

Smart Food Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Smart Food Packaging Market was valued at USD 26.8 billion in 2024 and is estimated to grow at a CAGR of 6.4% to reach USD 49.3 billion by 2034, driven by increasing consumer demand for enhanced food safety, longer shelf life, and real-time monitoring solutions. Technological advancements such as time-temperature indicators (TTIs), RFID tracking, and intelligent packaging are gaining traction, particularly in the perishable food and e-commerce sectors. Additionally, there is growing momentum in the transition toward eco-conscious packaging, with a sharp rise in demand for fully bio-based, plastic-free materials derived from renewable natural polymers such as cellulose, starch, and polylactic acid. This shift is largely driven by heightened consumer awareness, government regulations targeting single-use plastics, and corporate sustainability mandates.

To meet these expectations, packaging companies are forming alliances with biotechnology firms, research institutions, and sustainable material innovators to accelerate the development of compostable, biodegradable, and recyclable alternatives. These collaborations enable the commercialization of next-generation packaging that maintains product integrity while minimizing environmental harm. The industry is also investing heavily in lifecycle assessments and green certifications to validate and market the environmental benefits of their products, further reinforcing their commitment to sustainability.

The active packaging segment led the market with a valuation of USD 12.6 billion in 2024. Active packaging technologies, including moisture absorbers, oxygen scavengers, and antimicrobial compounds, are gaining popularity due to their potential to increase shelf life, minimize spoilage, and improve food safety. The rise in e-

commerce, higher consumption of convenience foods, and stringent food safety regulations drive the demand for active packaging solutions. Sustainability efforts are also contributing to the development of green active packaging solutions.

In terms of material, the plastic segment is anticipated to reach USD 22.2 billion by 2034. The development of bioplastic packaging, which provides enhanced barrier properties for food, reflects the growing adoption of bioplastics in the food packaging industry. Government initiatives promoting bio-based plastics catalyze the rapid transition towards sustainable food packaging materials.

U.S. Smart Food Packaging Market was valued at USD 5.9 billion in 2024. The country actively participates in efforts to reduce environmental pollution from plastics. With consumers seeking more interactive and personalized experiences, brands utilize intelligent packaging solutions to engage with their customers. For instance, customized labels that can be scanned using mobile apps for personalized content and social media connectivity are enhancing consumer interaction and fostering brand loyalty through creative packaging solutions.

Prominent companies in the Global Smart Food Packaging Industry include 3M Company, Amcor PLC, Avery Dennison Corporation, Ball Corporation, and BASF SE. These companies focus on innovation and sustainability to meet the growing demand for smart food packaging solutions. Key strategies adopted by companies in the smart food packaging market to strengthen their presence include investing in research and development to create innovative packaging solutions, forming strategic partnerships to develop sustainable packaging materials, and expanding their product portfolios to cater to the diverse needs of consumers. Additionally, companies are focusing on enhancing consumer engagement through interactive packaging and personalized experiences, thereby building brand loyalty and expanding their market share.

Companies Mentioned

3M COMPANY, AMCOR PLC, AVERY DENNISON CORPORATION, BALL CORPORATION, BASF SE, HUHTAMAKI OYJ, INTERNATIONAL PAPER COMPANY, M & G USA CORPORATION, MULTISORB TECHNOLOGIES, PAKSENSE INCORPORATED, SEALED AIR CORPORATION, STORA ENSO, SYSCO CORPORATION, TIMESTRIP PLC, ZEBRA TECHNOLOGIES CORPORATION

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Trump administration tariffs
 - 3.2.1 Impact on trade
 - 3.2.1.1 Trade volume disruptions
 - 3.2.1.2 Retaliatory measures
 - 3.2.1.3 Impact on the industry
 - 3.2.1.3.1 Supply-side impact (raw materials)
 - 3.2.1.3.1.1 Price volatility in key materials
 - 3.2.1.3.1.2 Supply chain restructuring
 - 3.2.1.3.1.3 Production cost implications
 - 3.2.1.3.2 Demand-side impact (selling price)
 - 3.2.1.3.2.1 Price transmission to end markets
 - 3.2.1.3.2.2 Market share dynamics
 - 3.2.1.3.2.3 Consumer response patterns
 - 3.2.1.4 Key companies impacted
 - 3.2.1.5 Strategic industry responses
 - 3.2.1.5.1 Supply chain reconfiguration

- 3.2.1.5.2 Pricing and product strategies
- 3.2.1.5.3 Policy engagement
- 3.2.1.6 Outlook and future considerations
- 3.3 Industry impact forces
 - 3.3.1 Growth drivers
 - 3.3.1.1 Rising demand for food safety
 - 3.3.1.2 Rising market emphasis on extended shelf-life solutions
 - 3.3.1.3 Increasing focus on sustainability and eco-friendly practices
 - 3.3.1.4 Rising advancements in IoT and smart sensor technologies
 - 3.3.1.5 Increasing regulatory support for smart packaging
 - 3.3.2 Pitfalls and challenges
 - 3.3.2.1 Rising implementation costs
 - 3.3.2.2 Regulatory complexity
- 3.4 Growth potential analysis
- 3.5 Regulatory landscape
- 3.6 Technology landscape
- 3.7 Future market trends
- 3.8 Gap analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY TECHNOLOGY, 2021 - 2034 (\$ MN)

- 5.1 Key trends
- 5.2 Active packaging
- 5.3 Intelligent packaging
- 5.4 Modified atmosphere packaging (MAP)
- 5.5 Others

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY MATERIAL, 2021 - 2034 (\$

MN)

- 6.1 Key trends
- 6.2 Plastic
- 6.3 Glass
- 6.4 Metal
- 6.5 Paper & paperboard

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY FUNCTIONALITY, 2021 - 2034 (\$ MN)

- 7.1 Key trends
- 7.2 Temperature control
- 7.3 Traceability & tracking
- 7.4 Shelf life extension
- 7.5 Spoilage detection
- 7.6 Others

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY APPLICATION, 2021 - 2034 (\$ MN)

- 8.1 Key trends
- 8.2 Dairy products
- 8.3 Meat, poultry, and seafood
- 8.4 Bakery & confectionery
- 8.5 Fruits & vegetables
- 8.6 Others

CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 - 2034 (\$ MN)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 France

9.3.4 Spain

9.3.5 Italy

9.3.6 Netherlands

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 Australia

9.4.5 South Korea

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.5.3 Argentina

9.6 Middle East and Africa

9.6.1 Saudi Arabia

9.6.2 South Africa

9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

10.1 3M Company

10.2 Amcor PLC

10.3 Avery Dennison Corporation

10.4 Ball corporation

10.5 BASF SE

10.6 Huhtamaki OYJ

10.7 International Paper Company

10.8 M & G USA Corporation

10.9 Multisorb Technologies

10.10 Paksense Incorporated

10.11 Sealed Air Corporation

10.12 Stora Enso

10.13 Sysco Corporation

10.14 Timestrip PLC

10.15 Zebra Technologies Corporation

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