

Digital Product Passport - Company Evaluation Report, 2025

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Abstracts

The Digital Product Passport Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Digital Product Passport. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and industry trends.

MarketsandMarkets 360 Quadrants evaluated over 62 companies, of which the Top 13 Digital Product Passport Companies were categorized and recognized as quadrant leaders.

A Digital Product Passport (DPP) is a dynamic digital record that documents a product's entire lifecycle journey, from raw material extraction to manufacturing, use, repair, and eventual recycling. This comprehensive dataset, often secured on a decentralized platform like a blockchain, contains key information about a product's composition, origin, environmental impact, and circularity potential. Accessible via a data carrier like a QR code or NFC tag on the product itself, the DPP serves as a transparent, data-rich bridge between the physical item and its digital identity for regulators, businesses, and consumers.

The primary driver for the DPP market is a wave of sustainability-focused regulation, particularly from the European Union through its Ecodesign for Sustainable Products Regulation (ESPR). These new laws mandate the use of DPPs for product categories like batteries, electronics, and textiles to foster a circular economy. Concurrently, there is a strong consumer demand for greater transparency, enabling people to make more informed and ethical purchasing decisions. For businesses, DPPs offer a way to enhance supply chain visibility, substantiate green claims, and unlock new circular business models like product-as-a-service.

However, the implementation of Digital Product Passports faces significant hurdles. Establishing data standardization and interoperability across complex, global supply chains involving countless stakeholders is a monumental task. The cost and complexity of deploying the necessary IT infrastructure for data collection and management can be a major barrier, especially for small and medium-sized enterprises (SMEs). Critical questions around data governance, security, and ownership must be resolved to ensure the system is trustworthy and effective, while preventing the misuse of sensitive commercial information.

The 360 Quadrant maps the Digital Product Passport companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Digital Product Passport quadrant. The top criteria for product footprint evaluation included Focus Area [Supply Chain Management, Environmental Impact Assessment, Circular Economy, Regulatory Compliance & Reporting, Customer Engagement, Other Focus Areas], Lifecycle Stage [Product Design, Production, Distribution, End of Life], Offering [Software, Services], End User [By Size: Large Enterprises, SMEs By Type: Electronics & Semiconductors, Automotive, Batteries, Healthcare & Life Sciences, Chemicals & Materials, Fashion & Textiles, Construction, Other End Users].

Key Players:

Major vendors in the Digital Product Passport market are Optel Group, 3E, Narravero, Circular, AVL, Siemens, Arianee, DNV, Kezzler, Eviden, EON, Billon Group and iPoint-systems. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top three companies:

Optel Group

Optel Group is a global leader in providing end-to-end traceability systems, with a dominant position in the pharmaceutical industry for serialization and supply chain visibility. The company combines vision inspection hardware with intelligent software platforms to combat counterfeiting and enhance supply chain efficiency. Strategically, Optel is leveraging its expertise to expand into new industries like food & beverage while evolving its offerings towards an "intelligent supply chain." This involves using AI and data analytics to provide predictive insights and sustainability metrics, reinforcing its

critical role in modern commerce.

3E

3E is a leading global technology company providing software and expert services for the renewable energy sector. Its flagship digital platform, SynaptiQ, offers a comprehensive suite of tools for the development, operational management, and performance optimization of solar and wind assets. 3E's strategy is to leverage its deep domain expertise and vast datasets to provide AI-powered analytics, predictive maintenance, and accurate forecasting. This positions the company as a critical digital partner, enabling asset owners in India and worldwide to maximize returns and accelerate the global transition to sustainable energy.

Narravero

Narravero is a specialized market intelligence firm that provides companies with narrative-based strategic insights. Unlike traditional market research, Narravero analyzes the underlying stories and beliefs shaping complex B2B markets by examining media, industry discourse, and expert commentary. The company's strategy is to combine advanced AI-powered text analysis with deep human expertise to uncover the "why" behind market movements, not just the "what." This unique approach offers clients a powerful tool for anticipating trends, refining messaging, and navigating disruptive technological shifts in fast-moving industries like technology and healthcare.

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