

Global Smart Tag Packaging Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Smart Tag Packaging market size was valued at USD 8479.6 million in 2023 and is forecast to a readjusted size of USD 15690 million by 2030 with a CAGR of 9.2% during review period.

Smart Tag Packaging is also known intelligent packaging, interactive packaging or active packaging. A smart tag has an advantage of having the wide range of application over traditional bar codes. Smart tag is to draw the attention of consumers or provide authentication or additional information on the product; Smart packaging brings many benefits to consumer whether, it is product description, MRP, bar code and expiry date.

Increasing consumer awareness regarding the packaging of electronic goods and consumer goods is estimated to boom the global market growth during the forecast period. Also, smart packaging can change the way retailers, consumers interact, and brand owners with items by conveying, drawing in clients, overseeing stock frameworks and significantly more is anticipated to drive the global smart tag packaging market in the forecast period. In terms of region, North America is expected to hold the largest share in the global smart tag packaging market during the forecast period. Rising working population and growing demand for interactive and improved packaging solutions are anticipated to drive the smart tag packaging market growth in this region. The US is expected to boost the smart tag packaging market growth in the forecast period. In addition, the growing purchasing power of consumers across the globe, such as India and China is also expected to drive the market growth in the forecast period.

The Global Info Research report includes an overview of the development of the Smart Tag Packaging industry chain, the market status of Retail (QR Code, Electronic Article

Surveillance (EAS)), Manufacturing (QR Code, Electronic Article Surveillance (EAS)), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Smart Tag Packaging.

Regionally, the report analyzes the Smart Tag Packaging markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Smart Tag Packaging market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Smart Tag Packaging market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Smart Tag Packaging industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., QR Code, Electronic Article Surveillance (EAS)).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Smart Tag Packaging market.

Regional Analysis: The report involves examining the Smart Tag Packaging market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Smart Tag Packaging market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Smart Tag Packaging:

Company Analysis: Report covers individual Smart Tag Packaging players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Smart Tag Packaging. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail, Manufacturing).

Technology Analysis: Report covers specific technologies relevant to Smart Tag Packaging. It assesses the current state, advancements, and potential future developments in Smart Tag Packaging areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Smart Tag Packaging market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Smart Tag Packaging market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

QR Code

Electronic Article Surveillance (EAS)

RFID

Market segment by Application

Retail

Manufacturing

FMCG

Medical

Automotive

Others

Market segment by players, this report covers

Smart Label

Shenzhen Jianhe Smartcard Technology

Shenzhen Zdcard Tech

Chengdu Mind Golden Card System

Zhejiang Laxcen Information Technology

Alien Technology

Thin Film Electronics ASA

Zebra Technologies

Amcor Limited

Berry Global

Huhtamaki Group

Ball Corporation

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

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

Chapter 2, to profile the top players of Smart Tag Packaging, with revenue, gross margin and global market share of Smart Tag Packaging from 2019 to 2024.

Chapter 3, the Smart Tag Packaging competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Smart Tag Packaging market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Smart Tag Packaging.

Chapter 13, to describe Smart Tag Packaging research findings and conclusion.

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