

# The Gift of Authenticity

Consumers worry about product authenticity. Help them buy real products this season.



# Brand Integrity Insights Survey

Consumers expect real products. Whether it's a luxury handbag or baby formula, they want to know the products they buy for themselves, and their families are authentic and safe. As we move into the holidays when consumers will be shopping more than ever, and with news of counterfeit seizures at the border making consumers wary, product authenticity will be at the forefront of their minds. Our research shows just how much inauthentic goods can shift their perception of the brands they buy.

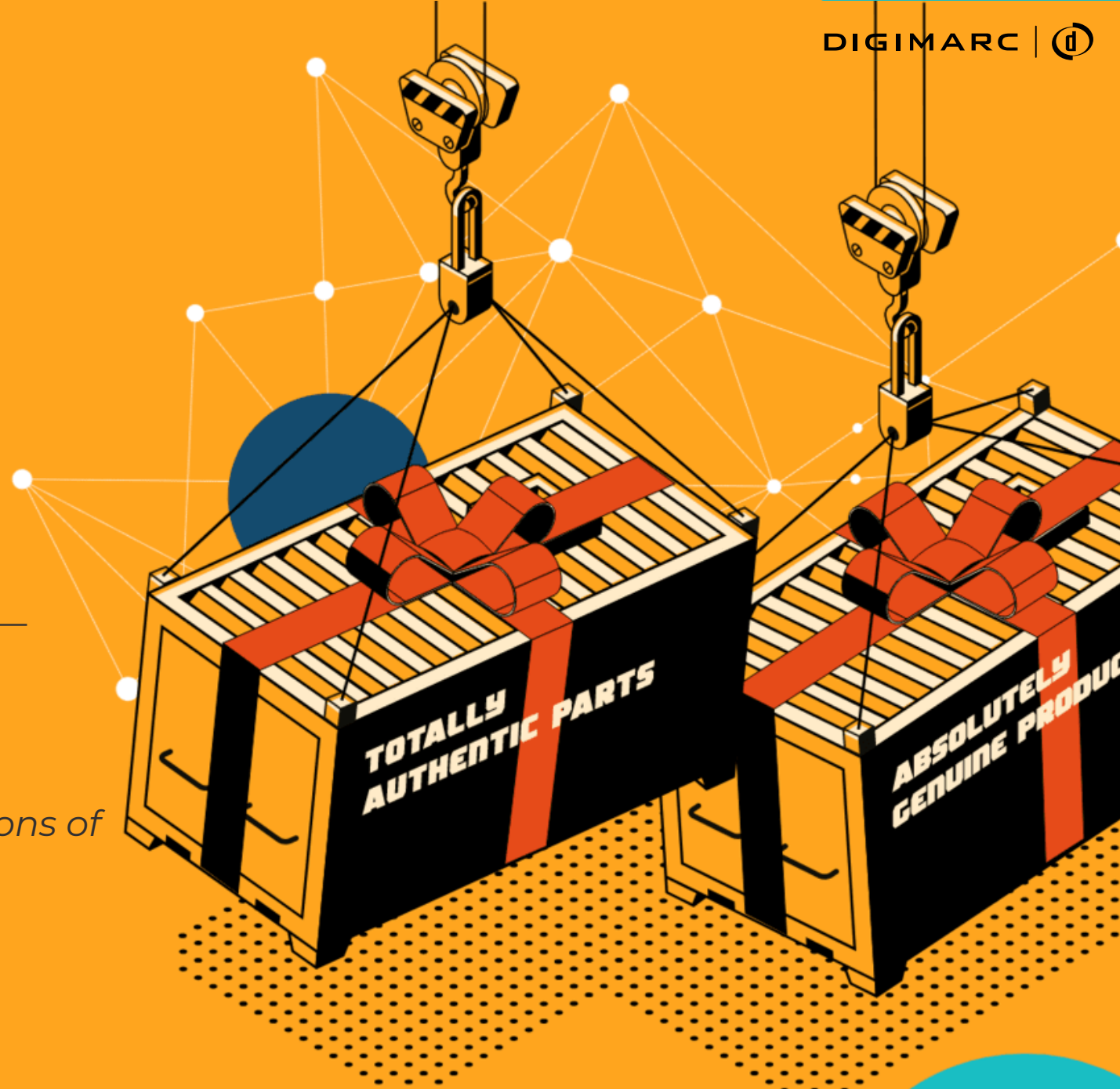
*\* SOURCE: Censuswide surveyed 4,064 general consumers in the United States and United Kingdom in an April 2022 poll sponsored by Digimarc*



# It's Got to Be Real

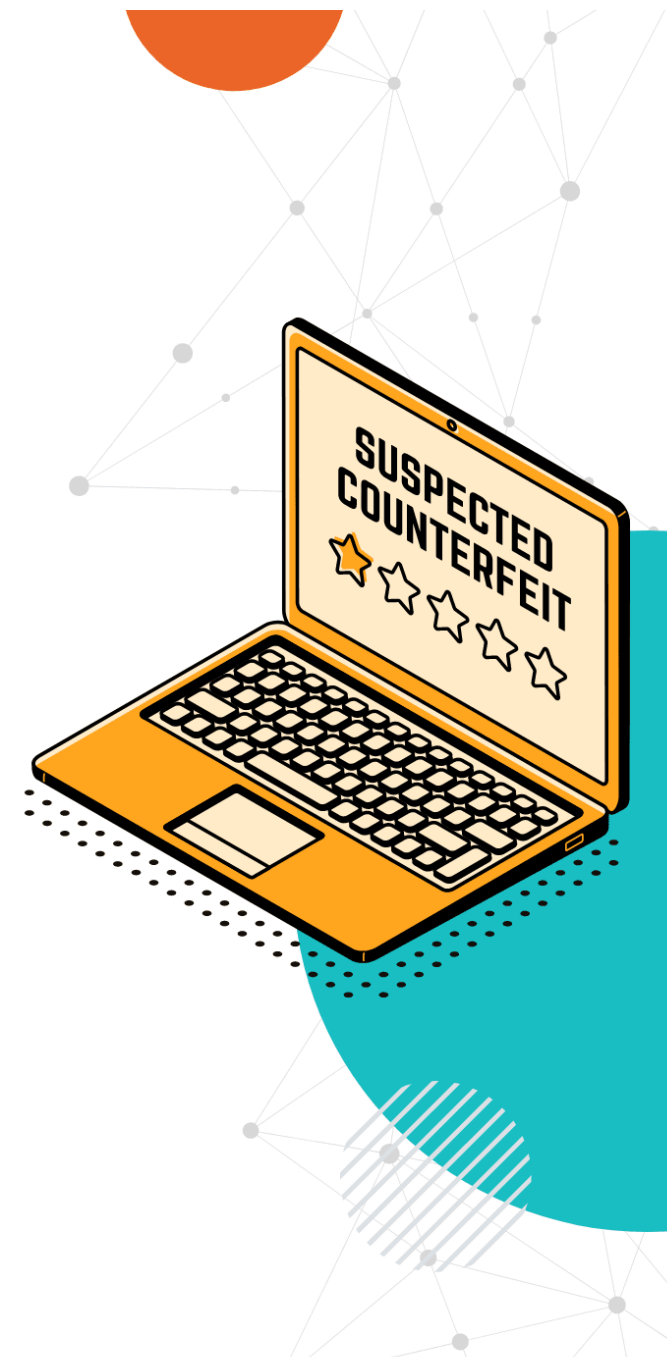
Authenticity. It's a trait we value — in ourselves, colleagues, and the products we buy.

*But recently, consumer perceptions of authenticity have shifted.*



# Online Shopping Spurs Quality Concerns

Online shopping may be easier, but 40% of consumers feel it's added to the sale of counterfeit goods. And, a third of them think social media has normalized cheaper products that may or may not be counterfeit. As such, shoppers are more worried about the quality of products in the marketplace.





# Consumers Everywhere Worry About Fakes

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**67%**

Consumers say they are concerned about product authenticity when buying goods for their home and family

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**56%**

Consumers say they are worried that the new products they buy are counterfeit

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**59%**

US consumers say they are worried the new products they buy are counterfeit

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**53%**

UK consumers say they are worried the new products they buy are counterfeit

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# It's Not Just One Industry

Consumers worry about bogus goods across industries, but there are some that cause more concern than others.





# From Food to Fashion

Percentage of consumers who worry about the authenticity of products for the following industries:

**83%**

Pharmaceuticals

**79%**

OTC Medication

**78%**

Apparel and Fashion

**78%**

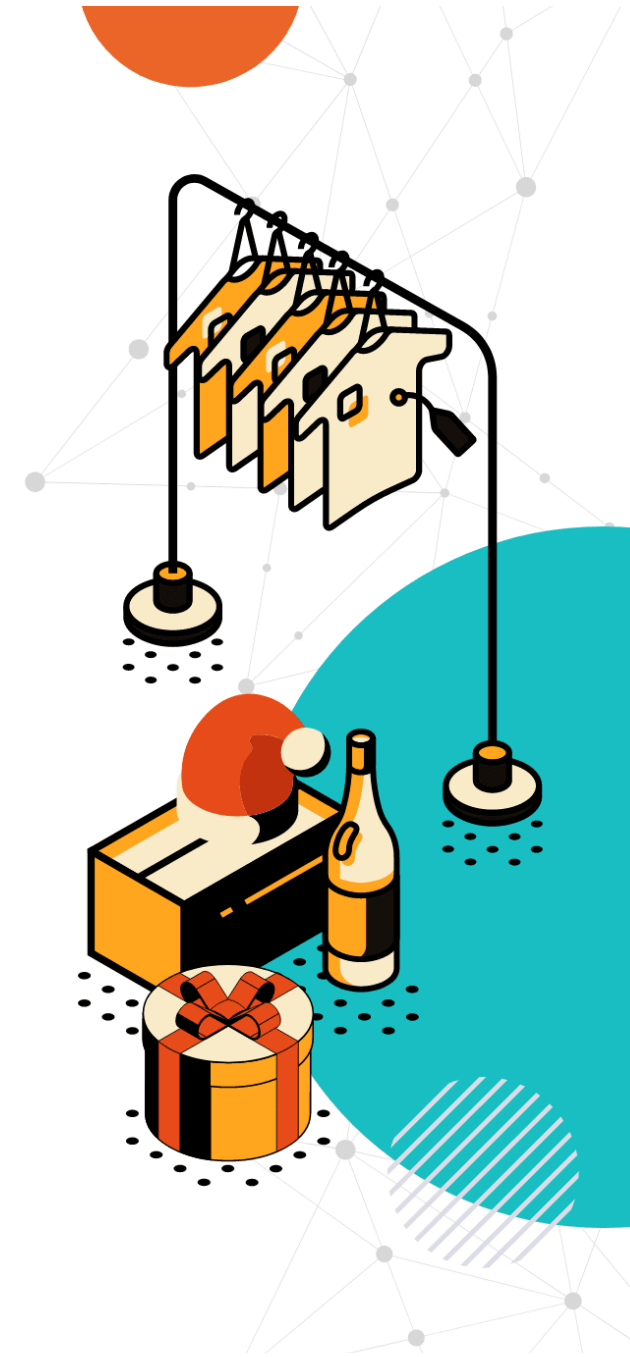
Chocolate and Confections

**57%**

Alcohol and Tobacco

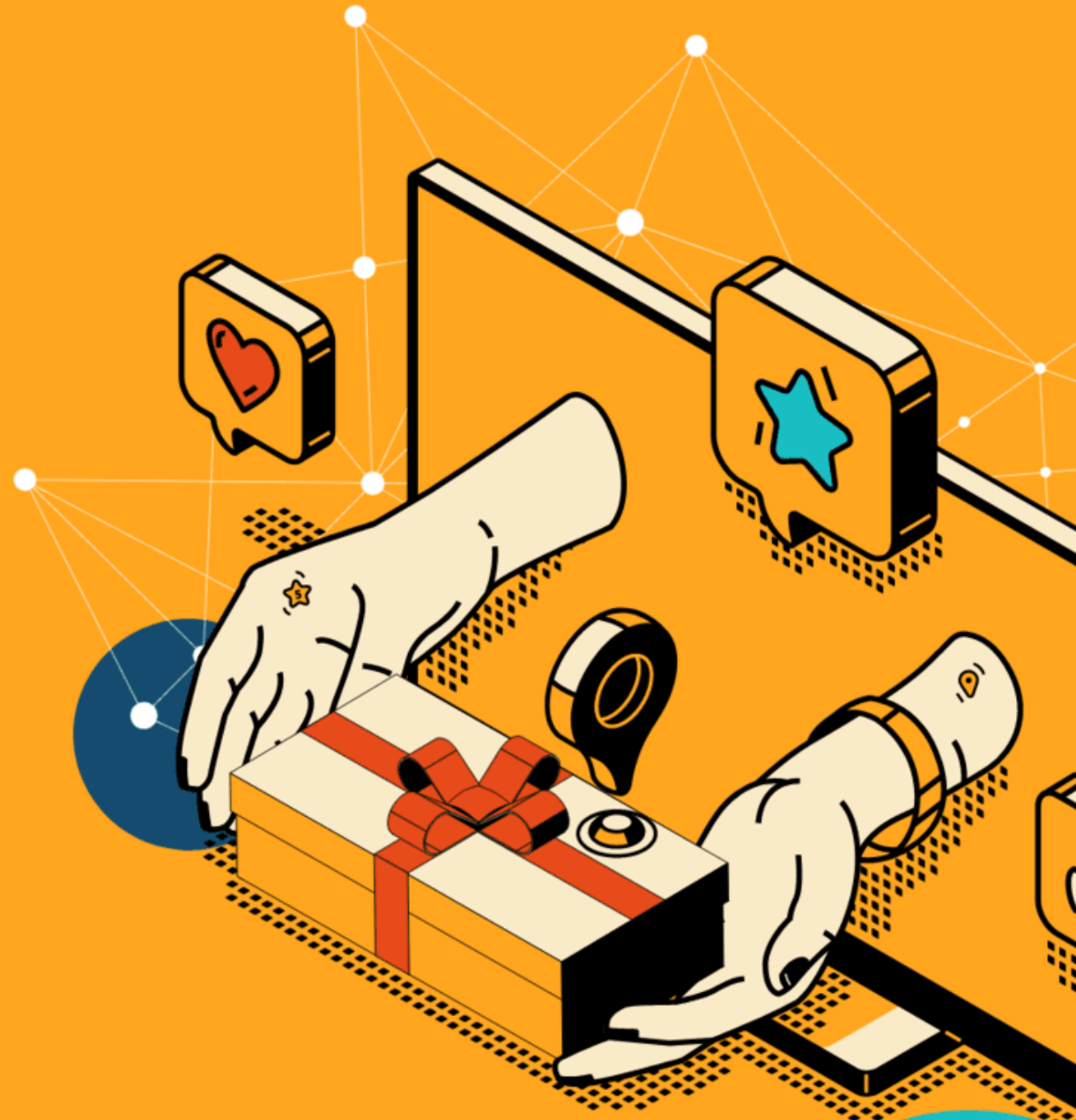
**55%**

Baby Food and Formula



# Certain Demographics Worry About Different Things

From Boomers to Gen Z, most expressed concerns about fake products. But they're not always concerned about the same things—or concerned to the same degree.







# Worries Across Generations

Boomers	Millennials	Gen Z
<b>87%</b> care about the authenticity of pharmaceuticals	<b>83%</b> care about the authenticity of luxury goods	<b>69%</b> care about the authenticity of luxury goods
<b>75%</b> are concerned whether the goods they buy for their family are genuine	<b>68%</b> care about the authenticity of baby food/formula	<b>51%</b> worry about whether the goods they buy for their family are authentic

# Why They Care

Consumers want products that are the real deal so they know they are getting safe, healthy, and effective products. That's why 64% of consumers worry about the risks of using counterfeit products.

*Find out which products they are most concerned about*



# Angst About Health and Safety

Percentage of consumers who care about the health and safety of themselves and loved ones when buying goods by category:

**85%**

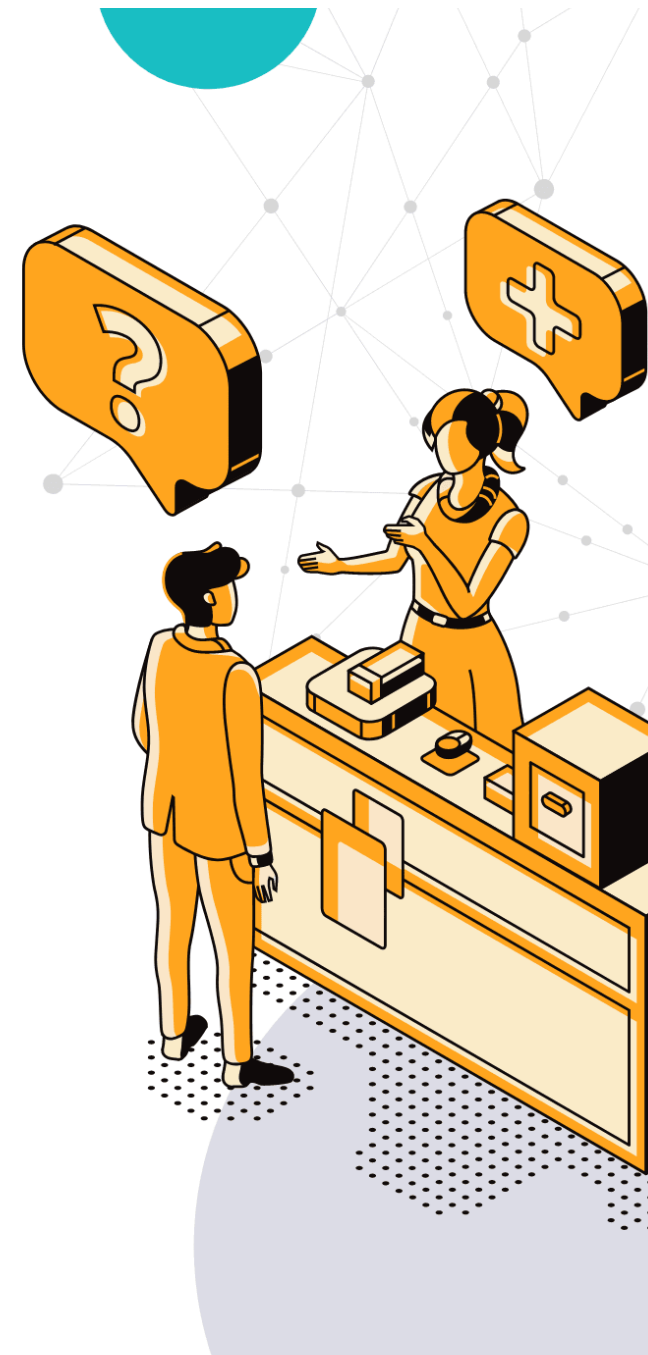
food and beverages

**84%**

consumer goods

**79%**

aftermarket auto parts



# Transparency Is Key

When products are fake, consumers won't know its ingredients, where it was made, and other useful information. And they take transparency seriously — over 59% said transparency into how and where the product was made is important when buying goods.

*Learn what else they care about when it comes to product transparency.*





# Consumers Want to Know They're Buying Safe Products

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**84%**

say they care about the potential toxicity of the food and beverages they buy

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**75%**

say when buying apparel they care about what the product is made of

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**84%**

say they care that the pharmaceuticals they buy aren't expired or have been recalled

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# Integrity Is Essential

Consumers like certain brands for many reasons, but one of the biggest reasons is that brand's integrity. There's comfort in knowing that you can trust the brands you regularly buy from.

However, when consumers feel that a brand's integrity has diminished, their perception of that brand can change.





# Bogus Goods Can Sour Their Perception

**66%**

say if they purchased a product and discovered it was counterfeit, it would negatively affect how they perceived the brand they thought they were buying from

**55%**

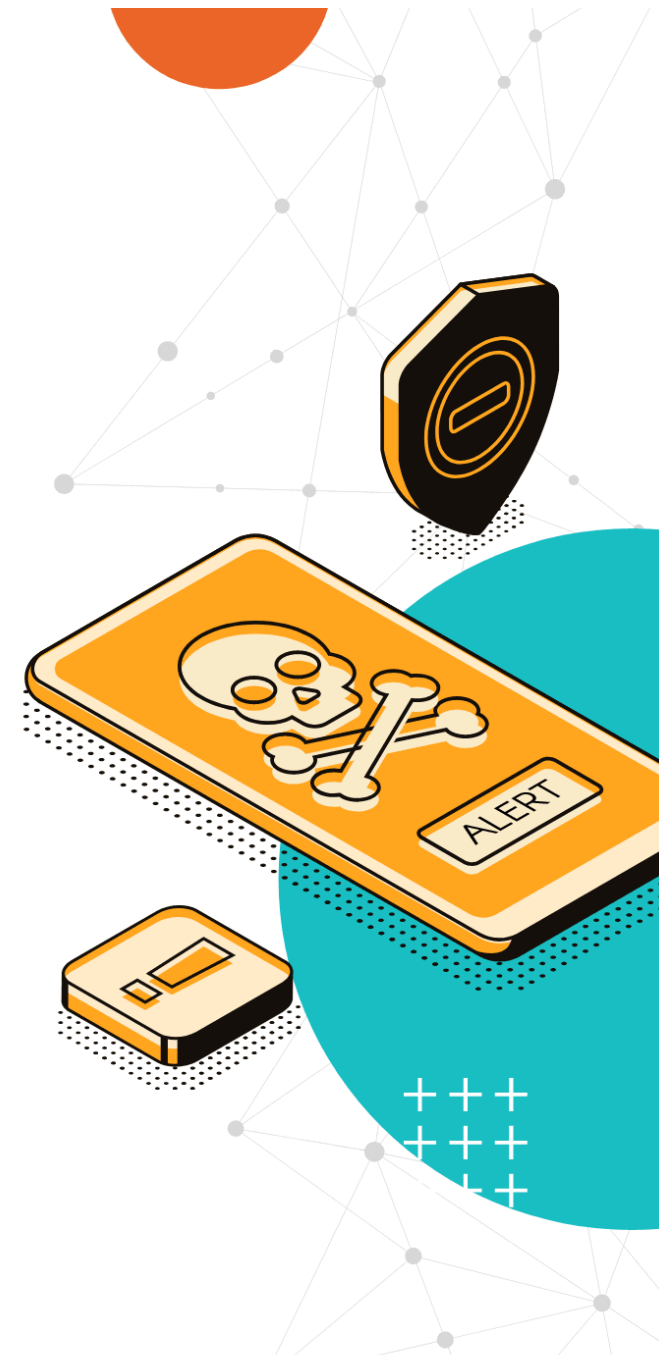
of US consumers say they wouldn't buy from a brand again if they bought a fake product

**45%**

of UK consumers say they wouldn't buy from a brand again if they bought a fake product

**47%**

say they wouldn't trust a brand if it had an issue with counterfeit products, whether they personally bought the product or not



# Negative Perceptions Translate into Reviews

In today's digital age, consumer reviews of virtually any brand are only a click away and can have serious influence over buying decisions.



# How Can Brands Protect Their Reputation?

Brands and consumers alike want product authenticity. Nearly half of consumers say they'd feel reassured they're buying an authentic product if they had a way to check the manufacturer's claims.

*Here's how you can help reassure them.*



# Use Familiar Technology

Consumers are open to using technology to verify product information using a method we're all familiar with — QR codes.

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**52%**

of Millennials say they've used QR codes more over the last two years

**40%**

say QR codes have the potential to validate a product's authenticity and origin

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**64%**

say they'd be happy to scan a QR code if it gave them information quickly and easily

**36%**

say QR codes have the potential to prove a product's authenticity

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# Take A Multi-Layered Approach

Digitizing products with QR codes is a great starting point. But when coupled with a product cloud and covert digital watermarks, brands can gain even greater visibility into their products and let their consumers do the same.

*How can Digimarc help your brand?*





# An Innovative Solution

Digimarc Validate protects your reputation by giving your packaging a digital presence connected to a cloud-based record of its journey powered by the Digimarc Illuminate platform. Now, you can prove your products' authenticity, uncover counterfeits, and gain insight into your supply chain.



# Digimarc Validate

## Features and Benefits

### Features

Suite of tools for digital watermarking and quality control

Multifactor authentication of products with QR codes

In-field evidence capturing capabilities, including photo and note attachments

Cloud-based record of current and historical authentication information

### Benefits

Protect your products with advanced security features that are difficult to circumvent

Gain exponentially more protection with multifactor authentication

Allow brand inspectors, customs agents, and consumers to easily authenticate products from anywhere with a smartphone or digital device

Access consolidated product authentication and consumer engagement information anytime and anywhere



# Protect Your Brand Integrity

Digimarc Validate protects product authenticity to ensure real products are in the right place. It's powered by the Digimarc Illuminate platform, which enables businesses to see their products' past and present so they can make intelligent decisions about their future.

[Learn More](#) →

