

# Active, Controlled and Intelligent Packaging Market - Forecasts from 2016 to 2021

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## Abstracts

Active, Controlled and Intelligent Packaging market was estimated to be worth \$38.146 billion in 2015 and is projected to grow at a CAGR of 6.20% over the forecast period to reach a total market size of \$54.734 by 2021. Active, Controlled and Intelligent packaging systems help in protecting the products against hostile environmental conditions, increase their shelf-life and convey necessary information to consumers. The other benefits of these packaging solutions are the improvement in visual appearance, reduce quality deterioration and tracking. The major factors driving the demand for active, controlled and intelligent packaging solutions are: changing consumer preferences, demand for convenience and high-quality food products, regulations regarding food products safety among others.

North America and Europe combined account for the bulk of the demand for these packaging solutions. The presence of a large number of convenience stores and outlets for ready to eat food products is augmenting the need for these solutions in these regions.

This report provides a comprehensive analysis of the Active, Controlled and Intelligent Packaging Market. The market size and forecast of the global, regional and various segments has been provided in US\$ billion. Under market dynamics section, different drivers, restraints, current trends and opportunities which exist in the market have been discussed with the detailed analysis regarding the same. Market analysis has been provided with the help of Porter's Five Forces model.

The other major sub-sections under this section are supplier outlook, industry outlook, industry lifecycle analysis, and value chain. The report also provides an in-depth knowledge of the Active, Controlled and Intelligent Packaging Market, with detailed

major market segmentation and country level analysis.

Competition analysis section lists vendor market share, recent investments by some of the major players, deals and strategies adopted by them to increase their visibility in the market.

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