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Global Smart Packaging Labels Market Growth 2025-2031

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global Smart Packaging Labels market size is predicted to grow from US$ 377 million in 2025 to US$ 535 million in 2031; it is expected to grow at a CAGR of 6.0% from 2025 to 2031.

Smart packaging labels are advanced labels integrated with technologies that provide enhanced functionality beyond traditional labeling. These labels often incorporate sensors, RFID (Radio Frequency Identification), NFC (Near Field Communication), QR codes, or other digital elements to offer real-time data about the product, packaging, or environment. The main purposes of smart packaging labels are to improve supply chain tracking, ensure product authenticity, provide detailed information to consumers, monitor the condition of the product, and enable interactive experiences.

United States market for Smart Packaging Labels is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Smart Packaging Labels is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Smart Packaging Labels is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Smart Packaging Labels players cover Avery Dennison, CCL Industries, Zebra Technologies, SATO, Alien Technology, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

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LP Information, Inc. (LPI) ' newest research report, the “Smart Packaging Labels Industry Forecast” looks at past sales and reviews total world Smart Packaging Labels sales in 2024, providing a comprehensive analysis by region and market sector of projected Smart Packaging Labels sales for 2025 through 2031. With Smart Packaging Labels sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Smart Packaging Labels industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Smart Packaging Labels and breaks down the forecast by Type, 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 Smart Packaging Labels.

This report presents a comprehensive overview, market shares, and growth opportunities of Smart Packaging Labels market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

RFID Label

NFC Label

EAS Label

Others

Segmentation by Application:

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- Retail and Inventory Tracking
- Electronics
- Pallet Tracking
- Pharmaceuticals
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe

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- 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 analysing the company's coverage, product portfolio, its market penetration.

- Avery Dennison
- CCL Industries
- Zebra Technologies
- SATO
- Alien Technology
- 3M

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UPM

TOPPAN Holdings

Brady Corporation

R.R. Donnelley & Sons Company

MPI Label Systems

William Frick & Company

Schreiner Group

OPRFID Technologies

Invengo Information Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Smart Packaging Labels market?

What factors are driving Smart Packaging Labels market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Smart Packaging Labels market opportunities vary by end market size?

How does Smart Packaging Labels break out by Type, by Application?

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Smart Packaging Labels Annual Sales 2020-2031
  2.1.2 World Current & Future Analysis for Smart Packaging Labels by Geographic Region, 2020, 2024 & 2031
  2.1.3 World Current & Future Analysis for Smart Packaging Labels by Country/Region, 2020, 2024 & 2031
2.2 Smart Packaging Labels Segment by Type
  2.2.1 RFID Label
  2.2.2 NFC Label
  2.2.3 EAS Label
  2.2.4 Others
2.3 Smart Packaging Labels Sales by Type
  2.3.1 Global Smart Packaging Labels Sales Market Share by Type (2020-2025)
  2.3.2 Global Smart Packaging Labels Revenue and Market Share by Type (2020-2025)
  2.3.3 Global Smart Packaging Labels Sale Price by Type (2020-2025)
2.4 Smart Packaging Labels Segment by Application
  2.4.1 Retail and Inventory Tracking
  2.4.2 Electronics
  2.4.3 Pallet Tracking
  2.4.4 Pharmaceuticals
  2.4.5 Others
2.5 Smart Packaging Labels Sales by Application
  2.5.1 Global Smart Packaging Labels Sale Market Share by Application (2020-2025)

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2.5.2 Global Smart Packaging Labels Revenue and Market Share by Application (2020-2025)
2.5.3 Global Smart Packaging Labels Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

3.1 Global Smart Packaging Labels Breakdown Data by Company
3.1.1 Global Smart Packaging Labels Annual Sales by Company (2020-2025)
3.1.2 Global Smart Packaging Labels Sales Market Share by Company (2020-2025)
3.2 Global Smart Packaging Labels Annual Revenue by Company (2020-2025)
3.2.1 Global Smart Packaging Labels Revenue by Company (2020-2025)
3.2.2 Global Smart Packaging Labels Revenue Market Share by Company (2020-2025)
3.3 Global Smart Packaging Labels Sale Price by Company
3.4 Key Manufacturers Smart Packaging Labels Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Smart Packaging Labels Product Location Distribution
3.4.2 Players Smart Packaging Labels Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
3.6 New Products and Potential Entrants
3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR SMART PACKAGING LABELS BY GEOGRAPHIC REGION

4.1 World Historic Smart Packaging Labels Market Size by Geographic Region (2020-2025)
4.1.1 Global Smart Packaging Labels Annual Sales by Geographic Region (2020-2025)
4.1.2 Global Smart Packaging Labels Annual Revenue by Geographic Region (2020-2025)
4.2 World Historic Smart Packaging Labels Market Size by Country/Region (2020-2025)
4.2.1 Global Smart Packaging Labels Annual Sales by Country/Region (2020-2025)
4.2.2 Global Smart Packaging Labels Annual Revenue by Country/Region (2020-2025)
4.3 Americas Smart Packaging Labels Sales Growth
4.4 APAC Smart Packaging Labels Sales Growth

+357 96 030922
info@marketpublishers.com

4.5 Europe Smart Packaging Labels Sales Growth
4.6 Middle East & Africa Smart Packaging Labels Sales Growth

5 AMERICAS

5.1 Americas Smart Packaging Labels Sales by Country
  5.1.1 Americas Smart Packaging Labels Sales by Country (2020-2025)
  5.1.2 Americas Smart Packaging Labels Revenue by Country (2020-2025)
5.2 Americas Smart Packaging Labels Sales by Type (2020-2025)
5.3 Americas Smart Packaging Labels Sales by Application (2020-2025)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Smart Packaging Labels Sales by Region
  6.1.1 APAC Smart Packaging Labels Sales by Region (2020-2025)
  6.1.2 APAC Smart Packaging Labels Revenue by Region (2020-2025)
6.2 APAC Smart Packaging Labels Sales by Type (2020-2025)
6.3 APAC Smart Packaging Labels Sales by Application (2020-2025)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 China Taiwan

7 EUROPE

7.1 Europe Smart Packaging Labels by Country
  7.1.1 Europe Smart Packaging Labels Sales by Country (2020-2025)
  7.1.2 Europe Smart Packaging Labels Revenue by Country (2020-2025)
7.2 Europe Smart Packaging Labels Sales by Type (2020-2025)
7.3 Europe Smart Packaging Labels Sales by Application (2020-2025)
7.4 Germany
7.5 France

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7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Smart Packaging Labels by Country
  8.1.1 Middle East & Africa Smart Packaging Labels Sales by Country (2020-2025)
  8.1.2 Middle East & Africa Smart Packaging Labels Revenue by Country (2020-2025)
8.2 Middle East & Africa Smart Packaging Labels Sales by Type (2020-2025)
8.3 Middle East & Africa Smart Packaging Labels Sales by Application (2020-2025)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers
10.2 Manufacturing Cost Structure Analysis of Smart Packaging Labels
10.3 Manufacturing Process Analysis of Smart Packaging Labels
10.4 Industry Chain Structure of Smart Packaging Labels

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 Smart Packaging Labels Distributors
11.3 Smart Packaging Labels Customer

12 WORLD FORECAST REVIEW FOR SMART PACKAGING LABELS BY

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info@marketpublishers.com

GEOGRAPHIC REGION

12.1 Global Smart Packaging Labels Market Size Forecast by Region
12.1.1 Global Smart Packaging Labels Forecast by Region (2026-2031)
12.1.2 Global Smart Packaging Labels Annual Revenue Forecast by Region (2026-2031)
12.2 Americas Forecast by Country (2026-2031)
12.3 APAC Forecast by Region (2026-2031)
12.4 Europe Forecast by Country (2026-2031)
12.5 Middle East & Africa Forecast by Country (2026-2031)
12.6 Global Smart Packaging Labels Forecast by Type (2026-2031)
12.7 Global Smart Packaging Labels Forecast by Application (2026-2031)

13 KEY PLAYERS ANALYSIS

13.1 Avery Dennison
13.1.1 Avery Dennison Company Information
13.1.2 Avery Dennison Smart Packaging Labels Product Portfolios and Specifications
13.1.3 Avery Dennison Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.1.4 Avery Dennison Main Business Overview
13.1.5 Avery Dennison Latest Developments
13.2 CCL Industries
13.2.1 CCL Industries Company Information
13.2.2 CCL Industries Smart Packaging Labels Product Portfolios and Specifications
13.2.3 CCL Industries Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.2.4 CCL Industries Main Business Overview
13.2.5 CCL Industries Latest Developments
13.3 Zebra Technologies
13.3.1 Zebra Technologies Company Information
13.3.2 Zebra Technologies Smart Packaging Labels Product Portfolios and Specifications
13.3.3 Zebra Technologies Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.3.4 Zebra Technologies Main Business Overview
13.3.5 Zebra Technologies Latest Developments
13.4 SATO
13.4.1 SATO Company Information

+357 96 030922
info@marketpublishers.com

13.4.2 SATO Smart Packaging Labels Product Portfolios and Specifications
13.4.3 SATO Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.4.4 SATO Main Business Overview
13.4.5 SATO Latest Developments
13.5 Alien Technology
13.5.1 Alien Technology Company Information
13.5.2 Alien Technology Smart Packaging Labels Product Portfolios and Specifications
13.5.3 Alien Technology Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.5.4 Alien Technology Main Business Overview
13.5.5 Alien Technology Latest Developments
13.6 3M
13.6.1 3M Company Information
13.6.2 3M Smart Packaging Labels Product Portfolios and Specifications
13.6.3 3M Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.6.4 3M Main Business Overview
13.6.5 3M Latest Developments
13.7 UPM
13.7.1 UPM Company Information
13.7.2 UPM Smart Packaging Labels Product Portfolios and Specifications
13.7.3 UPM Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.7.4 UPM Main Business Overview
13.7.5 UPM Latest Developments
13.8 TOPPAN Holdings
13.8.1 TOPPAN Holdings Company Information
13.8.2 TOPPAN Holdings Smart Packaging Labels Product Portfolios and Specifications
13.8.3 TOPPAN Holdings Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.8.4 TOPPAN Holdings Main Business Overview
13.8.5 TOPPAN Holdings Latest Developments
13.9 Brady Corporation
13.9.1 Brady Corporation Company Information
13.9.2 Brady Corporation Smart Packaging Labels Product Portfolios and Specifications
13.9.3 Brady Corporation Smart Packaging Labels Sales, Revenue, Price and Gross

+357 96 030922
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Margin (2020-2025)
13.9.4 Brady Corporation Main Business Overview
13.9.5 Brady Corporation Latest Developments
13.10 R.R. Donnelley & Sons Company
13.10.1 R.R. Donnelley & Sons Company Company Information
13.10.2 R.R. Donnelley & Sons Company Smart Packaging Labels Product Portfolios and Specifications
13.10.3 R.R. Donnelley & Sons Company Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.10.4 R.R. Donnelley & Sons Company Main Business Overview
13.10.5 R.R. Donnelley & Sons Company Latest Developments
13.11 MPI Label Systems
13.11.1 MPI Label Systems Company Information
13.11.2 MPI Label Systems Smart Packaging Labels Product Portfolios and Specifications
13.11.3 MPI Label Systems Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.11.4 MPI Label Systems Main Business Overview
13.11.5 MPI Label Systems Latest Developments
13.12 William Frick & Company
13.12.1 William Frick & Company Company Information
13.12.2 William Frick & Company Smart Packaging Labels Product Portfolios and Specifications
13.12.3 William Frick & Company Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.12.4 William Frick & Company Main Business Overview
13.12.5 William Frick & Company Latest Developments
13.13 Schreiner Group
13.13.1 Schreiner Group Company Information
13.13.2 Schreiner Group Smart Packaging Labels Product Portfolios and Specifications
13.13.3 Schreiner Group Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.13.4 Schreiner Group Main Business Overview
13.13.5 Schreiner Group Latest Developments
13.14 OPRFID Technologies
13.14.1 OPRFID Technologies Company Information
13.14.2 OPRFID Technologies Smart Packaging Labels Product Portfolios and Specifications

+357 96 030922
info@marketpublishers.com

13.14.3 OPRFID Technologies Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.14.4 OPRFID Technologies Main Business Overview
13.14.5 OPRFID Technologies Latest Developments
13.15 Invengo Information Technology
13.15.1 Invengo Information Technology Company Information
13.15.2 Invengo Information Technology Smart Packaging Labels Product Portfolios and Specifications
13.15.3 Invengo Information Technology Smart Packaging Labels Sales, Revenue, Price and Gross Margin (2020-2025)
13.15.4 Invengo Information Technology Main Business Overview
13.15.5 Invengo Information Technology Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Smart Packaging Labels Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & ($ millions)
Table 2. Smart Packaging Labels Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & ($ millions)
Table 3. Major Players of RFID Label
Table 4. Major Players of NFC Label
Table 5. Major Players of EAS Label
Table 6. Major Players of Others
Table 7. Global Smart Packaging Labels Sales by Type (2020-2025) & (K Units)
Table 8. Global Smart Packaging Labels Sales Market Share by Type (2020-2025)
Table 9. Global Smart Packaging Labels Revenue by Type (2020-2025) & ($ million)
Table 10. Global Smart Packaging Labels Revenue Market Share by Type (2020-2025)
Table 11. Global Smart Packaging Labels Sale Price by Type (2020-2025) & (US$/Unit)
Table 12. Global Smart Packaging Labels Sale by Application (2020-2025) & (K Units)
Table 13. Global Smart Packaging Labels Sale Market Share by Application (2020-2025)
Table 14. Global Smart Packaging Labels Revenue by Application (2020-2025) & ($ million)
Table 15. Global Smart Packaging Labels Revenue Market Share by Application (2020-2025)
Table 16. Global Smart Packaging Labels Sale Price by Application (2020-2025) & (US$/Unit)
Table 17. Global Smart Packaging Labels Sales by Company (2020-2025) & (K Units)
Table 18. Global Smart Packaging Labels Sales Market Share by Company (2020-2025)
Table 19. Global Smart Packaging Labels Revenue by Company (2020-2025) & ($ millions)
Table 20. Global Smart Packaging Labels Revenue Market Share by Company (2020-2025)
Table 21. Global Smart Packaging Labels Sale Price by Company (2020-2025) & (US$/Unit)
Table 22. Key Manufacturers Smart Packaging Labels Producing Area Distribution and Sales Area
Table 23. Players Smart Packaging Labels Products Offered
Table 24. Smart Packaging Labels Concentration Ratio (CR3, CR5 and CR10) &

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(2023-2025)
Table 25. New Products and Potential Entrants
Table 26. Market M&A Activity & Strategy
Table 27. Global Smart Packaging Labels Sales by Geographic Region (2020-2025) & (K Units)
Table 28. Global Smart Packaging Labels Sales Market Share Geographic Region (2020-2025)
Table 29. Global Smart Packaging Labels Revenue by Geographic Region (2020-2025) & ($ millions)
Table 30. Global Smart Packaging Labels Revenue Market Share by Geographic Region (2020-2025)
Table 31. Global Smart Packaging Labels Sales by Country/Region (2020-2025) & (K Units)
Table 32. Global Smart Packaging Labels Sales Market Share by Country/Region (2020-2025)
Table 33. Global Smart Packaging Labels Revenue by Country/Region (2020-2025) & ($ millions)
Table 34. Global Smart Packaging Labels Revenue Market Share by Country/Region (2020-2025)
Table 35. Americas Smart Packaging Labels Sales by Country (2020-2025) & (K Units)
Table 36. Americas Smart Packaging Labels Sales Market Share by Country (2020-2025)
Table 37. Americas Smart Packaging Labels Revenue by Country (2020-2025) & ($ millions)
Table 38. Americas Smart Packaging Labels Sales by Type (2020-2025) & (K Units)
Table 39. Americas Smart Packaging Labels Sales by Application (2020-2025) & (K Units)
Table 40. APAC Smart Packaging Labels Sales by Region (2020-2025) & (K Units)
Table 41. APAC Smart Packaging Labels Sales Market Share by Region (2020-2025)
Table 42. APAC Smart Packaging Labels Revenue by Region (2020-2025) & ($ millions)
Table 43. APAC Smart Packaging Labels Sales by Type (2020-2025) & (K Units)
Table 44. APAC Smart Packaging Labels Sales by Application (2020-2025) & (K Units)
Table 45. Europe Smart Packaging Labels Sales by Country (2020-2025) & (K Units)
Table 46. Europe Smart Packaging Labels Revenue by Country (2020-2025) & ($ millions)
Table 47. Europe Smart Packaging Labels Sales by Type (2020-2025) & (K Units)
Table 48. Europe Smart Packaging Labels Sales by Application (2020-2025) & (K Units)
Table 49. Middle East & Africa Smart Packaging Labels Sales by Country (2020-2025)

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& (K Units)
Table 50. Middle East & Africa Smart Packaging Labels Revenue Market Share by Country (2020-2025)
Table 51. Middle East & Africa Smart Packaging Labels Sales by Type (2020-2025) & (K Units)
Table 52. Middle East & Africa Smart Packaging Labels Sales by Application (2020-2025) & (K Units)
Table 53. Key Market Drivers & Growth Opportunities of Smart Packaging Labels
Table 54. Key Market Challenges & Risks of Smart Packaging Labels
Table 55. Key Industry Trends of Smart Packaging Labels
Table 56. Smart Packaging Labels Raw Material
Table 57. Key Suppliers of Raw Materials
Table 58. Smart Packaging Labels Distributors List
Table 59. Smart Packaging Labels Customer List
Table 60. Global Smart Packaging Labels Sales Forecast by Region (2026-2031) & (K Units)
Table 61. Global Smart Packaging Labels Revenue Forecast by Region (2026-2031) & ($ millions)
Table 62. Americas Smart Packaging Labels Sales Forecast by Country (2026-2031) & (K Units)
Table 63. Americas Smart Packaging Labels Annual Revenue Forecast by Country (2026-2031) & ($ millions)
Table 64. APAC Smart Packaging Labels Sales Forecast by Region (2026-2031) & (K Units)
Table 65. APAC Smart Packaging Labels Annual Revenue Forecast by Region (2026-2031) & ($ millions)
Table 66. Europe Smart Packaging Labels Sales Forecast by Country (2026-2031) & (K Units)
Table 67. Europe Smart Packaging Labels Revenue Forecast by Country (2026-2031) & ($ millions)
Table 68. Middle East & Africa Smart Packaging Labels Sales Forecast by Country (2026-2031) & (K Units)
Table 69. Middle East & Africa Smart Packaging Labels Revenue Forecast by Country (2026-2031) & ($ millions)
Table 70. Global Smart Packaging Labels Sales Forecast by Type (2026-2031) & (K Units)
Table 71. Global Smart Packaging Labels Revenue Forecast by Type (2026-2031) & ($ millions)
Table 72. Global Smart Packaging Labels Sales Forecast by Application (2026-2031) &

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(K Units)
Table 73. Global Smart Packaging Labels Revenue Forecast by Application (2026-2031) & ($ millions)
Table 74. Avery Dennison Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 75. Avery Dennison Smart Packaging Labels Product Portfolios and Specifications
Table 76. Avery Dennison Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 77. Avery Dennison Main Business
Table 78. Avery Dennison Latest Developments
Table 79. CCL Industries Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 80. CCL Industries Smart Packaging Labels Product Portfolios and Specifications
Table 81. CCL Industries Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 82. CCL Industries Main Business
Table 83. CCL Industries Latest Developments
Table 84. Zebra Technologies Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 85. Zebra Technologies Smart Packaging Labels Product Portfolios and Specifications
Table 86. Zebra Technologies Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 87. Zebra Technologies Main Business
Table 88. Zebra Technologies Latest Developments
Table 89. SATO Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 90. SATO Smart Packaging Labels Product Portfolios and Specifications
Table 91. SATO Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 92. SATO Main Business
Table 93. SATO Latest Developments
Table 94. Alien Technology Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 95. Alien Technology Smart Packaging Labels Product Portfolios and Specifications
Table 96. Alien Technology Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)

+357 96 030922
info@marketpublishers.com

Table 97. Alien Technology Main Business
Table 98. Alien Technology Latest Developments
Table 99. 3M Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 100. 3M Smart Packaging Labels Product Portfolios and Specifications
Table 101. 3M Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 102. 3M Main Business
Table 103. 3M Latest Developments
Table 104. UPM Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 105. UPM Smart Packaging Labels Product Portfolios and Specifications
Table 106. UPM Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 107. UPM Main Business
Table 108. UPM Latest Developments
Table 109. TOPPAN Holdings Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 110. TOPPAN Holdings Smart Packaging Labels Product Portfolios and Specifications
Table 111. TOPPAN Holdings Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 112. TOPPAN Holdings Main Business
Table 113. TOPPAN Holdings Latest Developments
Table 114. Brady Corporation Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 115. Brady Corporation Smart Packaging Labels Product Portfolios and Specifications
Table 116. Brady Corporation Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 117. Brady Corporation Main Business
Table 118. Brady Corporation Latest Developments
Table 119. R.R. Donnelley & Sons Company Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 120. R.R. Donnelley & Sons Company Smart Packaging Labels Product Portfolios and Specifications
Table 121. R.R. Donnelley & Sons Company Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 122. R.R. Donnelley & Sons Company Main Business

+357 96 030922
info@marketpublishers.com

Table 123. R.R. Donnelley & Sons Company Latest Developments
Table 124. MPI Label Systems Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 125. MPI Label Systems Smart Packaging Labels Product Portfolios and Specifications
Table 126. MPI Label Systems Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 127. MPI Label Systems Main Business
Table 128. MPI Label Systems Latest Developments
Table 129. William Frick & Company Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 130. William Frick & Company Smart Packaging Labels Product Portfolios and Specifications
Table 131. William Frick & Company Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 132. William Frick & Company Main Business
Table 133. William Frick & Company Latest Developments
Table 134. Schreiner Group Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 135. Schreiner Group Smart Packaging Labels Product Portfolios and Specifications
Table 136. Schreiner Group Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 137. Schreiner Group Main Business
Table 138. Schreiner Group Latest Developments
Table 139. OPRFID Technologies Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 140. OPRFID Technologies Smart Packaging Labels Product Portfolios and Specifications
Table 141. OPRFID Technologies Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 142. OPRFID Technologies Main Business
Table 143. OPRFID Technologies Latest Developments
Table 144. Invengo Information Technology Basic Information, Smart Packaging Labels Manufacturing Base, Sales Area and Its Competitors
Table 145. Invengo Information Technology Smart Packaging Labels Product Portfolios and Specifications
Table 146. Invengo Information Technology Smart Packaging Labels Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)

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Table 147. Invengo Information Technology Main Business
Table 148. Invengo Information Technology Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of Smart Packaging Labels
Figure 2. Smart Packaging Labels Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Smart Packaging Labels Sales Growth Rate 2020-2031 (K Units)
Figure 7. Global Smart Packaging Labels Revenue Growth Rate 2020-2031 ($ millions)
Figure 8. Smart Packaging Labels Sales by Geographic Region (2020, 2024 & 2031) & ($ millions)
Figure 9. Smart Packaging Labels Sales Market Share by Country/Region (2024)
Figure 10. Smart Packaging Labels Sales Market Share by Country/Region (2020, 2024 & 2031)
Figure 11. Product Picture of RFID Label
Figure 12. Product Picture of NFC Label
Figure 13. Product Picture of EAS Label
Figure 14. Product Picture of Others
Figure 15. Global Smart Packaging Labels Sales Market Share by Type in 2025
Figure 16. Global Smart Packaging Labels Revenue Market Share by Type (2020-2025)
Figure 17. Smart Packaging Labels Consumed in Retail and Inventory Tracking
Figure 18. Global Smart Packaging Labels Market: Retail and Inventory Tracking (2020-2025) & (K Units)
Figure 19. Smart Packaging Labels Consumed in Electronics
Figure 20. Global Smart Packaging Labels Market: Electronics (2020-2025) & (K Units)
Figure 21. Smart Packaging Labels Consumed in Pallet Tracking
Figure 22. Global Smart Packaging Labels Market: Pallet Tracking (2020-2025) & (K Units)
Figure 23. Smart Packaging Labels Consumed in Pharmaceuticals
Figure 24. Global Smart Packaging Labels Market: Pharmaceuticals (2020-2025) & (K Units)
Figure 25. Smart Packaging Labels Consumed in Others
Figure 26. Global Smart Packaging Labels Market: Others (2020-2025) & (K Units)
Figure 27. Global Smart Packaging Labels Sale Market Share by Application (2024)
Figure 28. Global Smart Packaging Labels Revenue Market Share by Application in 2025
Figure 29. Smart Packaging Labels Sales by Company in 2025 (K Units)

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Figure 30. Global Smart Packaging Labels Sales Market Share by Company in 2025
Figure 31. Smart Packaging Labels Revenue by Company in 2025 ($ millions)
Figure 32. Global Smart Packaging Labels Revenue Market Share by Company in 2025
Figure 33. Global Smart Packaging Labels Sales Market Share by Geographic Region (2020-2025)
Figure 34. Global Smart Packaging Labels Revenue Market Share by Geographic Region in 2025
Figure 35. Americas Smart Packaging Labels Sales 2020-2025 (K Units)
Figure 36. Americas Smart Packaging Labels Revenue 2020-2025 ($ millions)
Figure 37. APAC Smart Packaging Labels Sales 2020-2025 (K Units)
Figure 38. APAC Smart Packaging Labels Revenue 2020-2025 ($ millions)
Figure 39. Europe Smart Packaging Labels Sales 2020-2025 (K Units)
Figure 40. Europe Smart Packaging Labels Revenue 2020-2025 ($ millions)
Figure 41. Middle East & Africa Smart Packaging Labels Sales 2020-2025 (K Units)
Figure 42. Middle East & Africa Smart Packaging Labels Revenue 2020-2025 ($ millions)
Figure 43. Americas Smart Packaging Labels Sales Market Share by Country in 2025
Figure 44. Americas Smart Packaging Labels Revenue Market Share by Country (2020-2025)
Figure 45. Americas Smart Packaging Labels Sales Market Share by Type (2020-2025)
Figure 46. Americas Smart Packaging Labels Sales Market Share by Application (2020-2025)
Figure 47. United States Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 48. Canada Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 49. Mexico Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 50. Brazil Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 51. APAC Smart Packaging Labels Sales Market Share by Region in 2025
Figure 52. APAC Smart Packaging Labels Revenue Market Share by Region (2020-2025)
Figure 53. APAC Smart Packaging Labels Sales Market Share by Type (2020-2025)
Figure 54. APAC Smart Packaging Labels Sales Market Share by Application (2020-2025)
Figure 55. China Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 56. Japan Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 57. South Korea Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 58. Southeast Asia Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)

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Figure 59. India Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 60. Australia Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 61. China Taiwan Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 62. Europe Smart Packaging Labels Sales Market Share by Country in 2025
Figure 63. Europe Smart Packaging Labels Revenue Market Share by Country (2020-2025)
Figure 64. Europe Smart Packaging Labels Sales Market Share by Type (2020-2025)
Figure 65. Europe Smart Packaging Labels Sales Market Share by Application (2020-2025)
Figure 66. Germany Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 67. France Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 68. UK Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 69. Italy Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 70. Russia Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 71. Middle East & Africa Smart Packaging Labels Sales Market Share by Country (2020-2025)
Figure 72. Middle East & Africa Smart Packaging Labels Sales Market Share by Type (2020-2025)
Figure 73. Middle East & Africa Smart Packaging Labels Sales Market Share by Application (2020-2025)
Figure 74. Egypt Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 75. South Africa Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 76. Israel Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 77. Turkey Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 78. GCC Countries Smart Packaging Labels Revenue Growth 2020-2025 ($ millions)
Figure 79. Manufacturing Cost Structure Analysis of Smart Packaging Labels in 2025
Figure 80. Manufacturing Process Analysis of Smart Packaging Labels
Figure 81. Industry Chain Structure of Smart Packaging Labels
Figure 82. Channels of Distribution
Figure 83. Global Smart Packaging Labels Sales Market Forecast by Region (2026-2031)
Figure 84. Global Smart Packaging Labels Revenue Market Share Forecast by Region (2026-2031)
Figure 85. Global Smart Packaging Labels Sales Market Share Forecast by Type (2026-2031)
Figure 86. Global Smart Packaging Labels Revenue Market Share Forecast by Type

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(2026-2031)
Figure 87. Global Smart Packaging Labels Sales Market Share Forecast by Application (2026-2031)
Figure 88. Global Smart Packaging Labels Revenue Market Share Forecast by Application (2026-2031)

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