

# **Augmented Reality Packaging Market Size, Share & Trends Analysis Report By End Use (Food & Beverages, Healthcare & Pharmaceuticals, Personal Care & Cosmetics), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

**This report can be delivered to the clients within 3 Business Days**

### **Augmented Reality Packaging Market Growth & Trends**

The global augmented reality packaging market size is anticipated to reach USD 510.0 million by 2030 and is projected to expand at a CAGR of 6.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. The augmented reality (AR) packaging market is an emerging and transformative segment of the global packaging and digital marketing industries, defined by its ability to enhance consumer interaction, brand engagement, and product transparency. By integrating AR technology into packaging, companies can offer immersive experiences such as interactive product demonstrations, real-time ingredient traceability, and gamified promotional content. This innovation is gaining traction across multiple industries, including food & beverages, pharmaceuticals, cosmetics, and electronics, where brands seek to differentiate their products and build deeper consumer connections in an increasingly digital-first marketplace.

A key driver behind the expansion of the AR packaging market is the rising demand for interactive and data-driven consumer experiences. Traditional packaging serves a functional purpose, but AR-enabled packaging transforms it into an active engagement tool, delivering personalized content and value-added information with a simple scan. As smartphone penetration and 5G connectivity improve globally, brands are leveraging AR to provide dynamic storytelling, authentication features, and sustainability insights, aligning with evolving consumer expectations. Additionally,

advancements in AI and cloud computing are enabling more seamless and scalable AR applications, allowing companies to implement cost-effective and high-impact digital packaging solutions that drive customer loyalty and brand differentiation. The market players are focusing on various strategic initiatives such as mergers, acquisitions, and collaborations. For instance, in April 2024, Coca-Cola collaborated with Marvel on a global campaign called "Coca-Cola x Marvel: The Heroes" that spanned over 50 countries. The campaign included a TV commercial, digital collectibles, and an augmented reality (AR) experience. Specially designed Coca-Cola and Coca-Cola Zero Sugar packaging featured over 30 Marvel characters that came to life through AR when scanned.

#### Augmented Reality Packaging Market Report Highlights

Based on end use, the food & beverages segment dominated the application segmentation and accounted for the largest revenue share of over 36.4% in 2024.

North America dominated the augmented reality packaging market. As AI and machine learning further optimize AR applications, brands in North America are leveraging this technology to boost sales and customer retention.

U.S. was the leading manufacturer of augmented reality packaging in the North America region and captured around 78% of the revenue market share in 2024 in this region.

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