

Digital Product Passport Market Size, Share & Trends Analysis Report By Offering (Software, Services, Discrete ATE, Others), By Deployment, By Industry, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Digital Product Passport Market Trends

The global digital product passport market size was valued at USD 213.9 million in 2024 and is expected to expand at a CAGR of 34.9% from 2025 to 2030. This growth is primarily driven by the increasing global demand for product transparency, sustainable manufacturing practices, and circular economy solutions.

Companies across various industries are adopting DPP systems to track and share detailed product information, including material sources, environmental impact, and end-of-life options. This trend is supported by rising consumer awareness, investor pressure regarding environmental, social, and governance (ESG) performance, and the need for businesses to optimize resource use and minimize waste.

Furthermore, consumers are giving more priority to eco-products and demanding rich information regarding sourcing and sustainability about products. Consumers' new perceptions are nudging businesses towards taking up DPPs as a means of creating brand trust and fulfilling market needs. One of the key trends in the worldwide DPP market is the adoption of innovative technologies such as blockchain, the Internet of Things (IoT), and Artificial Intelligence (AI), which enhance the scalability and efficiency of DPP deployments. Blockchain technology provides secure and unalterable product information tracking across supply chains, while IoT sensors enable real-time

monitoring of product conditions. AI is increasingly used to process lifecycle data, forecast product behavior, and automate compliance procedures. Such technologies are evolving DPPs from passive tracking systems to active systems that are capable of monitoring supply chain activities and disruptions and hence improving operating efficiency and sustainability performance.

A new trend is emerging where DPP applications are used not only for compliance and traceability but also to enhance customer engagement and promote circular economy initiatives. Brands are leveraging DPPs to provide consumers with detailed product information, such as sourcing, manufacturing processes, and environmental impact, accessible via QR codes or NFC tags. This level of transparency not only builds consumer trust but also facilitates services such as product authentication, resale, repair, and recycling. For instance, fashion brands are using DPPs to enable instant resale platforms and offer post-sale services, thereby extending product lifecycles and supporting sustainable consumption patterns.

Leading companies are working to establish and implement DPPs across various sectors. Siemens has launched a Battery Passport Platform that monitors the lifecycle carbon footprint of battery products, providing transparency in the battery sector. 3E has acquired ChemChain to integrate a blockchain-based DPP with compliance offerings, ensuring greater visibility in the supply chain. OPTEL has partnered with ERM to enhance supply chain visibility and reporting, utilizing digital technologies to optimize sustainability and transparency. Additionally, Avery Dennison has introduced a Digital Product Passport as a Service (DPPaaS) to help brands prepare for forthcoming EU legislation, providing consultancy, hardware, software, and digital ID technology.

Global Digital Product Passport Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest technology trends in each of the sub-segments from 2020 to 2030. For this study, Grand View Research has segmented the global digital product passport market report based on offering, deployment, industry, and region:

Offering Outlook (Revenue, USD Million, 2020 - 2030)

Software

Services

Deployment Outlook (Revenue, USD Million, 2020 - 2030)

Cloud-Based

On-Premises

Industry Outlook (Revenue, USD Million, 2020 - 2030)

Consumer Electronics

Textile & Apparel

Automotive

Pharmaceuticals

Food & Beverages

Chemicals & Industrial Products

Construction & Building Materials

Others

Regional Outlook (Revenue, USD Million, 2020 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East & Africa

Saudi Arabia

South Africa

UAE

Companies Mentioned

3E

Avery Dennison

Billon Group

Circularise

CIRPASS

Det Norske Veritas Group (DNV)

iPoint-systems GmbH

Kezzler

LyondellBasell Industries Holdings B.V.

OPTEL GROUP
Sigma Technology

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