper evidence on product packs across major end users.

Scope exclusions: We do not count losses from counterfeiting, enforcement costs, or broader brand protection software that is not tied to packaging components.

Segmentation Container

* By Technology* Trace and Track

* Tamper-Evident

* Covert

* Overt

* Forensic Markers

- * By Usage Feature* Serialization Codes
- * RFID / NFC Tags
- * Holographic Seals
- * Digital Watermarks
- * By Packaging Component* Labels and Tags
- * Security Inks and Coatings
- * Films and Pouches
- * Holograms
- * Other Packaging Component
- * By Packaging Format* Blister Packs
- * Bottles
- * Cartons
- * Flexible Packs
- * Other Packaging Format
- * By End-User Industry* Food and Beverage
- * Healthcare and Pharmaceuticals
- * Industrial and Automotive
- * Consumer Electronics
- * Other End-User Industry
- * By Geography* North America* United States
- * Canada
- * Mexico
- * Europe* Germany
- * United Kingdom
- * France
- * Italy
- * Spain
- * Russia
- * Rest of Europe
- * Asia-Pacific* China
- * India
- * Japan
- * South Korea
- * Australia and New Zealand
- * Rest of Asia-Pacific
- * Middle East and Africa* Middle East* United Arab Emirates
- * Saudi Arabia
- * Turkey
- * Rest of Middle East
- * Africa* South Africa
- * Nigeria
- * Egypt
- * Rest of Africa
- * South America* Brazil
- * Argentina
- * Rest of South America

Frequently Asked Questions

What is the current Anti-Counterfeit Packaging market size?

The Anti-Counterfeit Packaging market size reached USD 222.14 billion in 2026 an

d is forecast to hit USD 388.69 billion by 2031 at a 11.84% CAGR.

Which technology leads the Anti-Counterfeit Packaging market?

Trace and Track serialization systems lead, holding 32.12% share in 2025, due to mandatory compliance in pharmaceuticals and fast-moving consumer goods.

Which region grows the fastest in Anti-Counterfeit Packaging?

Asia-Pacific posts the highest 15.72% CAGR to 2031, propelled by China's new labeling laws and India's QR-code drug mandates.

How are brands integrating digital features into packs?

Companies blend QR codes, NFC tags, and digital watermarks with cloud platforms, letting consumers verify authenticity through smartphones while brands collect engagement data.

What restrains wider Anti-Counterfeit Packaging adoption?

High capital outlays for retrofitting serialization hardware and inconsistent coding standards across countries slow smaller manufacturers' implementation pace.

Who are key players in the Anti-Counterfeit Packaging industry?

Major suppliers include Avery Dennison, 3M, CCL Industries, SICPA, AlpVision, and Digimarc, each leveraging unique combinations of labels, RFID, inks, or digital watermarks to protect products.