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Global Digital Product Passport (DPP) Market Size Study, by Offering (Software, Services), by Focus Area (Sustainability, Circular Economy, Compliance), by Lifecycle Stage (Manufacturing, Distribution, Usage, End-of-Life), by End User (Fashion & Textiles, Electronics, Automotive, Others), and Regional Forecasts 2022-2032

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Abstracts

The global Digital Product Passport (DPP) market is poised for substantial expansion, with its valuation projected to grow from USD 127.59 million in 2023 to USD 3775.31 million by 2032, reflecting an impressive CAGR of 45.7% over the forecast period. Digital Product Passports (DPPs) represent a revolutionary innovation that ensures transparency, traceability, and regulatory compliance throughout a product's lifecycle. This emerging digital framework, backed by blockchain, IoT, and AI-driven analytics, facilitates the seamless integration of sustainability and circular economy principles across various industries.

The rapidly evolving regulatory landscape—particularly in Europe and North America—is a primary catalyst for DPP adoption. The EU Ecodesign for Sustainable Products Regulation (ESPR) and EU Battery Regulation mandate end-to-end lifecycle tracking for industries such as automotive, electronics, and textiles, driving market penetration. Meanwhile, corporate sustainability initiatives are accelerating DPP integration, with major fashion brands like Stella McCartney, Adidas, and Burberry leveraging digital tracking mechanisms to ensure authenticity, ethical sourcing, and recyclability. Beyond compliance, consumer preferences for sustainable, ethically sourced products are compelling businesses to adopt DPP-based transparency solutions.

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The distribution segment is anticipated to exhibit the fastest growth rate during the forecast period, fueled by supply chain complexities, counterfeit prevention, and cross-border regulatory compliance. Blockchain-powered DPPs offer real-time authentication and tracking for pharmaceuticals, luxury goods, and high-value electronics, mitigating risks related to fraudulent activities and unauthorized distribution. Moreover, battery passports in the automotive sector are gaining traction, enabling compliance with EV sustainability frameworks and carbon footprint reduction mandates.

The fashion & textiles industry will continue to dominate the DPP market in 2024 and beyond, due to stringent sustainability regulations and growing consumer expectations for transparency. The EU Strategy for Sustainable and Circular Textiles compels manufacturers to disclose material composition, production processes, and recycling potential. Additionally, luxury brands are deploying DPP-based authentication to combat counterfeiting, with Burberry and Prada integrating blockchain-backed digital records to verify the provenance of organic cotton, sustainable leather, and recycled fabrics.

Regionally, Europe leads the Digital Product Passport market, driven by robust policy enforcement and corporate sustainability programs. However, Asia-Pacific is poised to emerge as the second-largest market, with countries like China, Japan, and South Korea investing heavily in DPP solutions for supply chain traceability and sustainability compliance. Notably, Chinese tech giants like Huawei are implementing blockchain-based DPP systems in electronics, while Toyota and Hyundai are leveraging lifecycle tracking for EV batteries to align with global decarbonization targets.

Major Market Players Included in This Report:

Siemens (Germany)

Circulor (UK)

Kezzler (Norway)

iPoint-systems (Germany)

DNV (US)

Optel Group (Canada)

Arianee (France)

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Circularise (Netherlands)

The ID Factory (Italy)

Scantrust (Switzerland)

Qliktag (US)

Renoon (Netherlands)

Spherity (Germany)

Pathway Digital Products (UK)

ASM Global (India)

The Detailed Segments and Sub-Segment of the Market Are Explained Below:

By Offering

Software

Services

By Focus Area

Sustainability

Circular Economy

Compliance

By Lifecycle Stage

Manufacturing

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- Distribution
- Usage
- End-of-Life

By End User

- Fashion & Textiles
- Electronics
- Automotive
- Others

By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain

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Rest of Europe

Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

Rest of the World (RoW)

Years considered for the study are as follows:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years (2022-2032).

Annualized revenue and regional-level analysis for each market segment.

Detailed geographical landscape with country-level analysis of major regions.

Competitive landscape with market share insights from leading players.

Analysis of key business strategies and recommendations for future market

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positioning.

Competitive structure evaluation with SWOT analysis of major companies.

Demand-side and supply-side assessment of the market.

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