

Middle East Smart Packaging Market Size, Share & Trends Analysis Report By Type (Active Packaging, Intelligent Packaging, MAP), By Application (Food & Beverages, Pharmaceuticals, E-commerce, Electronics), By Country, And Segment Forecasts, 2025 - 2033

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Abstracts

The Middle East smart packaging market size was estimated at USD 906.0 million in 2024 and is projected to reach USD 1,572.2 million by 2033, growing at a CAGR of 6.2% from 2025 to 2033. The market is driven by growing demand for food safety, traceability, and extended shelf life across the food & beverage and pharmaceutical sectors.

Rising e-commerce penetration and government initiatives toward digitalization further boost the adoption of intelligent and connected packaging solutions. Countries such as Saudi Arabia, the UAE, and Qatar are witnessing rapid urbanization and growth in packaged food consumption, particularly through modern retail channels and online food delivery platforms. Smart packaging technologies, such as time-temperature indicators and freshness sensors, are gaining traction as they help detect spoilage and ensure quality throughout the supply chain. This aligns with regulatory requirements for stricter food safety standards, further boosting adoption.

The booming e-commerce sector in the Middle East is significantly influencing smart packaging adoption. With online grocery and food delivery platforms such as Talabat, HungerStation, and Instashop gaining popularity, there is a heightened need for packaging that enhances product traceability, authenticity, and consumer engagement. Interactive smart packaging solutions, such as QR codes and NFC tags, allow brands to

provide product information, authenticity checks, and promotional content directly to consumers, thereby enhancing customer trust and brand loyalty.

The pharmaceutical and healthcare sector is a major growth driver for smart packaging in the Middle East. Countries such as the UAE and Saudi Arabia are investing heavily in healthcare infrastructure, local drug manufacturing, and advanced distribution systems. Smart packaging technologies, such as RFID-enabled tracking and tamper-evident seals, help ensure supply chain security and regulatory compliance while combating counterfeiting, a persistent issue in the region. With governments promoting local pharmaceutical production, the demand for intelligent packaging solutions is set to increase.

Middle East Smart Packaging Market Report Segmentation

This report forecasts revenue growth at a regional level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Middle East smart packaging market report based on type, application, and country:

Type Outlook (Revenue, USD Million, 2021 - 2033)

Active Packaging

Intelligent Packaging

Modified Atmosphere Packaging (MAP)

Application Outlook (Revenue, USD Million, 2021 - 2033)

Food & Beverages

Pharmaceuticals

E-commerce

Personal Care & Cosmetics

Electronics

Others

Country Outlook (Revenue, USD Million, 2021 - 2033)

Saudi Arabia

UAE

Turkey

Qatar

Israel

Kuwait

Oman

Bahrain

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