

# **Global Smart Packaging Market Size study & Forecast, by Type (Active Packaging, Intelligent Packaging, Modified Atmosphere Packaging), by Application (Food & beverage, Personal care, Automotive, Healthcare, Others), by Material (Solid, Liquid) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Smart Packaging Market is valued approximately USD 41.5 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 5.39% over the forecast period 2023-2030. Smart Packaging promotes transparency for the quick tracking and tracing of a product's actual position in the supply chain using unique barcodes, QR codes, or RFID technologies. The Smart Packaging market is expanding growing due to research into numerous F&B applications for nanotechnology, retailer and manufacturer need for shelf-stable and sustainable packaging choices, and increased packaged food product consumption. Some of the major key players include Crown Holdings, Inc., Constar International Inc., are more focused on capitalizing on R&D for the better and improved product packaging output according to the product shelf-life requirements. Therefore, as technology improves and demand for connected experiences continues to grow, this market is likely to accelerate in the forthcoming decade.

Market expansion is being driven by a spike in the demand for smart packaging in the food industry. Smart packaging can be used in the food and beverage industry to track a product's location throughout transit, monitor its quality and freshness, and provide the consumer with information on its ingredients and nutritional value. This might improve the quality and safety of the goods as well as the shopping experience. According to Fao.org, in 2022, the global market value of food packaging was estimated to be worth about 363 billion U.S. dollars and it is anticipated to grow 512 billion U.S

dollars throughout the forecast period. Additionally, Online shopping is becoming more popular, and user-friendly packing solutions with tracking of data regarding shipment and delivery of the goods assist clients, providing profitable chances for the industry. E-commerce opens up new opportunities for the packaging industry also, Innovating packaging for the healthcare industry generates demand for smart packaging. However, high costs in mass applications can constraints the market from growing throughout the forecast period.

The key regions considered for the Global Smart Packaging Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 as growing demand for packaged food goods necessitates innovative packaging methods to maintain product safety, quality, and freshness. Furthermore, the growing popularity of e-commerce and home delivery services has increased demand for active and intelligent packaging solutions that may enable real-time tracking and communication for product delivery.

The Growth of food packaging valued as USD 92.3 million in 2020 and USD 117.2 million in 2025.

Asia Pacific is expected to grow significantly during the forecast period, owing to show lucrative growth due to high demands for packaged food and associated packaged products that require increased concerns and care in the logistics cycle.

92.3, 2020 117.2-2025

Major market player included in this report are:

3M

Avery Dennison Corporation

American Thermal Instruments

Temptime Corporation

Smartrac N.V.

BASF SE

Thin Film Electronics ASA

Stora Enso

International Paper

Amcor plc

Recent Developments in the Market:

In Feb 2021, JRI Company announced an increase in capacity by fully integrating Lab guard 3D equipment into the JRI-My Sirius system.

In March 2021, Amcor China has collaborated with JD Farm, to create the next generation of packaging for a more effective and interactive consumer engagement.

Global Smart Packaging Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Type, Application, Material, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Active Packaging

Intelligent Packaging

Modified Atmosphere Packaging

By Application:

Food & beverage

Personal care

Automotive

Healthcare

Others

By Material:

Solid

Liquid

**By Region:****North America**

U.S.

Canada

**Europe**

UK

Germany

France

Spain

Italy

ROE

**Asia Pacific**

China

India

Japan

Australia

South Korea

RoAPAC

**Latin America**

Brazil

Mexico

**Middle East & Africa**

Saudi Arabia

South Africa

Rest of Middle East &amp; Africa

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