

# Global Smart and Active Packaging Market 2023 by Manufacturers, Regions, Type and Application, Forecast to 2029

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## Abstracts

According to our (Global Info Research) latest study, the global Smart and Active Packaging market size was valued at USD 27470 million in 2022 and is forecast to a readjusted size of USD 45470 million by 2029 with a CAGR of 7.5% during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

“Intelligent packaging” is one type of smart packaging that’s typically used for food, beverage, and pharmaceutical products. Intelligent packaging may include sensors that can detect the freshness or temperature of the package contents. Freshness or time/temperature indicators or sensors can be integrated inside or outside the packaging to show retailers and customers if an important limit has been exceeded. For example, a color change in the packaging could indicate bacterial growth, leaky packaging, or temperature disruption. In the pharmaceutical industry, intelligent drug packaging with built-in RFID chips, LEDs, and tiny loudspeakers can register the removal of pills and sound an alarm if they are taken incorrectly. Medication packaged with NFC chips allows customers to read package inserts and reorder medication using a smartphone.

Active Packaging also popular in the food and beverage industry, “active packaging” goes a step further than intelligent packaging to allow the package to interact with its contents in order to improve product shelf life or the quality of the contents during storage. Light filtering materials, oxygen and ethylene absorbers, antimicrobial surface coatings, and moisture-regulating materials can be integrated into the packaging or added separately as an insert. For example, active packaging may release antimicrobial agents to prevent bacterial growth when it senses that a product’s freshness is being

compromised. Some beers packaged in plastic bottles contain oxygen absorbers in the screw caps that can extend the beer's shelf life from three to six months. Film packaging with ethylene absorbers can absorb the ripening hormone ethylene while the food is being stored to ensure a longer shelf life.

This report is a detailed and comprehensive analysis for global Smart and Active Packaging market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2023, are provided.

#### Key Features:

Global Smart and Active Packaging market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2018-2029

Global Smart and Active Packaging market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2018-2029

Global Smart and Active Packaging market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2018-2029

Global Smart and Active Packaging market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2018-2023

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Smart and Active Packaging

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Smart and Active Packaging market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Sealed Air, impacX, Touchcode, 3M and Amcor Plc, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

## Market Segmentation

Smart and Active Packaging market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Active Packaging

Smart Packaging

### Market segment by Application

Food

Beverage

Pharmaceutical

### Major players covered

Sealed Air

impacX

Touchcode

3M

Ancor Plc

Avery Dennison Corporation

International Paper

BASF SE

Sealed Air Corporation

Thin Film Electronics ASA

Smartrac N.V.

Multisorb Technologies

Ball Corporation

Ancor limited

Timestrip PLC

Sysco Corporation

Paksense Incorporated

Eastman Chemical Company

M&G USA Corporation

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Smart and Active Packaging product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Smart and Active Packaging, with price, sales, revenue and global market share of Smart and Active Packaging from 2018 to 2023.

Chapter 3, the Smart and Active Packaging competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Smart and Active Packaging breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2018 to 2029.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2018 to 2029.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2022. and Smart and Active Packaging market forecast, by regions, type and application, with sales and revenue, from 2024 to 2029.

Chapter 12, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War.

Chapter 13, the key raw materials and key suppliers, and industry chain of Smart and Active Packaging.

Chapter 14 and 15, to describe Smart and Active Packaging sales channel, distributors, customers, research findings and conclusion.

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