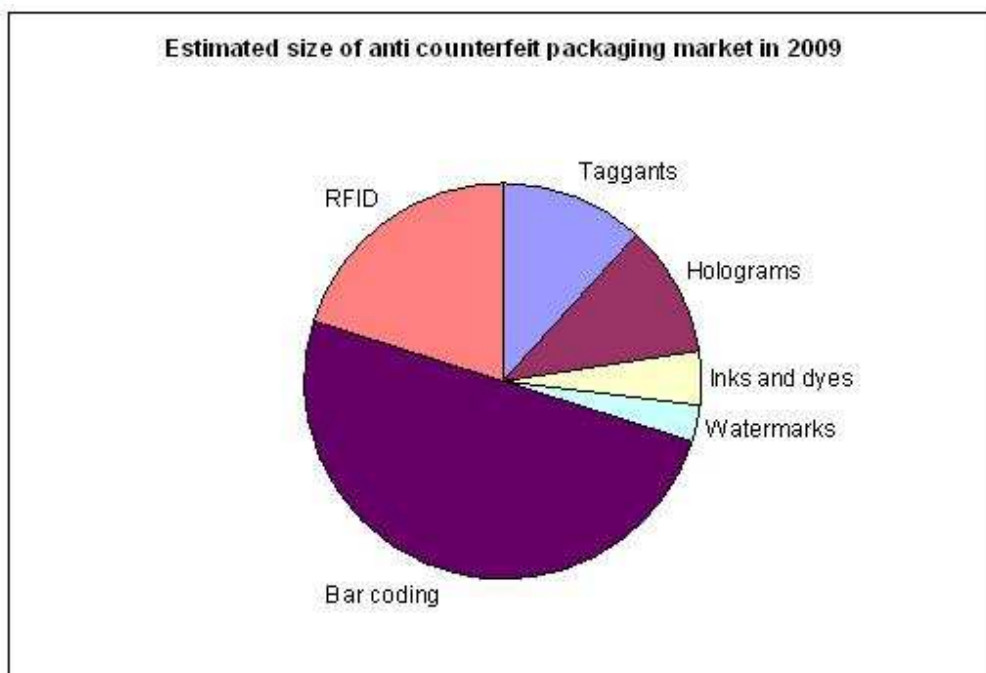


Anti counterfeit Has Immense Growth Potential in the Asian Market

Increasing cases of counterfeiting have resulted in implementation of anti counterfeit technologies. Anti counterfeit technologies are of two types namely authentication packaging and track and trace packaging technologies. North America holds a major share of the global anti counterfeit market. Asia has the highest growth rate due to untapped market and significant level of counterfeiting. Europe has a lower growth rate due to a relatively lower number of cases of counterfeiting.

The anti counterfeit packaging market is driven by the increasing awareness about counterfeiting and its financial losses caused by it. The major challenges faced by the anti counterfeit market is the high cost involved in implementing the technologies and apprehension amongst the manufacturers about the extent of security provided by these technologies. However, this market has immense growth potential in emerging economies in the Asian market which is an untapped market.

The global anti counterfeit packaging market is expected to be worth US\$79.3 billion by 2014, growing at an estimated CAGR of 8.6% from 2009 to 2014. Bar code forms the largest market segment; and is expected to reach US\$26 billion by 2014. However, as the bar code market is attending maturity it is growing at a very low CAGR of 0.4% for the same period. RFID market has the highest growth potential and is expected to grow with a CAGR of 20.2% for the same period. Key players are Impinj, Inc, Intermec Inc, Sun Chemical, InkSure Technologies Inc., Digimarc Corp, and Cfc International, Inc.



Source: MarketsandMarkets



The accompanying table indicates the estimated market size of anti counterfeiting packaging technologies in 2009. The market for bar code is expected to have the maximum market share followed by the RFID technology. The patent analysis of anti counterfeit packaging market indicates that maximum number of patents have been registered for RFID tags, which accounts for 46% of the total number of patents registered. Holograms are second with 29%, followed by watermarks with 14% of the total number of patents registered. Geography-wise, the U.S. accounts for 45% of the total patents registered in anti counterfeit followed by Europe with 31%.