

# Global Intelligent Connected Packaging Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Intelligent Connected Packaging market size is expected to reach \$ 70010 million by 2032, rising at a market growth of 5.3% CAGR during the forecast period (2026-2032).

Intelligent Connected Packaging (ICP) refers to a new type of packaging that integrates advanced technologies such as Internet of Things (IoT) sensors, radio frequency identification (RFID), near-field communication (NFC), and QR codes to enable real-time data collection, transmission, and interaction between the packaging, products, users, and brands. Unlike traditional packaging that only serves basic functions like protection and branding, ICP can monitor product status (such as temperature, humidity, and freshness), track logistics and supply chain information, provide product authentication to prevent counterfeiting, and enable direct interaction with consumers (such as product information inquiry, loyalty programs, and feedback collection). It serves as a bridge connecting physical products and digital systems, adding value to the entire product lifecycle, improving supply chain efficiency, enhancing consumer experience, and helping brands build closer relationships with their customers.

The demand for Intelligent Connected Packaging is growing rapidly, driven by the rising consumer demand for product transparency, safety, and personalized experiences, the need for brands to optimize supply chain management, reduce waste, and combat counterfeiting, and the widespread adoption of IoT and digital technologies across industries. Various sectors, including food and beverage, pharmaceuticals, cosmetics, and logistics, are increasingly adopting ICP to address pain points such as product spoilage, counterfeiting, and inefficient supply chain tracking. Meanwhile, significant business opportunities exist in this field: developing cost-effective, scalable ICP solutions tailored to small and medium-sized enterprises (SMEs); integrating advanced

technologies such as AI and big data to analyze collected data for predictive maintenance and consumer behavior insights; expanding applications in emerging sectors like healthcare and e-commerce; and offering value-added services such as data analytics, cloud-based monitoring platforms, and consumer engagement tools to help brands maximize the value of intelligent packaging, all of which drive the continuous growth of the intelligent connected packaging market.

This report studies the global Intelligent Connected Packaging demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Intelligent Connected Packaging, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Intelligent Connected Packaging that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Intelligent Connected Packaging total market, 2021-2032, (USD Million)

Global Intelligent Connected Packaging total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Intelligent Connected Packaging total market, key domestic companies, and share, (USD Million)

Global Intelligent Connected Packaging revenue by player, revenue and market share 2021-2026, (USD Million)

Global Intelligent Connected Packaging total market by Connection Technology, CAGR, 2021-2032, (USD Million)

Global Intelligent Connected Packaging total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Intelligent Connected Packaging market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Ball Corporation, Amcor plc, 3M, Temptime Corporation / Zebra Technologies, Constantia Flexibles, Avery Dennison Corporation, American Thermal Instruments, R.R. Donnelley & Sons Company, Crown Holdings, CCL Industries, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Intelligent Connected Packaging market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Connection Technology, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Intelligent Connected Packaging Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Intelligent Connected Packaging Market, Segmentation by Connection Technology:

NFC-Based Intelligent Connected Packaging

RFID-Based Intelligent Connected Packaging

QR Code-Based Intelligent Connected Packaging

IoT Sensor-Based Intelligent Connected Packaging

Others

Global Intelligent Connected Packaging Market, Segmentation by Core Function:

Tracking & Tracing Intelligent Connected Packaging

Product Authentication Intelligent Connected Packaging

Condition Monitoring Intelligent Connected Packaging

Consumer Interaction Intelligent Connected Packaging

Others

Global Intelligent Connected Packaging Market, Segmentation by Packaging Form:

Intelligent Connected Labels & Tags

Intelligent Connected Flexible Packaging

Intelligent Connected Cartons & Boxes

Intelligent Connected Bottles & Containers

Others

Global Intelligent Connected Packaging Market, Segmentation by Application:

Food & Beverage Industry

Pharmaceutical Industry

Cosmetics & Luxury Goods

Supply Chain & Logistics

Consumer Engagement

Medical Devices

Others

Companies Profiled:

Ball Corporation

Amcor plc

3M

Temptime Corporation / Zebra Technologies

Constantia Flexibles

Avery Dennison Corporation

American Thermal Instruments

R.R. Donnelley & Sons Company

Crown Holdings

CCL Industries

Huhtamaki

Tetra Pak

WestRock

Printcolor

Meyers

Digimarc

Identiv

Wiliot

Pragmatic Semiconductor

Kezzler

Scanbuy

Loftware

SML Group

TOPPAN

DNP / Dai Nippon Printing

SATO Holdings

Invengo Information Technology

Xiamen Innov Information Science & Technology

Shenzhen Goldbridge Technology

### Key Questions Answered

1. How big is the global Intelligent Connected Packaging market?
2. What is the demand of the global Intelligent Connected Packaging market?
3. What is the year over year growth of the global Intelligent Connected Packaging market?
4. What is the total value of the global Intelligent Connected Packaging market?
5. Who are the Major Players in the global Intelligent Connected Packaging market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Intelligent Connected Packaging Introduction
- 1.2 World Intelligent Connected Packaging Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Intelligent Connected Packaging Total Market by Region (by Headquarter Location)
  - 1.3.1 World Intelligent Connected Packaging Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Intelligent Connected Packaging Revenue (2021-2032)
  - 1.3.3 China Based Company Intelligent Connected Packaging Revenue (2021-2032)
  - 1.3.4 Europe Based Company Intelligent Connected Packaging Revenue (2021-2032)
  - 1.3.5 Japan Based Company Intelligent Connected Packaging Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Intelligent Connected Packaging Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Intelligent Connected Packaging Revenue (2021-2032)
  - 1.3.8 India Based Company Intelligent Connected Packaging Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Intelligent Connected Packaging Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Intelligent Connected Packaging Consumption Value (2021-2032)
- 2.2 World Intelligent Connected Packaging Consumption Value by Region
  - 2.2.1 World Intelligent Connected Packaging Consumption Value by Region (2021-2026)
  - 2.2.2 World Intelligent Connected Packaging Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Intelligent Connected Packaging Consumption Value (2021-2032)
- 2.4 China Intelligent Connected Packaging Consumption Value (2021-2032)
- 2.5 Europe Intelligent Connected Packaging Consumption Value (2021-2032)
- 2.6 Japan Intelligent Connected Packaging Consumption Value (2021-2032)
- 2.7 South Korea Intelligent Connected Packaging Consumption Value (2021-2032)
- 2.8 ASEAN Intelligent Connected Packaging Consumption Value (2021-2032)

## 2.9 India Intelligent Connected Packaging Consumption Value (2021-2032)

### **3 WORLD INTELLIGENT CONNECTED PACKAGING COMPANIES COMPETITIVE ANALYSIS**

#### 3.1 World Intelligent Connected Packaging Revenue by Player (2021-2026)

#### 3.2 Industry Rank and Concentration Rate (CR)

##### 3.2.1 Global Intelligent Connected Packaging Industry Rank of Major Players

##### 3.2.2 Global Concentration Ratios (CR4) for Intelligent Connected Packaging in 2025

##### 3.2.3 Global Concentration Ratios (CR8) for Intelligent Connected Packaging in 2025

#### 3.3 Intelligent Connected Packaging Company Evaluation Quadrant

#### 3.4 Intelligent Connected Packaging Market: Overall Company Footprint Analysis

##### 3.4.1 Intelligent Connected Packaging Market: Region Footprint

##### 3.4.2 Intelligent Connected Packaging Market: Company Product Type Footprint

##### 3.4.3 Intelligent Connected Packaging Market: Company Product Application Footprint

#### 3.5 Competitive Environment

##### 3.5.1 Historical Structure of the Industry

##### 3.5.2 Barriers of Market Entry

##### 3.5.3 Factors of Competition

#### 3.6 Mergers & Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

#### 4.1 United States VS China: Intelligent Connected Packaging Revenue Comparison (by Headquarter Location)

##### 4.1.1 United States VS China: Intelligent Connected Packaging Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

##### 4.1.2 United States VS China: Intelligent Connected Packaging Revenue Market Share Comparison (2021 & 2025 & 2032)

#### 4.2 United States Based Companies VS China Based Companies: Intelligent Connected Packaging Consumption Value Comparison

##### 4.2.1 United States VS China: Intelligent Connected Packaging Consumption Value Comparison (2021 & 2025 & 2032)

##### 4.2.2 United States VS China: Intelligent Connected Packaging Consumption Value Market Share Comparison (2021 & 2025 & 2032)

#### 4.3 United States Based Intelligent Connected Packaging Companies and Market Share, 2021-2026

##### 4.3.1 United States Based Intelligent Connected Packaging Companies, Headquarters

(States, Country)

4.3.2 United States Based Companies Intelligent Connected Packaging Revenue, (2021-2026)

4.4 China Based Companies Intelligent Connected Packaging Revenue and Market Share, 2021-2026

4.4.1 China Based Intelligent Connected Packaging Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Intelligent Connected Packaging Revenue, (2021-2026)

4.5 Rest of World Based Intelligent Connected Packaging Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Intelligent Connected Packaging Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Intelligent Connected Packaging Revenue (2021-2026)

## **5 MARKET ANALYSIS BY CONNECTION TECHNOLOGY**

5.1 World Intelligent Connected Packaging Market Size Overview by Connection Technology: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Connection Technology

5.2.1 NFC-Based Intelligent Connected Packaging

5.2.2 RFID-Based Intelligent Connected Packaging

5.2.3 QR Code-Based Intelligent Connected Packaging

5.2.4 IoT Sensor-Based Intelligent Connected Packaging

5.2.5 Others

5.3 Market Segment by Connection Technology

5.3.1 World Intelligent Connected Packaging Market Size by Connection Technology (2021-2026)

5.3.2 World Intelligent Connected Packaging Market Size by Connection Technology (2027-2032)

5.3.3 World Intelligent Connected Packaging Market Size Market Share by Connection Technology (2027-2032)

## **6 MARKET ANALYSIS BY CORE FUNCTION**

6.1 World Intelligent Connected Packaging Market Size Overview by Core Function: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Core Function

- 6.2.1 Tracking & Tracing Intelligent Connected Packaging
- 6.2.2 Product Authentication Intelligent Connected Packaging
- 6.2.3 Condition Monitoring Intelligent Connected Packaging
- 6.2.4 Consumer Interaction Intelligent Connected Packaging
- 6.2.5 Others

### 6.3 Market Segment by Core Function

- 6.3.1 World Intelligent Connected Packaging Market Size by Core Function (2021-2026)
- 6.3.2 World Intelligent Connected Packaging Market Size by Core Function (2027-2032)
- 6.3.3 World Intelligent Connected Packaging Market Size Market Share by Core Function (2027-2032)

## 7 MARKET ANALYSIS BY PACKAGING FORM

### 7.1 World Intelligent Connected Packaging Market Size Overview by Packaging Form: 2021 VS 2025 VS 2032

#### 7.2 Segment Introduction by Packaging Form

- 7.2.1 Intelligent Connected Labels & Tags
- 7.2.2 Intelligent Connected Flexible Packaging
- 7.2.3 Intelligent Connected Cartons & Boxes
- 7.2.4 Intelligent Connected Bottles & Containers
- 7.2.5 Others

#### 7.3 Market Segment by Packaging Form

- 7.3.1 World Intelligent Connected Packaging Market Size by Packaging Form (2021-2026)
- 7.3.2 World Intelligent Connected Packaging Market Size by Packaging Form (2027-2032)
- 7.3.3 World Intelligent Connected Packaging Market Size Market Share by Packaging Form (2027-2032)

## 8 MARKET ANALYSIS BY APPLICATION

### 8.1 World Intelligent Connected Packaging Market Size Overview by Application: 2021 VS 2025 VS 2032

#### 8.2 Segment Introduction by Application

- 8.2.1 Food & Beverage Industry
- 8.2.2 Pharmaceutical Industry
- 8.2.3 Cosmetics & Luxury Goods

8.2.4 Supply Chain & Logistics

8.2.5 Consumer Engagement

8.2.6 Medical Devices

8.2.7 Others

8.3 Market Segment by Application

8.3.1 World Intelligent Connected Packaging Market Size by Application (2021-2026)

8.3.2 World Intelligent Connected Packaging Market Size by Application (2027-2032)

8.3.3 World Intelligent Connected Packaging Market Size Market Share by Application (2021-2032)

## **9 COMPANY PROFILES**

9.1 Ball Corporation

9.1.1 Ball Corporation Details

9.1.2 Ball Corporation Major Business

9.1.3 Ball Corporation Intelligent Connected Packaging Product and Services

9.1.4 Ball Corporation Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Ball Corporation Recent Developments/Updates

9.1.6 Ball Corporation Competitive Strengths & Weaknesses

9.2 Amcor plc

9.2.1 Amcor plc Details

9.2.2 Amcor plc Major Business

9.2.3 Amcor plc Intelligent Connected Packaging Product and Services

9.2.4 Amcor plc Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Amcor plc Recent Developments/Updates

9.2.6 Amcor plc Competitive Strengths & Weaknesses

9.3 3M

9.3.1 3M Details

9.3.2 3M Major Business

9.3.3 3M Intelligent Connected Packaging Product and Services

9.3.4 3M Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 3M Recent Developments/Updates

9.3.6 3M Competitive Strengths & Weaknesses

9.4 Temptime Corporation / Zebra Technologies

9.4.1 Temptime Corporation / Zebra Technologies Details

9.4.2 Temptime Corporation / Zebra Technologies Major Business

9.4.3 Temptime Corporation / Zebra Technologies Intelligent Connected Packaging Product and Services

9.4.4 Temptime Corporation / Zebra Technologies Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Temptime Corporation / Zebra Technologies Recent Developments/Updates

9.4.6 Temptime Corporation / Zebra Technologies Competitive Strengths & Weaknesses

9.5 Constantia Flexibles

9.5.1 Constantia Flexibles Details

9.5.2 Constantia Flexibles Major Business

9.5.3 Constantia Flexibles Intelligent Connected Packaging Product and Services

9.5.4 Constantia Flexibles Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 Constantia Flexibles Recent Developments/Updates

9.5.6 Constantia Flexibles Competitive Strengths & Weaknesses

9.6 Avery Dennison Corporation

9.6.1 Avery Dennison Corporation Details

9.6.2 Avery Dennison Corporation Major Business

9.6.3 Avery Dennison Corporation Intelligent Connected Packaging Product and Services

9.6.4 Avery Dennison Corporation Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 Avery Dennison Corporation Recent Developments/Updates

9.6.6 Avery Dennison Corporation Competitive Strengths & Weaknesses

9.7 American Thermal Instruments

9.7.1 American Thermal Instruments Details

9.7.2 American Thermal Instruments Major Business

9.7.3 American Thermal Instruments Intelligent Connected Packaging Product and Services

9.7.4 American Thermal Instruments Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.7.5 American Thermal Instruments Recent Developments/Updates

9.7.6 American Thermal Instruments Competitive Strengths & Weaknesses

9.8 R.R. Donnelley & Sons Company

9.8.1 R.R. Donnelley & Sons Company Details

9.8.2 R.R. Donnelley & Sons Company Major Business

9.8.3 R.R. Donnelley & Sons Company Intelligent Connected Packaging Product and Services

9.8.4 R.R. Donnelley & Sons Company Intelligent Connected Packaging Revenue,

## Gross Margin and Market Share (2021-2026)

9.8.5 R.R. Donnelley & Sons Company Recent Developments/Updates

9.8.6 R.R. Donnelley & Sons Company Competitive Strengths & Weaknesses

## 9.9 Crown Holdings

9.9.1 Crown Holdings Details

9.9.2 Crown Holdings Major Business

9.9.3 Crown Holdings Intelligent Connected Packaging Product and Services

9.9.4 Crown Holdings Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.9.5 Crown Holdings Recent Developments/Updates

9.9.6 Crown Holdings Competitive Strengths & Weaknesses

## 9.10 CCL Industries

9.10.1 CCL Industries Details

9.10.2 CCL Industries Major Business

9.10.3 CCL Industries Intelligent Connected Packaging Product and Services

9.10.4 CCL Industries Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.10.5 CCL Industries Recent Developments/Updates

9.10.6 CCL Industries Competitive Strengths & Weaknesses

## 9.11 Huhtamaki

9.11.1 Huhtamaki Details

9.11.2 Huhtamaki Major Business

9.11.3 Huhtamaki Intelligent Connected Packaging Product and Services

9.11.4 Huhtamaki Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.11.5 Huhtamaki Recent Developments/Updates

9.11.6 Huhtamaki Competitive Strengths & Weaknesses

## 9.12 Tetra Pak

9.12.1 Tetra Pak Details

9.12.2 Tetra Pak Major Business

9.12.3 Tetra Pak Intelligent Connected Packaging Product and Services

9.12.4 Tetra Pak Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.12.5 Tetra Pak Recent Developments/Updates

9.12.6 Tetra Pak Competitive Strengths & Weaknesses

## 9.13 WestRock

9.13.1 WestRock Details

9.13.2 WestRock Major Business

9.13.3 WestRock Intelligent Connected Packaging Product and Services

9.13.4 WestRock Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.13.5 WestRock Recent Developments/Updates

9.13.6 WestRock Competitive Strengths & Weaknesses

9.14 Printcolor

9.14.1 Printcolor Details

9.14.2 Printcolor Major Business

9.14.3 Printcolor Intelligent Connected Packaging Product and Services

9.14.4 Printcolor Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.14.5 Printcolor Recent Developments/Updates

9.14.6 Printcolor Competitive Strengths & Weaknesses

9.15 Meyers

9.15.1 Meyers Details

9.15.2 Meyers Major Business

9.15.3 Meyers Intelligent Connected Packaging Product and Services

9.15.4 Meyers Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 Meyers Recent Developments/Updates

9.15.6 Meyers Competitive Strengths & Weaknesses

9.16 Digimarc

9.16.1 Digimarc Details

9.16.2 Digimarc Major Business

9.16.3 Digimarc Intelligent Connected Packaging Product and Services

9.16.4 Digimarc Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 Digimarc Recent Developments/Updates

9.16.6 Digimarc Competitive Strengths & Weaknesses

9.17 Identiv

9.17.1 Identiv Details

9.17.2 Identiv Major Business

9.17.3 Identiv Intelligent Connected Packaging Product and Services

9.17.4 Identiv Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

9.17.5 Identiv Recent Developments/Updates

9.17.6 Identiv Competitive Strengths & Weaknesses

9.18 Wiliot

9.18.1 Wiliot Details

9.18.2 Wiliot Major Business

- 9.18.3 Williot Intelligent Connected Packaging Product and Services
- 9.18.4 Williot Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
- 9.18.5 Williot Recent Developments/Updates
- 9.18.6 Williot Competitive Strengths & Weaknesses
- 9.19 Pragmatic Semiconductor
  - 9.19.1 Pragmatic Semiconductor Details
  - 9.19.2 Pragmatic Semiconductor Major Business
  - 9.19.3 Pragmatic Semiconductor Intelligent Connected Packaging Product and Services
  - 9.19.4 Pragmatic Semiconductor Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
  - 9.19.5 Pragmatic Semiconductor Recent Developments/Updates
  - 9.19.6 Pragmatic Semiconductor Competitive Strengths & Weaknesses
- 9.20 Kezzler
  - 9.20.1 Kezzler Details
  - 9.20.2 Kezzler Major Business
  - 9.20.3 Kezzler Intelligent Connected Packaging Product and Services
  - 9.20.4 Kezzler Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
  - 9.20.5 Kezzler Recent Developments/Updates
  - 9.20.6 Kezzler Competitive Strengths & Weaknesses
- 9.21 Scanbuy
  - 9.21.1 Scanbuy Details
  - 9.21.2 Scanbuy Major Business
  - 9.21.3 Scanbuy Intelligent Connected Packaging Product and Services
  - 9.21.4 Scanbuy Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
  - 9.21.5 Scanbuy Recent Developments/Updates
  - 9.21.6 Scanbuy Competitive Strengths & Weaknesses
- 9.22 Loftware
  - 9.22.1 Loftware Details
  - 9.22.2 Loftware Major Business
  - 9.22.3 Loftware Intelligent Connected Packaging Product and Services
  - 9.22.4 Loftware Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
  - 9.22.5 Loftware Recent Developments/Updates
  - 9.22.6 Loftware Competitive Strengths & Weaknesses
- 9.23 SML Group

- 9.23.1 SML Group Details
- 9.23.2 SML Group Major Business
- 9.23.3 SML Group Intelligent Connected Packaging Product and Services
- 9.23.4 SML Group Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
- 9.23.5 SML Group Recent Developments/Updates
- 9.23.6 SML Group Competitive Strengths & Weaknesses
- 9.24 TOPPAN
  - 9.24.1 TOPPAN Details
  - 9.24.2 TOPPAN Major Business
  - 9.24.3 TOPPAN Intelligent Connected Packaging Product and Services
  - 9.24.4 TOPPAN Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
  - 9.24.5 TOPPAN Recent Developments/Updates
  - 9.24.6 TOPPAN Competitive Strengths & Weaknesses
- 9.25 DNP / Dai Nippon Printing
  - 9.25.1 DNP / Dai Nippon Printing Details
  - 9.25.2 DNP / Dai Nippon Printing Major Business
  - 9.25.3 DNP / Dai Nippon Printing Intelligent Connected Packaging Product and Services
  - 9.25.4 DNP / Dai Nippon Printing Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
  - 9.25.5 DNP / Dai Nippon Printing Recent Developments/Updates
  - 9.25.6 DNP / Dai Nippon Printing Competitive Strengths & Weaknesses
- 9.26 SATO Holdings
  - 9.26.1 SATO Holdings Details
  - 9.26.2 SATO Holdings Major Business
  - 9.26.3 SATO Holdings Intelligent Connected Packaging Product and Services
  - 9.26.4 SATO Holdings Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
  - 9.26.5 SATO Holdings Recent Developments/Updates
  - 9.26.6 SATO Holdings Competitive Strengths & Weaknesses
- 9.27 Invengo Information Technology
  - 9.27.1 Invengo Information Technology Details
  - 9.27.2 Invengo Information Technology Major Business
  - 9.27.3 Invengo Information Technology Intelligent Connected Packaging Product and Services
  - 9.27.4 Invengo Information Technology Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)

- 9.27.5 Invengo Information Technology Recent Developments/Updates
- 9.27.6 Invengo Information Technology Competitive Strengths & Weaknesses
- 9.28 Xiamen Innov Information Science & Technology
  - 9.28.1 Xiamen Innov Information Science & Technology Details
  - 9.28.2 Xiamen Innov Information Science & Technology Major Business
  - 9.28.3 Xiamen Innov Information Science & Technology Intelligent Connected Packaging Product and Services
  - 9.28.4 Xiamen Innov Information Science & Technology Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
  - 9.28.5 Xiamen Innov Information Science & Technology Recent Developments/Updates
  - 9.28.6 Xiamen Innov Information Science & Technology Competitive Strengths & Weaknesses
- 9.29 Shenzhen Goldbridge Technology
  - 9.29.1 Shenzhen Goldbridge Technology Details
  - 9.29.2 Shenzhen Goldbridge Technology Major Business
  - 9.29.3 Shenzhen Goldbridge Technology Intelligent Connected Packaging Product and Services
  - 9.29.4 Shenzhen Goldbridge Technology Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026)
  - 9.29.5 Shenzhen Goldbridge Technology Recent Developments/Updates
  - 9.29.6 Shenzhen Goldbridge Technology Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

- 10.1 Intelligent Connected Packaging Industry Chain
- 10.2 Intelligent Connected Packaging Upstream Analysis
- 10.3 Intelligent Connected Packaging Midstream Analysis
- 10.4 Intelligent Connected Packaging Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World Intelligent Connected Packaging Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Intelligent Connected Packaging Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Intelligent Connected Packaging Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Intelligent Connected Packaging Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Intelligent Connected Packaging Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Intelligent Connected Packaging Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Intelligent Connected Packaging Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Intelligent Connected Packaging Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Intelligent Connected Packaging Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Intelligent Connected Packaging Players in 2025
- Table 12. World Intelligent Connected Packaging Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Intelligent Connected Packaging Company Evaluation Quadrant
- Table 14. Head Office of Key Intelligent Connected Packaging Players
- Table 15. Intelligent Connected Packaging Market: Company Product Type Footprint
- Table 16. Intelligent Connected Packaging Market: Company Product Application Footprint
- Table 17. Intelligent Connected Packaging Mergers & Acquisitions Activity
- Table 18. United States VS China Intelligent Connected Packaging Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Intelligent Connected Packaging Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Intelligent Connected Packaging Companies, Headquarters (States, Country)

Table 21. United States Based Companies Intelligent Connected Packaging Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Intelligent Connected Packaging Revenue Market Share (2021-2026)

Table 23. China Based Intelligent Connected Packaging Companies, Headquarters (Province, Country)

Table 24. China Based Companies Intelligent Connected Packaging Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Intelligent Connected Packaging Revenue Market Share (2021-2026)

Table 26. Rest of World Based Intelligent Connected Packaging Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Intelligent Connected Packaging Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Intelligent Connected Packaging Revenue Market Share (2021-2026)

Table 29. World Intelligent Connected Packaging Market Size by Connection Technology, (USD Million), 2021 & 2025 & 2032

Table 30. World Intelligent Connected Packaging Market Size Value by Connection Technology (2021-2026) & (USD Million)

Table 31. World Intelligent Connected Packaging Market Size by Connection Technology (2027-2032) & (USD Million)

Table 32. World Intelligent Connected Packaging Market Size by Core Function, (USD Million), 2021 & 2025 & 2032

Table 33. World Intelligent Connected Packaging Market Size Value by Core Function (2021-2026) & (USD Million)

Table 34. World Intelligent Connected Packaging Market Size by Core Function (2027-2032) & (USD Million)

Table 35. World Intelligent Connected Packaging Market Size by Packaging Form, (USD Million), 2021 & 2025 & 2032

Table 36. World Intelligent Connected Packaging Market Size Value by Packaging Form (2021-2026) & (USD Million)

Table 37. World Intelligent Connected Packaging Market Size by Packaging Form (2027-2032) & (USD Million)

Table 38. World Intelligent Connected Packaging Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Intelligent Connected Packaging Market Size by Application (2021-2026) & (USD Million)

Table 40. World Intelligent Connected Packaging Market Size by Application

(2027-2032) & (USD Million)

Table 41. Ball Corporation Basic Information, Manufacturing Base and Competitors

Table 42. Ball Corporation Major Business

Table 43. Ball Corporation Intelligent Connected Packaging Product and Services

Table 44. Ball Corporation Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Ball Corporation Recent Developments/Updates

Table 46. Ball Corporation Competitive Strengths & Weaknesses

Table 47. Amcor plc Basic Information, Manufacturing Base and Competitors

Table 48. Amcor plc Major Business

Table 49. Amcor plc Intelligent Connected Packaging Product and Services

Table 50. Amcor plc Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Amcor plc Recent Developments/Updates

Table 52. Amcor plc Competitive Strengths & Weaknesses

Table 53. 3M Basic Information, Manufacturing Base and Competitors

Table 54. 3M Major Business

Table 55. 3M Intelligent Connected Packaging Product and Services

Table 56. 3M Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. 3M Recent Developments/Updates

Table 58. 3M Competitive Strengths & Weaknesses

Table 59. Temptime Corporation / Zebra Technologies Basic Information, Manufacturing Base and Competitors

Table 60. Temptime Corporation / Zebra Technologies Major Business

Table 61. Temptime Corporation / Zebra Technologies Intelligent Connected Packaging Product and Services

Table 62. Temptime Corporation / Zebra Technologies Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Temptime Corporation / Zebra Technologies Recent Developments/Updates

Table 64. Temptime Corporation / Zebra Technologies Competitive Strengths & Weaknesses

Table 65. Constantia Flexibles Basic Information, Manufacturing Base and Competitors

Table 66. Constantia Flexibles Major Business

Table 67. Constantia Flexibles Intelligent Connected Packaging Product and Services

Table 68. Constantia Flexibles Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Constantia Flexibles Recent Developments/Updates

Table 70. Constantia Flexibles Competitive Strengths & Weaknesses

Table 71. Avery Dennison Corporation Basic Information, Manufacturing Base and Competitors

Table 72. Avery Dennison Corporation Major Business

Table 73. Avery Dennison Corporation Intelligent Connected Packaging Product and Services

Table 74. Avery Dennison Corporation Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Avery Dennison Corporation Recent Developments/Updates

Table 76. Avery Dennison Corporation Competitive Strengths & Weaknesses

Table 77. American Thermal Instruments Basic Information, Manufacturing Base and Competitors

Table 78. American Thermal Instruments Major Business

Table 79. American Thermal Instruments Intelligent Connected Packaging Product and Services

Table 80. American Thermal Instruments Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. American Thermal Instruments Recent Developments/Updates

Table 82. American Thermal Instruments Competitive Strengths & Weaknesses

Table 83. R.R. Donnelley & Sons Company Basic Information, Manufacturing Base and Competitors

Table 84. R.R. Donnelley & Sons Company Major Business

Table 85. R.R. Donnelley & Sons Company Intelligent Connected Packaging Product and Services

Table 86. R.R. Donnelley & Sons Company Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. R.R. Donnelley & Sons Company Recent Developments/Updates

Table 88. R.R. Donnelley & Sons Company Competitive Strengths & Weaknesses

Table 89. Crown Holdings Basic Information, Manufacturing Base and Competitors

Table 90. Crown Holdings Major Business

Table 91. Crown Holdings Intelligent Connected Packaging Product and Services

Table 92. Crown Holdings Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Crown Holdings Recent Developments/Updates

Table 94. Crown Holdings Competitive Strengths & Weaknesses

Table 95. CCL Industries Basic Information, Manufacturing Base and Competitors

Table 96. CCL Industries Major Business

Table 97. CCL Industries Intelligent Connected Packaging Product and Services

Table 98. CCL Industries Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 99. CCL Industries Recent Developments/Updates
- Table 100. CCL Industries Competitive Strengths & Weaknesses
- Table 101. Huhtamaki Basic Information, Manufacturing Base and Competitors
- Table 102. Huhtamaki Major Business
- Table 103. Huhtamaki Intelligent Connected Packaging Product and Services
- Table 104. Huhtamaki Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 105. Huhtamaki Recent Developments/Updates
- Table 106. Huhtamaki Competitive Strengths & Weaknesses
- Table 107. Tetra Pak Basic Information, Manufacturing Base and Competitors
- Table 108. Tetra Pak Major Business
- Table 109. Tetra Pak Intelligent Connected Packaging Product and Services
- Table 110. Tetra Pak Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. Tetra Pak Recent Developments/Updates
- Table 112. Tetra Pak Competitive Strengths & Weaknesses
- Table 113. WestRock Basic Information, Manufacturing Base and Competitors
- Table 114. WestRock Major Business
- Table 115. WestRock Intelligent Connected Packaging Product and Services
- Table 116. WestRock Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. WestRock Recent Developments/Updates
- Table 118. WestRock Competitive Strengths & Weaknesses
- Table 119. Printcolor Basic Information, Manufacturing Base and Competitors
- Table 120. Printcolor Major Business
- Table 121. Printcolor Intelligent Connected Packaging Product and Services
- Table 122. Printcolor Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. Printcolor Recent Developments/Updates
- Table 124. Printcolor Competitive Strengths & Weaknesses
- Table 125. Meyers Basic Information, Manufacturing Base and Competitors
- Table 126. Meyers Major Business
- Table 127. Meyers Intelligent Connected Packaging Product and Services
- Table 128. Meyers Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 129. Meyers Recent Developments/Updates
- Table 130. Meyers Competitive Strengths & Weaknesses
- Table 131. Digimarc Basic Information, Manufacturing Base and Competitors
- Table 132. Digimarc Major Business

- Table 133. Digimarc Intelligent Connected Packaging Product and Services
- Table 134. Digimarc Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 135. Digimarc Recent Developments/Updates
- Table 136. Digimarc Competitive Strengths & Weaknesses
- Table 137. Identiv Basic Information, Manufacturing Base and Competitors
- Table 138. Identiv Major Business
- Table 139. Identiv Intelligent Connected Packaging Product and Services
- Table 140. Identiv Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 141. Identiv Recent Developments/Updates
- Table 142. Identiv Competitive Strengths & Weaknesses
- Table 143. Wiliot Basic Information, Manufacturing Base and Competitors
- Table 144. Wiliot Major Business
- Table 145. Wiliot Intelligent Connected Packaging Product and Services
- Table 146. Wiliot Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Wiliot Recent Developments/Updates
- Table 148. Wiliot Competitive Strengths & Weaknesses
- Table 149. Pragmatic Semiconductor Basic Information, Manufacturing Base and Competitors
- Table 150. Pragmatic Semiconductor Major Business
- Table 151. Pragmatic Semiconductor Intelligent Connected Packaging Product and Services
- Table 152. Pragmatic Semiconductor Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. Pragmatic Semiconductor Recent Developments/Updates
- Table 154. Pragmatic Semiconductor Competitive Strengths & Weaknesses
- Table 155. Kezzler Basic Information, Manufacturing Base and Competitors
- Table 156. Kezzler Major Business
- Table 157. Kezzler Intelligent Connected Packaging Product and Services
- Table 158. Kezzler Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. Kezzler Recent Developments/Updates
- Table 160. Kezzler Competitive Strengths & Weaknesses
- Table 161. Scanbuy Basic Information, Manufacturing Base and Competitors
- Table 162. Scanbuy Major Business
- Table 163. Scanbuy Intelligent Connected Packaging Product and Services
- Table 164. Scanbuy Intelligent Connected Packaging Revenue, Gross Margin and

Market Share (2021-2026) & (USD Million)

Table 165. Scanbuy Recent Developments/Updates

Table 166. Scanbuy Competitive Strengths & Weaknesses

Table 167. Loftware Basic Information, Manufacturing Base and Competitors

Table 168. Loftware Major Business

Table 169. Loftware Intelligent Connected Packaging Product and Services

Table 170. Loftware Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 171. Loftware Recent Developments/Updates

Table 172. Loftware Competitive Strengths & Weaknesses

Table 173. SML Group Basic Information, Manufacturing Base and Competitors

Table 174. SML Group Major Business

Table 175. SML Group Intelligent Connected Packaging Product and Services

Table 176. SML Group Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 177. SML Group Recent Developments/Updates

Table 178. SML Group Competitive Strengths & Weaknesses

Table 179. TOPPAN Basic Information, Manufacturing Base and Competitors

Table 180. TOPPAN Major Business

Table 181. TOPPAN Intelligent Connected Packaging Product and Services

Table 182. TOPPAN Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 183. TOPPAN Recent Developments/Updates

Table 184. TOPPAN Competitive Strengths & Weaknesses

Table 185. DNP / Dai Nippon Printing Basic Information, Manufacturing Base and Competitors

Table 186. DNP / Dai Nippon Printing Major Business

Table 187. DNP / Dai Nippon Printing Intelligent Connected Packaging Product and Services

Table 188. DNP / Dai Nippon Printing Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 189. DNP / Dai Nippon Printing Recent Developments/Updates

Table 190. DNP / Dai Nippon Printing Competitive Strengths & Weaknesses

Table 191. SATO Holdings Basic Information, Manufacturing Base and Competitors

Table 192. SATO Holdings Major Business

Table 193. SATO Holdings Intelligent Connected Packaging Product and Services

Table 194. SATO Holdings Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 195. SATO Holdings Recent Developments/Updates

Table 196. SATO Holdings Competitive Strengths & Weaknesses

Table 197. Invengo Information Technology Basic Information, Manufacturing Base and Competitors

Table 198. Invengo Information Technology Major Business

Table 199. Invengo Information Technology Intelligent Connected Packaging Product and Services

Table 200. Invengo Information Technology Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 201. Invengo Information Technology Recent Developments/Updates

Table 202. Invengo Information Technology Competitive Strengths & Weaknesses

Table 203. Xiamen Innov Information Science & Technology Basic Information, Manufacturing Base and Competitors

Table 204. Xiamen Innov Information Science & Technology Major Business

Table 205. Xiamen Innov Information Science & Technology Intelligent Connected Packaging Product and Services

Table 206. Xiamen Innov Information Science & Technology Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 207. Xiamen Innov Information Science & Technology Recent Developments/Updates

Table 208. Xiamen Innov Information Science & Technology Competitive Strengths & Weaknesses

Table 209. Shenzhen Goldbridge Technology Basic Information, Manufacturing Base and Competitors

Table 210. Shenzhen Goldbridge Technology Major Business

Table 211. Shenzhen Goldbridge Technology Intelligent Connected Packaging Product and Services

Table 212. Shenzhen Goldbridge Technology Intelligent Connected Packaging Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 213. Shenzhen Goldbridge Technology Recent Developments/Updates

Table 214. Shenzhen Goldbridge Technology Competitive Strengths & Weaknesses

Table 215. Global Key Players of Intelligent Connected Packaging Upstream (Raw Materials)

Table 216. Global Intelligent Connected Packaging Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Intelligent Connected Packaging Picture

Figure 2. World Intelligent Connected Packaging Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Intelligent Connected Packaging Total Revenue (2021-2032) & (USD Million)

Figure 4. World Intelligent Connected Packaging Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Intelligent Connected Packaging Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Intelligent Connected Packaging Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Intelligent Connected Packaging Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Intelligent Connected Packaging Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Intelligent Connected Packaging Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Intelligent Connected Packaging Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Intelligent Connected Packaging Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Intelligent Connected Packaging Revenue (2021-2032) & (USD Million)

Figure 13. Intelligent Connected Packaging Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Intelligent Connected Packaging Consumption Value (2021-2032) & (USD Million)

Figure 16. World Intelligent Connected Packaging Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Intelligent Connected Packaging Consumption Value (2021-2032) & (USD Million)

Figure 18. China Intelligent Connected Packaging Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Intelligent Connected Packaging Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Intelligent Connected Packaging Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Intelligent Connected Packaging Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Intelligent Connected Packaging Consumption Value (2021-2032) & (USD Million)

Figure 23. India Intelligent Connected Packaging Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Intelligent Connected Packaging by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Intelligent Connected Packaging Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Intelligent Connected Packaging Markets in 2025

Figure 27. United States VS China: Intelligent Connected Packaging Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Intelligent Connected Packaging Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Intelligent Connected Packaging Market Size by Connection Technology, (USD Million), 2021 & 2025 & 2032

Figure 30. World Intelligent Connected Packaging Market Size Market Share by Connection Technology in 2025

Figure 31. NFC-Based Intelligent Connected Packaging

Figure 32. RFID-Based Intelligent Connected Packaging

Figure 33. QR Code-Based Intelligent Connected Packaging

Figure 34. IoT Sensor-Based Intelligent Connected Packaging

Figure 35. Others

Figure 36. World Intelligent Connected Packaging Market Size Market Share by Connection Technology (2021-2032)

Figure 37. World Intelligent Connected Packaging Market Size by Core Function, (USD Million), 2021 & 2025 & 2032

Figure 38. World Intelligent Connected Packaging Market Size Market Share by Core Function in 2025

Figure 39. Tracking & Tracing Intelligent Connected Packaging

Figure 40. Product Authentication Intelligent Connected Packaging

Figure 41. Condition Monitoring Intelligent Connected Packaging

Figure 42. Consumer Interaction Intelligent Connected Packaging

Figure 43. Others

Figure 44. World Intelligent Connected Packaging Market Size Market Share by Core

Function (2021-2032)

Figure 45. World Intelligent Connected Packaging Market Size by Packaging Form, (USD Million), 2021 & 2025 & 2032

Figure 46. World Intelligent Connected Packaging Market Size Market Share by Packaging Form in 2025

Figure 47. Intelligent Connected Labels & Tags

Figure 48. Intelligent Connected Flexible Packaging

Figure 49. Intelligent Connected Cartons & Boxes

Figure 50. Intelligent Connected Bottles & Containers

Figure 51. Others

Figure 52. World Intelligent Connected Packaging Market Size Market Share by Packaging Form (2021-2032)

Figure 53. World Intelligent Connected Packaging Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 54. World Intelligent Connected Packaging Market Size Market Share by Application in 2025

Figure 55. Food & Beverage Industry

Figure 56. Pharmaceutical Industry

Figure 57. Cosmetics & Luxury Goods

Figure 58. Supply Chain & Logistics

Figure 59. Consumer Engagement

Figure 60. Medical Devices

Figure 61. Others

Figure 62. World Intelligent Connected Packaging Market Size Market Share by Application (2021-2032)

Figure 63. Intelligent Connected Packaging Industrial Chain

Figure 64. Methodology

Figure 65. Research Process and Data Source

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