

# Internet Of Packaging Market - Strategic Insights and Forecasts (2026-2031)

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## Abstracts

The Global Internet of Packaging market is forecast to grow at a CAGR of 5.7%, reaching USD 30.3 billion in 2031 from USD 23.0 billion in 2026.

The Internet of Packaging market is positioned at the intersection of smart packaging and digital supply chain management. It integrates connected technologies such as sensors, data analytics, and identification systems into packaging formats to enable tracking, monitoring, and interaction across the product lifecycle. Macro drivers include the growth of e-commerce, rising demand for transparency in food and pharmaceutical supply chains, and stricter regulatory oversight on product safety and traceability. The market is gaining strategic importance as manufacturers seek to improve logistics efficiency, reduce losses, and strengthen brand engagement through connected packaging solutions.

### Market Drivers

A major driver is the rising need for end-to-end traceability across supply chains. Food and beverage producers and pharmaceutical companies are adopting connected packaging to monitor temperature, freshness, and tampering risks. Growth in e-commerce and cross-border trade further increases demand for real-time shipment visibility. Consumer demand for product authenticity and information access is also supporting adoption of digital identifiers embedded in packaging. Brand owners are using interactive packaging features to enhance customer engagement and collect consumption data. Improvements in sensor technology and declining costs of connectivity modules are making smart packaging more commercially viable for large-scale deployment.

## Market Restraints

High implementation costs remain a key barrier, especially for small and mid-sized manufacturers. Integration of Internet of Packaging solutions requires investment in hardware, software platforms, and data infrastructure. Data security and privacy concerns limit adoption in regulated sectors. Lack of standardized communication protocols creates compatibility challenges across supply chain partners. In addition, limited technical expertise in packaging operations slows integration with existing production lines. These factors restrain the pace of adoption despite strong long-term potential.

## Technology and Segment Insights

By technology, the market includes RFID, QR codes, sensors, and near-field communication systems. RFID and sensor-based solutions dominate applications requiring monitoring of temperature and movement. QR and digital code technologies are widely used for consumer interaction and authentication. By application, food and beverages, pharmaceuticals, personal care, and industrial goods form the key segments. Food and beverage leads due to high spoilage risk and regulatory pressure for traceability. Pharmaceutical packaging focuses on anti-counterfeiting and compliance monitoring. Packaging types include labels, cartons, bottles, and flexible packaging formats integrated with smart components. Service segments cover data analytics platforms and cloud-based monitoring solutions that convert packaging data into actionable insights.

## Competitive and Strategic Outlook

Competition is driven by technology innovation and partnerships between packaging manufacturers, software providers, and logistics companies. Market participants focus on developing scalable platforms that can integrate with enterprise resource planning and warehouse management systems. Strategic initiatives include expansion of smart label portfolios and investments in analytics capabilities. Regional players adapt solutions based on regulatory frameworks and infrastructure readiness. Companies that can offer cost-effective and interoperable solutions are better positioned to secure long-term contracts with large consumer goods and pharmaceutical producers.

The Internet of Packaging market is set for steady growth as digitalization reshapes global supply chains. Adoption will expand as costs decline and standards improve. Long-term success will depend on secure data management, interoperability, and the

ability to demonstrate clear operational and commercial value to end users.

### Key Benefits of this Report

**Insightful Analysis:** Gain detailed market insights across regions, customer segments, policies, socio-economic factors, consumer preferences, and industry verticals.

**Competitive Landscape:** Understand strategic moves by key players to identify optimal market entry approaches.

**Market Drivers and Future Trends:** Assess major growth forces and emerging developments shaping the market.

**Actionable Recommendations:** Support strategic decisions to unlock new revenue streams.

**Caters to a Wide Audience:** Suitable for startups, research institutions, consultants, SMEs, and large enterprises.

### What Businesses Use Our Reports For

Industry and market insights, opportunity assessment, product demand forecasting, market entry strategy, geographical expansion, capital investment decisions, regulatory analysis, new product development, and competitive intelligence.

### Report Coverage

Historical data from 2021 to 2024, Base Year 2025, Forecast Years 2026-2031

Growth opportunities, challenges, supply chain outlook, regulatory framework, and trend analysis

Competitive positioning, strategies, and market share evaluation

Revenue growth and forecast assessment across segments and regions

Company profiling including strategies, products, financials, and key

developments

## Contents

### **1. INTRODUCTION**

- 1.1. Market Overview
- 1.2. Market Definition
- 1.3. Scope of the Study
- 1.4. Market Segmentation
- 1.5. Currency
- 1.6. Assumptions
- 1.7. Base, and Forecast Years Timeline
- 1.8. Key benefits for the stakeholders

### **2. RESEARCH METHODOLOGY**

- 2.1. Research Design
- 2.2. Research Process

### **3. EXECUTIVE SUMMARY**

- 3.1. Key Findings
- 3.2. Analyst View

### **4. MARKET DYNAMICS**

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porter's Five Forces Analysis
  - 4.3.1. Bargaining Power of Suppliers
  - 4.3.2. Bargaining Power of Buyers
  - 4.3.3. Threat of New Entrants
  - 4.3.4. Threat of Substitutes
  - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis
- 4.5. Analyst View

### **5. INTERNET OF PACKAGING MARKET BY TECHNOLOGY**

- 5.1. Introduction

- 5.2. Barcode and QR Code
  - 5.2.1. Market Trends and Opportunities
  - 5.2.2. Growth Prospects
  - 5.2.3. Geographic Lucrativeness
- 5.3. Low-Energy Bluetooth
  - 5.3.1. Market Trends and Opportunities
  - 5.3.2. Growth Prospects
  - 5.3.3. Geographic Lucrativeness
- 5.4. Sensors and Tags
  - 5.4.1. Market Trends and Opportunities
  - 5.4.2. Growth Prospects
  - 5.4.3. Geographic Lucrativeness
- 5.5. Radio Frequency Identification
  - 5.5.1. Market Trends and Opportunities
  - 5.5.2. Growth Prospects
  - 5.5.3. Geographic Lucrativeness
- 5.6. NFC Technologies
  - 5.6.1. Market Trends and Opportunities
  - 5.6.2. Growth Prospects
  - 5.6.3. Geographic Lucrativeness
- 5.7. Indicators
  - 5.7.1. Market Trends and Opportunities
  - 5.7.2. Growth Prospects
  - 5.7.3. Geographic Lucrativeness

## **6. INTERNET OF PACKAGING MARKET BY APPLICATION**

- 6.1. Introduction
- 6.2. Personal Care
  - 6.2.1. Market Trends and Opportunities
  - 6.2.2. Growth Prospects
  - 6.2.3. Geographic Lucrativeness
- 6.3. Health Care
  - 6.3.1. Market Trends and Opportunities
  - 6.3.2. Growth Prospects
  - 6.3.3. Geographic Lucrativeness
- 6.4. Automotive
  - 6.4.1. Market Trends and Opportunities
  - 6.4.2. Growth Prospects

- 6.4.3. Geographic Lucrativeness
- 6.5. Consumer Electronics
  - 6.5.1. Market Trends and Opportunities
  - 6.5.2. Growth Prospects
  - 6.5.3. Geographic Lucrativeness
- 6.6. Food and Beverages
  - 6.6.1. Market Trends and Opportunities
  - 6.6.2. Growth Prospects
  - 6.6.3. Geographic Lucrativeness
- 6.7. Homecare
  - 6.7.1. Market Trends and Opportunities
  - 6.7.2. Growth Prospects
  - 6.7.3. Geographic Lucrativeness
- 6.8. Others
  - 6.8.1. Market Trends and Opportunities
  - 6.8.2. Growth Prospects
  - 6.8.3. Geographic Lucrativeness

## **7. INTERNET OF PACKAGING MARKET BY PACKAGING TYPE**

- 7.1. Introduction
- 7.2. Bottles and Jars
  - 7.2.1. Market Trends and Opportunities
  - 7.2.2. Growth Prospects
  - 7.2.3. Geographic Lucrativeness
- 7.3. Films and Wraps
  - 7.3.1. Market Trends and Opportunities
  - 7.3.2. Growth Prospects
  - 7.3.3. Geographic Lucrativeness
- 7.4. Mailers
  - 7.4.1. Market Trends and Opportunities
  - 7.4.2. Growth Prospects
  - 7.4.3. Geographic Lucrativeness
- 7.5. Boxes and Cartons
  - 7.5.1. Market Trends and Opportunities
  - 7.5.2. Growth Prospects
  - 7.5.3. Geographic Lucrativeness

## **8. INTERNET OF PACKAGING MARKET BY GEOGRAPHY**

- 8.1. Introduction
- 8.2. North America
  - 8.2.1. By Technology
  - 8.2.2. By Application
  - 8.2.3. By Packaging Type
  - 8.2.4. By Country
    - 8.2.4.1. United States
      - 8.2.4.1.1. Market Trends and Opportunities
      - 8.2.4.1.2. Growth Prospects
    - 8.2.4.2. Canada
      - 8.2.4.2.1. Market Trends and Opportunities
      - 8.2.4.2.2. Growth Prospects
    - 8.2.4.3. Mexico
      - 8.2.4.3.1. Market Trends and Opportunities
      - 8.2.4.3.2. Growth Prospects
- 8.3. South America
  - 8.3.1. By Technology
  - 8.3.2. By Application
  - 8.3.3. By Packaging Type
  - 8.3.4. By Country
    - 8.3.4.1. Brazil
      - 8.3.4.1.1. Market Trends and Opportunities
      - 8.3.4.1.2. Growth Prospects
    - 8.3.4.2. Argentina
      - 8.3.4.2.1. Market Trends and Opportunities
      - 8.3.4.2.2. Growth Prospects
    - 8.3.4.3. Others
      - 8.3.4.3.1. Market Trends and Opportunities
      - 8.3.4.3.2. Growth Prospects
- 8.4. Europe
  - 8.4.1. By Technology
  - 8.4.2. By Application
  - 8.4.3. By Packaging Type
  - 8.4.4. By Country
    - 8.4.4.1. United Kingdom
      - 8.4.4.1.1. Market Trends and Opportunities
      - 8.4.4.1.2. Growth Prospects
    - 8.4.4.2. Germany

- 8.4.4.2.1. Market Trends and Opportunities
- 8.4.4.2.2. Growth Prospects
- 8.4.4.3. France
  - 8.4.4.3.1. Market Trends and Opportunities
  - 8.4.4.3.2. Growth Prospects
- 8.4.4.4. Spain
  - 8.4.4.4.1. Market Trends and Opportunities
  - 8.4.4.4.2. Growth Prospects
- 8.4.4.5. Others
  - 8.4.4.5.1. Market Trends and Opportunities
  - 8.4.4.5.2. Growth Prospects
- 8.5. Middle East and Africa
  - 8.5.1. By Technology
  - 8.5.2. By Application
  - 8.5.3. By Packaging Type
  - 8.5.4. By Country
    - 8.5.4.1. Saudi Arabia
      - 8.5.4.1.1. Market Trends and Opportunities
      - 8.5.4.1.2. Growth Prospects
    - 8.5.4.2. UAE
      - 8.5.4.2.1. Market Trends and Opportunities
      - 8.5.4.2.2. Growth Prospects
    - 8.5.4.3. Others
      - 8.5.4.3.1. Market Trends and Opportunities
      - 8.5.4.3.2. Growth Prospects
- 8.6. Asia Pacific
  - 8.6.1. By Technology
  - 8.6.2. By Application
  - 8.6.3. By Packaging Type
  - 8.6.4. By Country
    - 8.6.4.1. Japan
      - 8.6.4.1.1. Market Trends and Opportunities
      - 8.6.4.1.2. Growth Prospects
    - 8.6.4.2. China
      - 8.6.4.2.1. Market Trends and Opportunities
      - 8.6.4.2.2. Growth Prospects
    - 8.6.4.3. India
      - 8.6.4.3.1. Market Trends and Opportunities
      - 8.6.4.3.2. Growth Prospects

- 8.6.4.4. South Korea
  - 8.6.4.4.1. Market Trends and Opportunities
  - 8.6.4.4.2. Growth Prospects
- 8.6.4.5. Taiwan
  - 8.6.4.5.1. Market Trends and Opportunities
  - 8.6.4.5.2. Growth Prospects
- 8.6.4.6. Thailand
  - 8.6.4.6.1. Market Trends and Opportunities
  - 8.6.4.6.2. Growth Prospects
- 8.6.4.7. Indonesia
  - 8.6.4.7.1. Market Trends and Opportunities
  - 8.6.4.7.2. Growth Prospects
- 8.6.4.8. Others
  - 8.6.4.8.1. Market Trends and Opportunities
  - 8.6.4.8.2. Growth Prospects

## **9. COMPETITIVE ENVIRONMENT AND ANALYSIS**

- 9.1. Major Players and Strategy Analysis
- 9.2. Market Share Analysis
- 9.3. Mergers, Acquisition, Agreements, and Collaborations
- 9.4. Competitive Dashboard

## **10. COMPANY PROFILES**

- 10.1. Wiliot
- 10.2. Tetra Pak
- 10.3. Scanbuy, Inc.
- 10.4. Kezzler AS
- 10.5. Sepio Solutions
- 10.6. Vesta Smart Packaging
- 10.7. Costruzioni Meccaniche Luigi Bandera SpA
- 10.8. ImpacX
- 10.9. Nefab

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