

Global Intelligent Connected Packaging Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Intelligent Connected Packaging market size is predicted to grow from US\$ 46389 million in 2025 to US\$ 67817 million in 2032; it is expected to grow at a CAGR of 5.6% from 2026 to 2032.

Intelligent Connected Packaging (ICP) refers to a new type of packaging that integrates advanced technologies such as Internet of Things (IoT) sensors, radio frequency identification (RFID), near-field communication (NFC), and QR codes to enable real-time data collection, transmission, and interaction between the packaging, products, users, and brands. Unlike traditional packaging that only serves basic functions like protection and branding, ICP can monitor product status (such as temperature, humidity, and freshness), track logistics and supply chain information, provide product authentication to prevent counterfeiting, and enable direct interaction with consumers (such as product information inquiry, loyalty programs, and feedback collection). It serves as a bridge connecting physical products and digital systems, adding value to the entire product lifecycle, improving supply chain efficiency, enhancing consumer experience, and helping brands build closer relationships with their customers.

The demand for Intelligent Connected Packaging is growing rapidly, driven by the rising consumer demand for product transparency, safety, and personalized experiences, the need for brands to optimize supply chain management, reduce waste, and combat counterfeiting, and the widespread adoption of IoT and digital technologies across industries. Various sectors, including food and beverage, pharmaceuticals, cosmetics, and logistics, are increasingly adopting ICP to address pain points such as product spoilage, counterfeiting, and inefficient supply chain tracking. Meanwhile, significant business opportunities exist in this field: developing cost-effective, scalable ICP solutions tailored to small and medium-sized enterprises (SMEs); integrating advanced

technologies such as AI and big data to analyze collected data for predictive maintenance and consumer behavior insights; expanding applications in emerging sectors like healthcare and e-commerce; and offering value-added services such as data analytics, cloud-based monitoring platforms, and consumer engagement tools to help brands maximize the value of intelligent packaging, all of which drive the continuous growth of the intelligent connected packaging market.

LPI (LP Information)' newest research report, the 'Intelligent Connected Packaging Industry Forecast' looks at past sales and reviews total world Intelligent Connected Packaging sales in 2025, providing a comprehensive analysis by region and market sector of projected Intelligent Connected Packaging sales for 2026 through 2032. With Intelligent Connected Packaging sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Intelligent Connected Packaging industry.

This Insight Report provides a comprehensive analysis of the global Intelligent Connected Packaging landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Intelligent Connected Packaging portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Intelligent Connected Packaging market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Intelligent Connected Packaging and breaks down the forecast by Connection Technology, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Intelligent Connected Packaging.

This report presents a comprehensive overview, market shares, and growth opportunities of Intelligent Connected Packaging market by product type, application, key players and key regions and countries.

Segmentation by Connection Technology:

NFC-Based Intelligent Connected Packaging

RFID-Based Intelligent Connected Packaging

QR Code-Based Intelligent Connected Packaging

IoT Sensor-Based Intelligent Connected Packaging

Others

Segmentation by Core Function:

Tracking & Tracing Intelligent Connected Packaging

Product Authentication Intelligent Connected Packaging

Condition Monitoring Intelligent Connected Packaging

Consumer Interaction Intelligent Connected Packaging

Others

Segmentation by Packaging Form:

Intelligent Connected Labels & Tags

Intelligent Connected Flexible Packaging

Intelligent Connected Cartons & Boxes

Intelligent Connected Bottles & Containers

Others

Segmentation by Application:

Food & Beverage Industry

Pharmaceutical Industry

Cosmetics & Luxury Goods

Supply Chain & Logistics

Consumer Engagement

Medical Devices

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Ball Corporation

Amcor plc

3M

Temptime Corporation / Zebra Technologies

Constantia Flexibles

Avery Dennison Corporation

American Thermal Instruments

R.R. Donnelley & Sons Company

Crown Holdings

CCL Industries

Huhtamaki

Tetra Pak

WestRock

Printcolor

Meyers

Digimarc

Identiv

Wiliot

Pragmatic Semiconductor

Kezzler

Scanbuy

Loftware

SML Group

TOPPAN

DNP / Dai Nippon Printing

SATO Holdings

Invengo Information Technology

Xiamen Innov Information Science & Technology

Shenzhen Goldbridge Technology

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