
Description: The malpractices of counterfeiting activities are majorly associated with premium products as they carry high revenue benefits and a lower risk. The counterfeiting practices of clothing and accessories are rapidly changing from physical markets to e-commerce portals. The global anti-counterfeit clothing and accessories packaging market accounted for a revenue of $12 billion in 2014 and is expected to reach $20.5 billion by 2020, registering a CAGR of 9.9% over the forecast period.

Presently, the counterfeiting rates of clothing and accessories impedes the financial growth of fashion and luxury goods industry. To overcome counterfeiting practices, authentication technologies are highly preferred techniques for low-cost products. The growing trend of multilayered product protection for fashion accessories would largely boost to the authentication technology market. Local manufactures form the key user segment of economic authentication technologies. A high demand is estimated for the segment of cost-effective authentication technologies during the forecast period. A large adoption of track and trace technologies by manufacturers of premium fashion wear and accessories is observed in the market. Barcode technology was the highest revenue-generating segment in 2014 and is expected to sustain its market share during the forecast period. Among all the track and trace technologies, the economic pricing of barcode technology is a factor that would drive its market growth. Also, the segment of RFID and m-pedigree technologies hold promising opportunities for premium product tracking.

The growth of fashion and luxury industry across developed regions was largely hampered by the recessionary economic conditions. Leading companies across these regions are capitalizing on newer opportunities through expansion in emerging economies. North America and Europe were the highest revenue-generating regions; collectively contributing to 84% of the global market in 2014. Also, there are potential opportunities for players in emerging economies, particularly in the BRIC countries. All the factors mentioned above along with the increased product vigilance of manufacturers would increase the demand for advanced and cost-effective anti-counterfeit solutions. Key players profiled in the report include Alien Technology Corp., AlpVision, Zebra Technologies Corp., Avery Dennison Corp., Microtrace Solutions, Impinj Incorporation, Applied DNA Science Inc., Brand Integrity International, and RDS Labels.

KEY BENEFITS

- The report highlights key market drivers and restraints across all verticals of the anti-counterfeit packaging market
- SWOT analysis helps study the internal environment of the leading companies, effectively, for strategy formulation
- Porter’s five forces analysis examines the competitive structure of the global anti-counterfeit technologies market and would help market strategists in making informed decisions
- The report describes the market intellect along with the current trends and revenue for the period 2014-2020

KEY MARKET SEGMENTS

Global anti-counterfeit technology market is categorized into

MARKET BY TECHNOLOGIES

Authentication technology

- Ink and dyes
- Holograms
- Watermarks
- Taggants
Track and trace technology
- Barcode technology
- RFID technology

MARKET BY GEOGRAPHY
- North America
- Europe
- Asia-Pacific
- LAMEA

Contents: CHAPTER 1 INTRODUCTION
1.1 Report Description
1.2 Key Benefits
1.3 Key Market Segments
1.4 Research Methodology
1.4.1 Secondary Research
1.4.2 Primary Research
1.4.3 Analyst Tools and Models

CHAPTER 2 EXECUTIVE SUMMARY
2.1 CXO Perspective
2.2 Market Beyond What to Expect by 2025 ($million)
2.2.1 Moderate Growth Scenario
2.2.2 Rapid Growth Scenario
2.2.3 Diminishing Growth Scenario

CHAPTER 3 MARKET OVERVIEW
3.1 Market Definition & Scope
3.2 Counterfeit Affected Countries and Scenario
3.2.1 Counterfeiting in Germany
3.2.2 Counterfeiting in Canada
3.3 Anti-Counterfeit Packaging Method
3.3.1 Primary Packaging
3.3.2 Secondary Packaging
3.3.3 Tertiary Packaging
3.4 Key Findings
3.4.1 Top Factors Impacting Anti Counterfeit Packaging Market
3.4.2 Top Investment Pockets
3.5 Regulatory Issues, Legislations and Authorities
3.5.1 Regulations for Anti-Counterfeit Packaging in United States
3.5.1.1 U.S. authorities taking Initiatives against counterfeiting
3.5.1.2 U.S. Laws
3.5.2 Regulations for Anti-Counterfeit Packaging in Europe
3.5.2.1 Initiatives from European countries
3.6 Porter `S Five Forces Model of Anti-Counterfeit Packaging Market
3.6.1 Low Bargaining Power of Suppliers
3.6.2 High Bargaining Power of Buyers
3.6.3 Intense Competitive Rivalry
3.6.4 Higher Threats of Substitute Products
3.6.5 Lesser Threats from New Entrants
3.7 Case Studies
3.7.1 Implementing Anticounterfeit Products
3.7.2 Anti-counterfeit: US Fashion House
3.8 Market Dynamics
3.8.1 Drivers
3.8.1.1 Advance technology in tracking
3.8.1.2 Favorable government intervention
3.8.1.3 Adoption of item level RFID technologies
3.8.2 Restraints
3.8.2.1 Impact on product distribution process
3.8.2.2 High cost of infrastructure setup
3.8.3 Opportunities
3.8.3.1 Multiple application of Track and trace technologies
3.8.3.2 Collaborative approach by companies

CHAPTER 4 GLOBAL ANTI-COUNTERFEIT PACKAGING (CLOTHING AND ACCESSORIES) MARKET BY TECHNOLOGIES

4.1.1 Market Dynamics
4.2 Authentication Packaging Technology
4.2.1 Global Anti-Counterfeit Authentication Packaging Technology Market by Geography
4.2.2 Global Anti-Counterfeit Authentication Packaging Technology Market by Type
4.2.3 Ink and dyes
4.2.4 Holograms
4.2.4.1 Global anti-counterfeit hologram packaging technology market by types
4.2.4.2 Global anti-counterfeit hologram packaging technology (Clothing and Accessories) market by geography
4.2.4.3 Overt holograms
4.2.4.3.1 GLOBAL ANTI-COUNTERFEIT OVERT HOLOGRAM PACKAGING (CLOTHING AND ACCESSORIES) TECHNOLOGY MARKET BY GEOGRAPHY
4.2.4.4 Covert hologram
4.2.4.4.1 GLOBAL ANTI-COUNTERFEIT COVERT HOLOGRAM PACKAGING TECHNOLOGY (CLOTHING AND ACCESSORIES) MARKET BY GEOGRAPHY
4.2.5 Watermarks
4.2.5.1 Global anti-counterfeit watermark packaging technology (Clothing and Accessories) market by type
4.2.5.2 watermark packaging technology (Clothing and Accessories) market by geography
4.2.5.3 Physical paper watermark
4.2.5.3.1 PHYSICAL PAPER WATERMARK MARKET BY GEOGRAPHY
4.2.5.4 Digital watermark
4.2.5.4.1 GLOBAL ANTI-COUNTERFEIT DIGITAL WATERMARK PACKAGING TECHNOLOGY (CLOTHING AND ACCESSORIES) MARKET BY GEOGRAPHY
4.2.6 Taggants
4.2.6.1 Global anti-counterfeit taggants packaging technology market by types
4.3 Track and Trace Packaging Technology
4.3.1 Global Anti-Counterfeit Track & Trace Packaging Technology Market by Geography
4.3.2 Anti-Counterfeit Track & Trace Technology (Clothing and Accessories) Market by Types
4.3.3 Barcode Technology
4.3.3.1 Global anti-counterfeit barcode packaging technology (Clothing and Accessories) market by geography
4.3.4 RFID Technology
4.3.4.1 Global RFID anti-counterfeit packaging technology (Clothing and Accessories) market by types
4.3.4.2 Global RFID anti-counterfeit packaging technology market by geography
4.3.4.3 Ultra-high frequency RFID
4.3.4.3.1 BENEFITS OF UHF RFID
4.3.4.4.2 GLOBAL ULTRA-HIGH FREQUENCY RFID ANTI-COUNTERFEIT PACKAGING TECHNOLOGY MARKET BY GEOGRAPHY
4.3.4.4 High frequency RFID
4.3.4.4.1 GLOBAL HIGH FREQUENCY RFID ANTI-COUNTERFEIT PACKAGING TECHNOLOGY (CLOTHING AND ACCESSORIES) MARKET BY GEOGRAPHY

CHAPTER 5 GLOBAL ANTI-COUNTERFEIT PACKAGING (CLOTHING AND ACCESSORIES) MARKET BY
GEOGRAPHY

5.1 Global Anti-Counterfeit Packaging (Clothing and Accessories) Market by Geography
5.2 Market Dynamics
5.3 North America
5.3.1 North America Anti-Counterfeit Packaging (Clothing and Accessories) Market by technology
5.4 Europe
5.4.1 Europe Anti-Counterfeit Packaging (Clothing and Accessories) Market by technology
5.5 Asia-Pacific
5.5.1 Asia-Pacific Anti-Counterfeit Packaging (Clothing and Accessories) Market by Technology
5.6 LAMEA
5.6.1 LAMEA Anti-Counterfeit Packaging (Clothing and Accessories) Market by technology

CHAPTER 6 COMPANY PROFILES

6.1 Alien Technology Corp.
6.1.1 Company Overview
6.1.2 Company Snapshot
6.1.3 SWOT Analysis of Alien Technology Corp.
6.2 AlpVision
6.2.1 Company Overview
6.2.2 Company Snapshot
6.2.3 SWOT Analysis of AlpVision.
6.3 Zebra Technologies Corp.
6.3.1 Company Overview
6.3.2 Company Snapshot
6.3.3 Key Financials of Zebra Technologies Corp.
6.3.4 SWOT Analysis of Zebra Technologies Corp.
6.4 Avery Dennison Corp.
6.4.1 Company Overview
6.4.2 Company Snapshot
6.4.3 Key Financials of Avery Dennison Corp.
6.4.4 Key Strategies of Avery Dennison Corp.
6.4.5 SWOT Analysis of Avery Dennison Corp.
6.5 Microtrace Solutions
6.5.1 Company Overview
6.5.2 Company Snapshot
6.5.3 Key Strategies of Microtrace Solutions
6.5.4 SWOT Analysis of Microtrace Solutions
6.6 Impinj Incorporation
6.6.1 Company Overview
6.6.2 Company Snapshot
6.6.3 Key Strategies of Impinj Inc.
6.6.4 SWOT Analysis of Impinj Inc.
6.7 Datamax-O'Neil (Honeywell)
6.7.1 Company Overview
6.7.2 Company Snapshot
6.7.3 SWOT Analysis of Datamax-O'Neil
6.8 Applied DNA Sciences, Inc.
6.8.1 Company Overview
6.8.2 Company Snapshot
6.8.3 Key Financials of Applied DNA Sciences, Inc.
6.8.4 Key Strategies of Applied DNA Sciences, Inc.
6.8.5 SWOT Analysis of Applied DNA Sciences, Inc.
6.9 Brand Integrity International Pty Ltd
6.9.1 Company Overview
6.9.2 Company Snapshot
6.9.3 SWOT Analysis of Brand International Pty. Ltd.
6.10 RDS Labels
6.10.1 Company Overview
6.10.2 Company Snapshot
6.10.3 SWOT Analysis of RDS Labels
List of Figures

Fig. 1 Top Impacting Factors, Moderate Growth Scenario (2020-2025)
Fig. 2 Top Impacting Factors, Rapid Growth Scenario (2020-2025)
Fig. 3 Top Impacting Factors, Diminishing Growth Scenario (2020-2025)
Fig. 4 Type Of Consumer Goods Packaging
Fig. 5 Comparative Analysis Of Anti-Counterfeiting By Technology
Fig. 6 Top Factors Impacting Anti-Counterfeit Packaging Market From 2014-2020
Fig. 7 Top Investment Pockets In Anti-Counterfeit Packaging Technology Market (2014 2020)
Fig. 8 Porter’s Five Forces Model Of Anti-Counterfeit Packaging Market
Fig. 9 Qr Code Adoption By Gender In Europe(2011)
Fig. 10 Bar Code Scanning By Location In Europe(2011)
Fig. 11 Swot Analysis Of Alien Technology Corp.
Fig. 12 Swot Analysis Of Alpvision
Fig. 13 Financial Revenues Of Zebra Technologies Corp. By Geographies (2013)
Fig. 14 Swot Analysis Of Zebra Technologies Corp.
Fig. 15 Financial Revenues Of Avery Dennison Corp. By Geography(2014)
Fig. 16 Swot Analysis Of Avery Dennison Corp.
Fig. 17 Swot Analysis Of Microtrace Solutions
Fig. 18 Swot Analysis Of Impinj Inc.
Fig. 19 Swot Analysis Of Datamax-Oneil
Fig. 20 Applied Dna Sciences, Inc. Revenues ($Million) (2012-2014)
Fig. 21 Swot Analysis Of Applied Dna Sciences, Ind.
Fig. 22 Swot Analysis Of Brand International Pty. Ltd.
Fig. 23 Swot Analysis Of Rds Labels

List Of Tables

Table 1 Global Anticounterfeit Packaging (Clothing And Accessories) Market Moderate Growth Scenario, Revenue By Geography, 2020-2025 ($Million)
Table 2 Global Anticounterfeit Packaging (Clothing And Accessories) Market Rapid Growth Scenario Revenue By Geography, 20202025 ($Million)
Table 3 Global Anticounterfeit Packaging (Clothing And Accessories) Market Diminishing Growth Scenario Revenue By Geography, 20202025 ($Million)
Table 4 Global Anti-Counterfeit Packaging (Clothing And Accessories) Market By Technology, 2014-2020, ($Million)
Table 5 Global Anti-Counterfeit Authentication Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 6 Global Anti-Counterfeit Authentication Packaging Technology (Clothing And Accessories) Market By Type, 2014-2020 ($Million)
Table 7 Global Anti-Counterfeit Ink & Dyes Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 8 Global Anti-Counterfeit Hologram Packaging Technology (Clothing And Accessories) Market By Types, 2014-2020 ($Million)
Table 9 Global Anti-Counterfeit Hologram Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 10 Global Anti-Counterfeit Overt Hologram Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 11 Global Anti-Counterfeit Covert Hologram Packaging Technology (Clothing And Accessories) Market By Geography 2014-2020 ($Million)
Table 12 Global Anti-Counterfeit Watermark Packaging Technology (Clothing And Accessories) Market By Type, 2014-2020 ($Million)
Table 13 Global Anti-Counterfeit Watermark Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 14 Physical Paper Watermark Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 15 Global Anti-Counterfeit Digital Watermark Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 16 Global Anti-Counterfeit Packaging Technology (Clothing And Accessories) Market By Types, 2014-2020 ($Million)
Table 17 Global Anti-Counterfeit Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 18 Global Anti-Counterfeit Track & Trace Packaging Technology (Clothing And Accessories) Market By
Geography, 2014-2020 ($Million)
Table 19 Global Anti-Counterfeit Track & Trace Packaging Technology (Clothing And Accessories) Market By Types, 2014-2020 ($Million)
Table 20 Global Anti-Counterfeit Barcode Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 21 E-Pedigree Data For Apparel Products
Table 22 Global Anti-Counterfeit RFID Packaging Technology (Clothing And Accessories) Market By Types, 2014-2020 ($Million)
Table 23 Global Anti-Counterfeit RFID Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 24 Global Anti-Counterfeit Ultra High Frequency RFID Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 25 Global Anti-Counterfeit High Frequency RFID Packaging Technology (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 26 Global Anti-Counterfeit Packaging (Clothing And Accessories) Market By Geography, 2014-2020 ($Million)
Table 27 Global Anti-Counterfeit Packaging (Clothing And Accessories) Market Dynamic By Geography
Table 28 North America Anti Counterfeit Packaging Technology (Clothing And Accessories) Market, By Type 2014-2020 ($Million)
Table 29 Europe Anti Counterfeit Packaging Technology (Clothing And Accessories) Market, By Type, 2014-2020 ($Million)
Table 30 Asia-Pacific Anti Counterfeit Packaging (Clothing And Accessories) Market, By Types, 2014-2020 ($Million)
Table 31 Lamea Anti Counterfeit Packaging Technology (Clothing And Accessories) Market, By Type, 2014-2020 ($Million)
Table 32 Alien Technology Corp. Company Snapshot
Table 33 Alpvision Company Snapshot
Table 34 Zebra Technologies Corp. Company Snapshot
Table 35 Avery Dennison Corp. Company Snapshot
Table 36 Microtrace Solutions Company Snapshot
Table 37 Impinj Inc. Company Snapshot
Table 38 Datamax-Oneil Company Snapshot
Table 39 Applied DNA Sciences, Inc. Company Snapshot
Table 40 Brand Integrity International Pty Ltd Company Snapshot
Table 41 RDS Labels Company Snapshot

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