

# **Worldwide Electronic Smart Packaging Market - Technologies (RFID, NFC, BLE and EAS), Applications (Printed Sensor, Printed Touch, Printed Light, Printed RFID and Printed Antennas), End-Users (Food, Beverage, Healthcare, Personal Care, Logistics and Machineries), By Regions - Drivers, Opportunities, Trends, and Forecasts, 2016-2022**

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## **Abstracts**

At present, the traditional packaging is being replaced by smart packaging system for its improved shelf life and quality. The smart packaging interacts internally and externally with the environment and performs more than one function such as monitoring freshness, safety, information on quality and others. There are different types of packaging such as electronic, electrical, mechanical/chemical. It is expected that the electronic smart packaging will grow faster in the coming years.

The electronic smart packaging has become a trending topic for all industries and customers in protecting their products, goods, etc. The electronic method is already being used in packaging products but their usage is less and cost-effective. Now with key enabling technology, printed electronics are boosting the potential opportunities for smart packaging by lowering the costs. According to Infoholic Research, it is estimated that the “Worldwide Electronic Smart Packaging” market will witness a CAGR of 45.5% during the forecast period 2016–2022. In the future, the smart packaging market will witness a rapid growth and is expected to grow tremendously, due to the use of printed electronics in packaging. Printed electronics is a key in enabling smart packaging innovations and a fast-growing market for the industries.

In the recent years, the smart packaging has become a fast growing segment across

the world. The printed electronics has evolved as a new technology in smart packaging, where companies have started investing in electronics in packaging. Some of the players included in the report are Thin Film Electronics, Smartrac NV, Bemis Company, Sealed Air and PakSense. It is expected that electronic smart packaging will drive the market in the upcoming years for its less cost, flexibility and additional functionality on the packaging. The smart packaging market is segmented by technologies, applications, end-users and geographic regions. High growth is expected in Europe and North America in the next 3–4 years.

The study covers and analyzes the “Worldwide Electronic Smart Packaging” market. Bringing out the complete key insights of the industry, the report aims to provide an opportunity for players to understand the latest trends, current market scenario, government initiative, and technologies related to the market. In addition, helps the venture capitalist in understanding the companies better and take informed decisions.

## Contents

### 1 INDUSTRY OUTLOOK

- 1.1 Industry Overview
- 1.2 Pest Analysis

### 2 REPORT OUTLINE

- 2.1 Report Scope
- 2.2 Report Summary
- 2.3 Research Methodology
- 2.4 Report Assumptions

### 3 MARKET SNAPSHOT

- 3.1 Total Addressable Market (TAM)
- 3.2 Segmented Addressable Market (SAM)
- 3.3 Related Markets

### 4 ELECTRONIC SMART PACKAGING

- 4.1 Overview
- 4.2 Market Trends and Impact
- 4.3 Types of Packaging
  - 4.3.1 Passive Packaging
  - 4.3.2 Active Packaging
  - 4.3.3 Smart Packaging
- 4.4 Market Segmentation
- 4.5 Porter's 5 (Five) Forces

### 5 MARKET CHARACTERISTICS

- 5.1 Evolution
- 5.2 Architecture
- 5.3 Market Dynamics
  - 5.3.1 Drivers
    - 5.3.1.1 Technology adoption
    - 5.3.1.2 Consumer demand

- 5.3.1.3 Ageing population
- 5.3.1.4 Low cost and less weight
- 5.3.2 Restraints
  - 5.3.2.1 Lack of awareness about electronics in smart packaging
  - 5.3.2.2 Increasing competition leading to price war
- 5.3.3 Opportunities
  - 5.3.3.1 Use of NFC technology
  - 5.3.3.2 Improving market conditions and falling costs
- 5.3.4 DRO – Impact Analysis

## **6 PRINTED ELECTRONICS IN SMART PACKAGING**

- 6.1 Overview
  - 6.1.1 Printed electronic in smart packaging and their challenges
  - 6.1.2 Electronics v/s Printed Electronics
  - 6.1.3 Scope of printed electronics in smart packaging
  - 6.1.4 Future impact of electronics in smart packaging
  - 6.1.5 Future Investment and projects

## **7 TECHNOLOGY: MARKET SIZE AND ANALYSIS**

- 7.1 Overview
- 7.2 Radio Frequency Identification (RFID)
  - 7.2.1 Market Size and Analysis
- 7.3 NFC
  - 7.3.1 Market Size and Analysis
- 7.4 Bluetooth Low Energy (BLE)
  - 7.4.1 Market Size and Analysis
- 7.5 Electronic Article Surveillance (EAS)
  - 7.5.1 Market Size and Analysis

## **8 APPLICATIONS: MARKET SIZE AND ANALYSIS**

- 8.1 Overview
- 8.2 Printed Light
  - 8.2.1 Market Size and Analysis
- 8.3 Printed Touch
  - 8.3.1 Market Size and Analysis
- 8.4 Printed Antennas

- 8.4.1 Overview
- 8.4.2 Market Size and Analysis
- 8.4.3 Printed NFC Antenna
- 8.4.4 Printed RFID Antenna
- 8.5 Printed RFID
  - 8.5.1 Market Size and Analysis
- 8.6 Printed Sensors
  - 8.6.1 Market Size and Analysis
- 8.7 Others
  - 8.7.1 Market Size and Analysis

## **9 END-USERS: MARKET SIZE AND ANALYSIS**

- 9.1 Overview
- 9.2 Food
  - 9.2.1 Market Size and Analysis
- 9.3 Beverage
  - 9.3.1 Market Size and Analysis
- 9.4 Healthcare
  - 9.4.1 Market Size and Analysis
- 9.5 Personal Care
  - 9.5.1 Market Size and Analysis
- 9.6 Logistics/Transporting
  - 9.6.1 Market Size and Analysis
- 9.7 Industry Machineries
  - 9.7.1 Market Size and Analysis
- 9.8 Others
  - 9.8.1 Market Size and Analysis

## **10 REGIONS: MARKET SIZE AND ANALYSIS**

- 10.1 Overview
- 10.2 North America
  - 10.2.1 Overview
  - 10.2.2 Market Size and Analysis
    - 10.2.2.1 US
    - 10.2.2.2 Canada
- 10.3 Europe
  - 10.3.1 Market Size and analysis

#### 10.3.1.1 UK

### 10.4 Asia Pacific

#### 10.4.1 Market Size and Analysis

##### 10.4.1.1 Australia and New Zealand (ANZ)

##### 10.4.1.2 China

##### 10.4.1.3 India

### 10.5 MEA

### 10.6 Latin America

## 11 VENDOR PROFILES

### 11.1 Thin Film Electronics ASA

#### 11.1.1 Overview

#### 11.1.2 Business Unit

#### 11.1.3 Geographic Revenue

#### 11.1.4 Business Focus

#### 11.1.5 SWOT Analysis

#### 11.1.6 Business Strategy

### 11.2 Smartrac N.V.

#### 11.2.1 Overview

#### 11.2.2 Business Unit

#### 11.2.3 Geographic Presence

#### 11.2.4 Business Focus

#### 11.2.5 SWOT Analysis

#### 11.2.6 Business Strategy

### 11.3 Sealed Air

#### 11.3.1 Overview

#### 11.3.2 Business Unit

#### 11.3.3 Geographic Revenue

#### 11.3.4 Business Focus

#### 11.3.5 SWOT Analysis

#### 11.3.6 Business Strategy

### 11.4 Bemis Company Inc.

#### 11.4.1 Overview

#### 11.4.2 Business Unit

#### 11.4.3 Geographic Presence

#### 11.4.4 Business Focus

#### 11.4.5 SWOT Analysis

#### 11.4.6 Business Strategy

## 11.5 PakSense

### 11.5.1 Overview

### 11.5.2 Business Unit

### 11.5.3 Geographic Presence

### 11.5.4 Business Focus

### 11.5.5 SWOT Analysis

### 11.5.6 Business Strategy

## 12 GLOBAL GENERALIST

### 12.1 3M Co.

#### 12.1.1 Overview

#### 12.1.2 Cisco in Electronic Smart Packaging

### 12.2 Ametek Inc.

#### 12.2.1 Overview

#### 12.2.2 Ametek in Electronic Smart Packaging

### 12.3 RR Donnelley & Sons Co.

#### 12.3.1 Overview

#### 12.3.2 RR Donnelley in Electronic Smart Packaging

### 12.4 NEXX Systems Inc.

#### 12.4.1 Overview

#### 12.4.2 NEXX Systems Inc. in Electronic Smart Packaging

## 13 COMPANIES TO WATCH FOR

### 13.1 PST Sensors

#### 13.1.1 Overview

#### 13.1.2 Market Overview

#### 13.1.3 PST Sensors in Electronic Smart Packaging Market

### 13.2 Blue Spark Technologies Inc.

#### 13.2.1 Overview

#### 13.2.2 Market Overview

#### 13.2.3 Blue Spark Technologies in Electronic Smart Packaging Market

### 13.3 Printechnologies

#### 13.3.1 Overview

#### 13.3.2 Market Overview

#### 13.3.3 Printechnologies in Electronic Smart Packaging Market

### 13.4 Saralon GmbH

#### 13.4.1 Overview

13.4.2 Market Overview

13.4.3 Saralon GmbH in Electronic Smart Packaging Market

## **14 COMPETITIVE LANDSCAPE**

14.1 Competitor Comparison Analysis

14.2 Market Landscape

14.2.1 Mergers & Acquisitions (M&A)

14.2.2 Joint Venture

14.2.3 Capital Funding

Annexure

Abbreviations



## List Of Tables

### LIST OF TABLES

Table 1 WORLDWIDE ELECTRONIC SMART PACKAGING MARKET REVENUE, 2016–2022 (\$MILLION)

Table 2 COMPARISON BETWEEN CONVENTIONAL AND PRINTED ELECTRONICS

Table 3 SCOPE OF PRINTED ELECTRONICS IN SMART PACKAGING

Table 4 ELECTRONIC SMART PACKAGING MARKET REVENUE BY TECHNOLOGY, 2016–2022 (\$MILLION)

Table 5 RFID BENEFIT, SPECIFICATION AND APPLICATIONS

Table 6 COMPARISON BETWEEN NFC AND QR CODE

Table 7 NFC BENEFITS, SPECIFICATIONS AND APPLICATIONS

Table 8 BLE BENEFITS, SPECIFICATION AND APPLICATIONS

Table 9 EAS BENEFITS, SPECIFICATIONS AND APPLICATIONS

Table 10 ELECTRONIC SMART PACKAGING MARKET REVENUE BY APPLICATION, 2016–2022 (\$MILLION)

Table 11 ELECTRONIC SMART PACKAGING MARKET REVENUE BY END-USERS, 2016–2022 (\$MILLION)

Table 12 ELECTRONIC SMART PACKAGING MARKET REVENUE BY REGION, 2016–2022 (\$MILLION)

Table 13 NORTH AMERICA MARKET REVENUE BY TECHNOLOGIES, 2016–2022 (\$MILLION)

Table 14 NORTH AMERICA MARKET REVENUE BY TECHNOLOGY, 2016–2022, Y-O-Y (%)

Table 15 NORTH AMERICA MARKET REVENUE BY APPLICATION, 2016–2022 (\$MILLION)

Table 16 NORTH AMERICA MARKET REVENUE BY APPLICATION, 2016–2022, Y-O-Y (%)

Table 17 NORTH AMERICA MARKET REVENUE BY END-USERS, 2016–2022 (\$MILLION)

Table 18 NORTH AMERICA MARKET GROWTH BY END-USERS, 2016–2022, Y-O-Y (%)

Table 19 EUROPE MARKET REVENUE BY TECHNOLOGY, 2016–2022 (\$MILLION)

Table 20 EUROPE MARKET REVENUE BY TECHNOLOGY, 2016–2022, Y-O-Y (%)

Table 21 EUROPE MARKET REVENUE BY APPLICATION, 2016–2022 (\$MILLION)

Table 22 EUROPE MARKET REVENUE BY APPLICATION, 2016–2022, Y-O-Y (%)

Table 23 EUROPE MARKET REVENUE BY END-USERS, 2016–2022 (\$MILLION)

Table 24 EUROPE MARKET GROWTH BY END-USERS, 2016–2022, Y-O-Y (%)

Table 25 ASIA PACIFIC MARKET REVENUE BY TECHNOLOGY, 2016–2022  
(\$MILLION)

Table 26 ASIA-PACIFIC MARKET REVENUE BY TECHNOLOGY, 2016–2022, Y-O-Y  
(%)

Table 27 ASIA PACIFIC MARKET REVENUE BY APPLICATION, 2016–2022  
(\$MILLION)

Table 28 ASIA PACIFIC MARKET REVENUE BY APPLICATION, 2016–2022, Y-O-Y  
(%)

Table 29 ASIA PACIFIC MARKET REVENUE BY END-USERS, 2016–2022  
(\$MILLION)

Table 30 ASIA PACIFIC MARKET GROWTH BY END-USERS, 2016–2022, Y-O-Y (%)

Table 31 MEA MARKET REVENUE BY TECHNOLOGY, 2016–2022 (\$MILLION)

Table 32 MEA MARKET REVENUE BY TECHNOLOGY, 2016–2022, Y-O-Y (%)

Table 33 MEA MARKET REVENUE BY APPLICATION, 2016–2022 (\$MILLION)

Table 34 MEA MARKET REVENUE BY APPLICATION, 2016–2022, Y-O-Y (%)

Table 35 MEA MARKET REVENUE BY END-USERS, 2016–2022 (\$MILLION)

Table 36 MEA MARKET REVENUE BY END-USER, 2016–2022, Y-O-Y (%)

Table 37 LATIN AMERICA MARKET REVENUE BY TECHNOLOGY, 2016–2022  
(\$MILLION)

Table 38 LATIN AMERICA MARKET REVENUE BY TECHNOLOGY, 2016–2022, Y-O-Y (%)

Table 39 LATIN AMERICA MARKET REVENUE BY APPLICATION, 2016–2022  
(\$MILLION)

Table 40 LATIN AMERICA MARKET REVENUE BY APPLICATION, 2016–2022, Y-O-Y  
(%)

Table 41 LATIN AMERICA MARKET REVENUE BY END-USERS, 2016–2022  
(\$MILLION)

Table 42 LATIN AMERICA MARKET REVENUE BY END-USERS, 2016–2022, Y-O-Y  
(%)

Table 43 MERGER & ACQUISITION, 2014–2015

## List Of Charts

### LIST OF CHARTS

Chart 1 PEST ANALYSIS OF ELECTRONIC SMART PACKAGING MARKET

Chart 2 RESEARCH METHODOLOGY OF WORLDWIDE ELECTRONIC SMART PACKAGING MARKET

Chart 3 WORLDWIDE SMART PACKAGING MARKET REVENUE, 2016–2022 (\$BILLION)

Chart 4 CURRENT AND FUTURE IMPACT OF ELECTRONIC SMART PACKAGING

Chart 5 PASSIVE PACKAGING

Chart 6 ACTIVE PACKAGING

Chart 7 SMART PACKAGING

Chart 8 ELECTRONIC SMART PACKAGING SEGMENT

Chart 9 PORTER'S 5 FORCES OF ELECTRONIC SMART PACKAGING MARKET

Chart 10 EVOLUTION OF PACKAGING MATERIALS

Chart 11 ARCHITECTURE OF SMART PACKAGING MARKET

Chart 12 MARKET DYNAMICS – DRIVERS, RESTRAINTS & OPPORTUNITIES

Chart 13 DRO - IMPACT ANALYSIS OF ELECTRONIC SMART PACKAGING MARKET

Chart 14 PRINTED TEMPERATURE SENSOR ON PACKAGING

Chart 15 ELECTRONIC SMART PACKAGING MARKET SHARE BY TECHNOLOGY, 2016 AND 2022

Chart 16 RFID MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 17 NFC MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 18 BLE MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 19 EAS TAG

Chart 20 EAS MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 21 ELECTRONIC SMART PACKAGING MARKET SHARE BY APPLICATION, 2016 AND 2022

Chart 22 PRINTED LIGHT MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 23 PRINTED TOUCH IN HEALTHCARE

Chart 24 PRINTED TOUCH MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 25 PRINTED ANTENNAS MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 26 ANTENNA INTERACTION BETWEEN SMARTPHONE AND DEVICES/PRODUCTS

Chart 27 PRINTED RFID ANTENNA

Chart 28 CHIPLESS RFID TAGS

Chart 29 PRINTED RFID MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 30 PRINTED SENSORS MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 31 OTHERS MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 32 ELECTRONIC SMART PACKAGING MARKET SHARE BY END-USER, 2016 AND 2022

Chart 33 FOOD MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 34 ELECTRONIC SMART PACKAGING USED IN BEVERAGES

Chart 35 BEVERAGE MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 36 HEALTHCARE MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 37 ELECTRONIC SMART PACKAGING USED IN PERSONAL CARE

Chart 38 PERSONAL CARE MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 39 LOGISTICS MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 40 INDUSTRY MACHINERIES MARKET REVENUE, 2016–2022 (\$MILLION)

Chart 41 OTHERS MARKET REVENUE, 2016-2022

Chart 42 ELECTRONIC SMART PACKAGING MARKET SHARE BY REGION, 2016 AND 2022

Chart 43 THIN FILM: OVERVIEW

Chart 44 THIN FILM: BUSINESS UNIT

Chart 45 THIN FILM: GEOGRAPHIC PRESENCE

Chart 46 THIN FILM: SWOT ANALYSIS

Chart 47 SMARTRAC: OVERVIEW SNAPSHOT

Chart 48 SMARTRAC: BUSINESS UNIT

Chart 49 SMARTRAC: GEOGRAPHIC PRESENCE

Chart 50 SMARTRAC: SWOT ANALYSIS

Chart 51 SEALED AIR: OVERVIEW SNAPSHOT

Chart 52 SEALED AIR: BUSINESS UNIT

Chart 53 SEALED AIR: GEOGRAPHIC REVENUE

Chart 54 SEALED AIR: SWOT ANALYSIS

Chart 55 BEMIS: OVERVIEW SNAPSHOT

Chart 56 BEMIS: BUSINESS UNIT

Chart 57 BEMIS: GEOGRAPHIC PRESENCE

Chart 58 BEMIS: SWOT ANALYSIS

Chart 59 PAKSENSE: OVERVIEW SNAPSHOT

Chart 60 PAKSENSE: BUSINESS UNIT

Chart 61 PAKSENSE: GEOGRAPHIC PRESENCE

Chart 62 PAKSENSE: SWOT ANALYSIS

Chart 63 3M: OVERVIEW SNAPSHOT

Chart 64 AMETEK: OVERVIEW SNAPSHOT

Chart 65 RR DONNELLEY: OVERVIEW SNAPSHOT

Chart 66 NEXX: OVERVIEW SNAPSHOT

Chart 67 PTS SENSOR: MARKET OVERVIEW

Chart 68 BLUE SPARK TECHNOLOGIES: MARKET OVERVIEW

Chart 69 PRINTECHNOLOGICS: MARKET OVERVIEW

Chart 70 SARALON: MARKET OVERVIEW

Chart 71 COMPETITOR COMPARISON ANALYSIS BY APPLICATIONS

Chart 72 COMPETITOR COMPARISON ANALYSIS BY END-USERS

Chart 73 JOINT VENTURE, 2014-2016

Chart 74 CAPITAL FUNDING, 2010-2016

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