

# **Interactive QR Packaging Market Forecasts to 2032 – Global Analysis By Material Type (Paper & paperboard, Plastics, Glass, Metal and Other Material Types), Packaging Type, Functionality, QR Technology, End User and By Geography**

<https://marketpublishers.com/r/I68A35EF3594EN.html>

Date: August 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: I68A35EF3594EN

## **Abstracts**

According to Statistics MRC, the Global Interactive QR Packaging Market is accounted for \$5.65 billion in 2025 and is expected to reach \$10.21 billion by 2032 growing at a CAGR of 8.8% during the forecast period. Product packaging that has quick response (QR) codes that allow customers to interact digitally is referred to as interactive QR packaging. These QR codes deliver dynamic content, including product data, usage instructions, loyalty programs, promotional offers, gamified experiences, and augmented reality (AR) capabilities, when scanned with a smartphone or other device. By bridging the gap between digital engagement and physical packaging, this technology improves consumer experience, transparency, and brand communication. In addition to promoting consumer trust and increasing marketing efficacy, interactive QR packaging is useful for sectors including food, drinks, cosmetics, and medicines since it supports authentication, anti-counterfeiting measures, and track-and-trace solutions.

According to the International Trade Administration (ITA), China is the largest automobile market in the world in terms of both yearly sales and manufacturing output.

Market Dynamics:

Driver:

Growing consumer demand for engagement & transparency

Consumers are more interested in confirming authenticity, tracking down origins, and comprehending ingredients before making a purchase. This is made possible by QR codes, which provide quick access to comprehensive information, certifications, and sustainability statistics. Additionally, interactive elements enable marketers to interact with consumers through gamified experiences, loyalty plans, and customised offers. This increases repeat business, consumer loyalty, and brand trust. Because of this, more businesses are spending money on interactive packaging to satisfy changing customer demands.

Restraint:

High cost and complexity of implementation

Custom QR packaging involves sophisticated printing technology and design know-how, which raises manufacturing costs. These expenses are frequently too expensive for small and medium-sized businesses. There are additional technological difficulties when integrating QR codes with backend systems for analytics and data tracking. Adoption is made more difficult by the requirement for qualified experts to oversee and update interactive information. These elements hinder market expansion, particularly in areas where costs are high.

Opportunity:

Advancements in affordable digital technologies

Smart packaging materials and high-resolution printing have become more affordable, making interactive solutions accessible to small and medium-sized firms. Faster internet access and better smartphone cameras increase consumer interaction with QR-enabled packaging. Platforms for cloud-based data analytics assist brands in monitoring and evaluating customer interactions in real time. When combined with QR codes, inexpensive AR/VR tools produce immersive experiences that boost customer loyalty. All things considered, these developments increase interactive packaging's effect across industries, scalability, and accessibility.

Threat:

Data privacy and security concerns

Customers may be hesitant to scan QR codes because they are concerned about

tracking or data exploitation. Ensuring secure data gathering and storage presents issues for businesses. Any misuse or violation of personal data can undermine consumer confidence in a brand. As a result of these worries, less people use interactive elements. Consequently, market expansion and acceptance slow down.

#### Covid-19 Impact:

The COVID-19 pandemic significantly influenced the Interactive QR Packaging Market by accelerating the adoption of digital engagement solutions. With restrictions on physical interactions and heightened concerns over hygiene, QR codes became a key tool for providing contactless access to product information, authenticity verification, and promotions. Brands leveraged interactive packaging to enhance consumer trust and engagement during lockdowns. The surge in e-commerce further boosted demand for such packaging, enabling direct brand communication. However, supply chain disruptions temporarily affected production and distribution, impacting market growth momentum.

The paper & paperboard segment is expected to be the largest during the forecast period

The paper & paperboard segment is expected to account for the largest market share during the forecast period by offering eco-friendly and recyclable materials that align with rising consumer demand for sustainable packaging. Clear and appealing QR code integration is made possible by its compatibility with high-quality printing, which promotes brand engagement. Paper-based packaging is the favoured option for mass-market products incorporating interactive features due to its cost-effectiveness. The trend towards paper and paperboard solutions is further aided by growing laws prohibiting the use of plastic. Further, the broad use of QR-enabled packaging is also fuelled by its adaptability in the food, beverage, cosmetics, and retail industries.

The dynamic QR codes segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the dynamic QR codes segment is predicted to witness the highest growth rate by allowing brands to update content without reprinting packaging, offering greater flexibility and cost savings. They enable real-time marketing campaigns, promotions, and personalized consumer experiences, enhancing engagement. Businesses can track scan data and user behaviour, providing valuable insights for targeted strategies. This adaptability supports sustainability by reducing packaging

waste. As a result, dynamic QR codes drive innovation and brand competitiveness in the interactive packaging space.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to advanced retail infrastructure and consumer preference for interactive shopping experiences. Brands leverage QR codes for loyalty programs, sustainability information, and product verification. The region's growth is fuelled by high smartphone penetration, omnichannel retail strategies, and emphasis on data-driven marketing. While adoption rates are high, innovation focuses on integrating QR with AR/VR and personalized campaigns. Regulatory support for transparency and traceability further sustains steady market expansion across major consumer goods segments.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rising smartphone penetration, e-commerce growth, and consumer demand for product transparency. Countries like China, Japan, India, and South Korea are leading adoption due to tech-savvy populations and strong retail innovation. QR-enabled packaging is widely used in FMCG, food and beverages, and cosmetics to boost engagement and anti-counterfeiting. Government initiatives supporting digital payments and traceability also accelerate market growth. Increasing urbanization, high internet access, and rapid digital transformation make Asia Pacific the fastest-growing region in this sector.

Key players in the market

Some of the key players in Interactive QR Packaging Market include Amcor plc, Avery Dennison Corporation, Ball Corporation, Berry Global Group, Inc., Constantia Flexibles Group GmbH, Digimarc Corporation, Huhtamaki Oyj, R.R. Donnelley & Sons Company, Scantrust SA, Sealed Air Corporation, SIG Group AG, Smartglyph Ltd., Tetra Pak International S.A., Thin Film Electronics ASA, Toppan Inc., WestRock Company, Stora Enso Oyj and EVERYTHING Ltd.

Key Developments:

In April 2025, Amcor introduced AmFiber™ paper-based packaging, including curbside-

recyclable bar wraps and pouch formats, and commercially launched the AmSky™ blister system in U.S. retail. They also introduced the Moda Vac high speed rotary vacuum chamber for protein packaging, and piloted AI powered waste analytics via collaboration with Greyparrot.

In December 2024, Ball Corporation partnered with Dabur India Limited to launch Real Bites juice in fully recyclable aluminum cans in India. This collaboration marked Ball's entry into India's beverage packaging market, offering 360° branding possibilities while promoting sustainability, reducing plastic usage, and enhancing consumer engagement through premium, eco-conscious packaging.

In June 2023, Avery Dennison announced a collaboration with TEXAID in Europe to tackle textile waste recycling. The partnership integrates Avery Dennison's QR and RFID-enabled digital ID solutions to improve product traceability, enable accurate sorting, and provide consumers with transparent garment lifecycle information, supporting circular economy and sustainability goals.

#### Material Types Covered:

Paper & paperboard

Plastics

Glass

Metal

Other Material Types

#### Packaging Types Covered:

Primary packaging

Secondary packaging

Tertiary packaging

### Functionalities Covered:

Authentication & anti-counterfeiting

Product information & transparency

Consumer engagement & gamification

Loyalty programs & discounts

Track & trace solutions

Smart packaging with AR/VR integration

Other Functionalities

### QR Technologies Covered:

Static QR codes

Dynamic QR codes

Blockchain-based QR codes

### End Users Covered:

Industrial

Automotive

Food & Beverages

Healthcare

Electronics

Other End Users

## Regions Covered:

### North America

US

Canada

Mexico

### Europe

Germany

UK

Italy

France

Spain

Rest of Europe

### Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

*Interactive QR Packaging Market Forecasts to 2032 – Global Analysis By Material Type (Paper & paperboard, Plas...*

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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