

China Smart Packaging Market Assessment, By Type [Active Packaging, Intelligent Packaging, Others], By End-use [Food & Beverage, Healthcare, Automotive, Personal Care, Logistics, Others], By Functionality [Protection, Communication, Quality Control, Convenience, Others], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

China smart packaging market is expanding and is expected to reach USD 47.9 billion in 2030, from USD 22.5 billion in 2022. The market is expected to grow at CAGR of 9.9% for the forecast period between 2023 and 2030 owing to modern control technology, advanced material science and artificial intelligence. China is the world's second largest economy with largest population, the world's biggest manufacturing industry, and has high private consumption. China smart packaging market is at the forefront of packaging innovation and technological integration. The country has emerged as a hub for developing and using smart packaging solutions due to its rapid economic expansion, technical strength, and large consumer base. The market has been completely reimaged regarding how the products are packaged, delivered, and experienced by customers, creating a mix of modern technology paired with traditional packaging.

China has embraced the integration of innovative technologies into packaging solutions to meet the evolving demands of various industries. China smart packaging market is the composition of consumption and the ever-growing exports which keep pushing the market further and opening opportunities for innovation and new players to enter the market. With a focus on sustainability, supply chain optimization and consumer engagement, China smart packaging market reflects a vibrant landscape poised to

reshape the way products are packaged and experienced by the modern consumer.

Sustainability Picking up the Pace

The commitment towards sustainability is reflected in China smart packaging market solutions that communicate environmental efforts, recyclability, and responsible sourcing. Eco-conscious consumers appreciate brands that prioritize sustainability are highlighted in the competition. Smart packaging communicates recycling information clearly to consumers through QR codes and NFC tags. It empowers consumers to make informed decisions about disposal and encourages recycling practices.

For instance, Amcor China is the first packaging company to commit recyclable or reusable packaging on a global scale by the year 2025, with operations, partners and products in China. Amcor has started a thorough discussion with clients about solutions for recyclable plastic packaging, including the structure of pure polyolefins, which primarily consist of polyethylene and polypropylene without adding polyethylene terephthalate (PET).

Booming E-Commerce in China

The booming e-commerce sector is driving the growth of China smart packaging market by integrating smart packaging to enhance consumer experiences. China boasts the world's largest e-commerce market. The exponential growth of online shopping drives the demand for various solutions that enhance the e-commerce experience through real-time tracking, personalized content, and interactive elements, like QR codes and NFC tags, in China smart packaging market. In a market where counterfeit products are a concern, smart packaging solutions that include authentication features give consumers confidence about the products genuineness.

Procter & Gamble China (P&G China) and Dow have collaborated to manufacture air capsule e-commerce packaging. This packaging seeks an effective and efficient solution to protect items while minimizing superfluous packaging in e-commerce and facilitate recycling.

Supply Chain Management and Transparency

The complexity of China's supply chains, especially in sectors like logistic and retail, is a major driver for the smart packaging adoption. Smart packaging allows real-time

tracking of products during the movement in supply chain. With RFID tags, QR codes or NFC technology, stakeholders can monitor the location, status, and condition of goods at each stage of transportation. China smart packaging market provides many solutions that enable accurate and automated inventory management. Integrating sensors with packaging can provide information about stock levels, helping businesses optimize inventory, and reduce the situations of overstock or stockouts. The transparency helps identify bottlenecks, delays and inefficiencies, enabling timely corrective actions. Keeping perishable commodities at the proper temperature during storage and transit is critical, the temperature sensors integrated into smart packaging ensure that the packaged goods stay within predetermined temperature limits, preventing rotting and guaranteeing product quality.

Gaining Prominence Across Industries

China smart packaging market significantly impacts how products are packed, distributed, and used across various industries in China. Smart packaging ensures food safety through temperature monitoring and QR codes providing information about ingredients, allergens, and expiration dates. It helps reduce food waste by maintaining optimal storage conditions.

Smart packaging solutions improve medication adherence and patient safety. QR codes on pharmaceutical packaging provide patients with dosage instructions, potential side effects, and other essential information. QR codes on packaging provide instant access to user manuals, setup instructions, and troubleshooting guides. Smart packaging enables anti-counterfeiting measures to protect consumers from fake products. QR codes on packaging provide access to beauty tutorials, makeup tips, and skincare routines. Interactive packaging engages consumers and strengthens brand loyalty. Such solutions for smart packaging are expected to drive the market's growth.

Impact of COVID-19

The COVID-19 pandemic significantly impacted the China smart packaging market, leading to shifts in consumer behavior, supply chain dynamics, and industry priorities. With challenges, the pandemic created mixed trends in the China smart packaging market landscape. China smart packaging market saw a decline in demand in some sectors while gaining increased demand from others. With lockdowns and social distancing measures, e-commerce experienced a surge in demand. Smart packaging solutions, offering real-time tracking, virtual try-ons, and personalized content, enhanced the online shopping experience. The pandemic accelerated the demand for

contactless interactions. Consequently, smart packaging features, like QR codes and NFC tags, aligned well with this need, allowing consumers to access information without physical contact.

Key Players Landscape and Outlook

China smart packaging market has a dynamic and competitive landscape with numerous key players contributing to developing and adopting intelligent packaging solutions. These companies leverage cutting-edge technologies to offer innovative packaging solutions that enhance consumer experiences, improve supply chain efficiency, and address industry-specific challenges. The outlook for the China smart packaging market remains effective as the technology continues to evolve and the manufacturing sectors continue to grow. The demand for smart packaging solutions will grow, leading to more innovation and opportunities for domestic and international players to enter the market.

Amcor, opened a modern production facility in Huizhou, China. This is country's largest flexible packaging facility for production and is spread across 590,000 square feet. It aims to enhance Amcor's capabilities to fulfil its rising client demand throughout Asia-Pacific.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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