

Smart Packaging for Food & Beverages Market Forecasts to 2032 - Global Analysis By Product Type (Active Packaging, Intelligent Packaging, Modified Atmosphere Packaging (MAP), Controlled Release Packaging, and Nanotechnology-Enabled Packaging), Material, Functionality, Packaging Type, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Smart Packaging for Food & Beverages Market is accounted for \$17.44 billion in 2025 and is expected to reach \$29.32 billion by 2032 growing at a CAGR of 7.7% during the forecast period. Smart packaging in the food and beverage sector involves technologically advanced packaging designed to do more than store products. It incorporates sensors, indicators, and digital tools that track freshness, quality, and safety from production to consumption. By detecting variations in temperature, moisture, or contamination, it delivers real-time data to producers, retailers, and consumers. This innovation extends shelf life, minimizes food wastage, enhances safety, and increases supply chain transparency, positioning smart packaging as a key component of modern food and beverage management.

Market Dynamics:

Driver:

Demand for shelf-life extension

Manufacturers are increasingly focusing on reducing food waste while maintaining product freshness, safety, and nutritional value throughout distribution. Smart packaging

technologies such as oxygen scavengers, moisture regulators, and antimicrobial films help slow degradation and contamination. Rising urbanization and longer supply chains are amplifying the demand for packaging solutions that preserve quality over extended periods. Consumers are also seeking minimally preserved foods, encouraging the use of intelligent packaging rather than chemical additives. Retailers benefit from reduced spoilage and improved inventory turnover enabled by shelf-life monitoring solutions. Together, these factors are accelerating investment in advanced packaging innovations across the food and beverage sector.

Restraint:

High implementation costs

Advanced materials, embedded sensors, and digital integration increase production and operational expenses for manufacturers. Small and mid-sized food companies often struggle to justify the return on investment due to tight profit margins. The need for specialized equipment and skilled labor further raises adoption barriers. Integration with existing packaging lines can also require costly infrastructure upgrades. Additionally, compliance with food safety regulations adds to certification and testing expenditures. These financial challenges slow large-scale deployment, particularly in price-sensitive markets.

Opportunity:

AI-Driven predictive analytic

By analyzing real-time data from sensors, AI systems can predict spoilage, contamination risks, and optimal consumption windows. This enables manufacturers and retailers to make proactive supply chain decisions and reduce waste. Predictive analytics also support dynamic pricing and inventory optimization based on product freshness. Food brands are increasingly leveraging AI insights to improve traceability and quality assurance. The convergence of AI, IoT, and smart labels is enhancing transparency across the value chain. As digital adoption accelerates, AI-enabled packaging solutions are becoming a strategic differentiator.

Threat:

Supply chain volatility

The sector depends on advanced raw materials, electronic components, and semiconductor-based sensors that are vulnerable to disruptions. Fluctuations in global logistics, transportation delays, and raw material shortages can impact production timelines. Geopolitical tensions and trade restrictions further complicate sourcing strategies. Rising energy costs also affect the manufacturing of smart films and active packaging materials. Although companies are adopting predictive supply chain tools, risk exposure remains high. Persistent instability can hinder consistent product availability and slow market expansion.

Covid-19 Impact:

The COVID-19 pandemic significantly reshaped the smart packaging landscape for food and beverages. Lockdowns and mobility restrictions disrupted manufacturing operations and global logistics networks. However, heightened concerns around food safety and hygiene accelerated interest in intelligent and active packaging solutions. Demand surged for packaging that could monitor freshness, tampering, and contamination risks. E-commerce food delivery and packaged food consumption increased sharply during the pandemic. This shift encouraged brands to invest in traceability and real-time monitoring technologies. Post-pandemic strategies now prioritize resilience, automation, and digital integration in packaging systems.

The active packaging segment is expected to be the largest during the forecast period

The active packaging segment is expected to account for the largest market share during the forecast period, driven by its ability to interact directly with food products to enhance freshness and safety. Technologies such as antimicrobial agents, oxygen absorbers, and ethylene scavengers play a critical role in quality preservation. Active packaging is widely adopted across dairy, meat, bakery, and beverage categories. Manufacturers prefer these solutions due to their immediate functional benefits and regulatory acceptance. Continuous innovation in bio-based and sustainable active materials is further strengthening adoption.

The E-commerce & direct-to-consumer brands segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the E-commerce & direct-to-consumer brands segment is predicted to witness the highest growth rate, due to the need for robust, intelligent packaging solutions. Smart packaging helps protect products during extended transit and last-mile delivery. Features such as freshness indicators and tamper-evident labels

enhance consumer trust in online purchases. DTC brands rely heavily on packaging to differentiate their offerings and communicate quality. Integration of QR codes and digital engagement tools is improving customer experience and brand loyalty.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to strong technological infrastructure and high adoption of advanced packaging solutions. Food manufacturers are actively investing in intelligent and active packaging to meet stringent safety standards. The presence of major packaging technology providers supports continuous innovation. High consumer awareness regarding food quality and transparency is driving demand. Regulatory frameworks encourage traceability and shelf-life monitoring solutions.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Rapid urbanization and expanding middle-class populations are increasing demand for packaged foods. Growth in organized retail and e-commerce is accelerating the need for advanced packaging technologies. Countries such as China, India, and Southeast Asian nations are witnessing rising investments in food processing infrastructure. Government initiatives promoting food safety and waste reduction support market growth. Local manufacturers are increasingly adopting smart labels and active packaging solutions.

Key players in the market

Some of the key players in Smart Packaging for Food & Beverages Market include Amcor plc, Constantia, Sealed Air, Ball Corporation, Avery Dennison, Crown Holdings, 3M Company, Stora Enso, Tetra Pak, Mondi plc, WestRock, Huhtamäki, Smurfit Kappa, R.R. Donnelley, and International Paper.

Key Developments:

In December 2025, Ball Corporation announced that it has entered into definitive agreements to acquire a majority stake in Benepack's beverage can manufacturing businesses in Europe consisting of its two production facilities in Belgium and Hungary. Benepack is a regional producer of aluminum beverage cans serving both international and local customers across Western and Eastern Europe.

In September 2025, Greenback Recycling Technologies announced the first U.K. deployment of its Enval? advanced recycling module at global packaging leader Amcor?s facility in Heanor, Derbyshire, where it will undergo a six-month commissioning and trial phase. The partnership with Amcor aims to showcase the potential for co-locating modular recycling units within existing industrial infrastructure, bringing the circular economy closer to reality.

Product Types Covered:

Active Packaging

Intelligent Packaging

Modified Atmosphere Packaging (MAP)

Controlled Release Packaging

Nanotechnology-Enabled Packaging

Materials Covered:

Plastic

Paper & Paperboard

Glass

Metal

Compostable & Biodegradable Materials

Functionalities Covered:

Shelf-Life Extension

Temperature Control / Time-Temperature Indicators (TTI)

Traceability & Tracking

Spoilage Detection

Product Authentication & Anti-Counterfeiting

Consumer Engagement & Information Display

Packaging Types Covered:

Flexible Packaging

Rigid Packaging

Semi-Rigid Packaging

Films & Wraps

Labels & Tags

Smart Containers & Bottles

Applications Covered:

Food

Beverages

End Users Covered:

Food Manufacturers

Beverage Producers

Retailers & Supermarkets

E-Commerce & Direct-to-Consumer Brands

Cold Chain & Logistics Providers

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:

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL SMART PACKAGING FOR FOOD & BEVERAGES MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Active Packaging
 - 5.2.1 Antimicrobial Coatings
 - 5.2.2 Oxygen Scavengers
 - 5.2.3 Moisture Absorbers
- 5.3 Intelligent Packaging
 - 5.3.1 Time-temperature Indicators
 - 5.3.2 Freshness Sensors
 - 5.3.3 RFID/NFC-Enabled Labels
- 5.4 Modified Atmosphere Packaging (MAP)
 - 5.4.1 Gas Flushing Systems
 - 5.4.2 Controlled Permeability Films
- 5.5 Controlled Release Packaging
 - 5.5.1 Flavor Release Systems
 - 5.5.2 Nutrient Preservation Films
- 5.6 Nanotechnology-Enabled Packaging

6 GLOBAL SMART PACKAGING FOR FOOD & BEVERAGES MARKET, BY MATERIAL

- 6.1 Introduction
- 6.2 Plastic
- 6.3 Paper & Paperboard
- 6.4 Glass
- 6.5 Metal
- 6.6 Compostable & Biodegradable Materials

7 GLOBAL SMART PACKAGING FOR FOOD & BEVERAGES MARKET, BY FUNCTIONALITY

- 7.1 Introduction
- 7.2 Shelf-Life Extension
- 7.3 Temperature Control / Time-Temperature Indicators (TTI)
- 7.4 Traceability & Tracking
- 7.5 Spoilage Detection

- 7.6 Product Authentication & Anti-Counterfeiting
- 7.7 Consumer Engagement & Information Display

8 GLOBAL SMART PACKAGING FOR FOOD & BEVERAGES MARKET, BY PACKAGING TYPE

- 8.1 Introduction
- 8.2 Flexible Packaging
- 8.3 Rigid Packaging
- 8.4 Semi-Rigid Packaging
- 8.5 Films & Wraps
- 8.6 Labels & Tags
- 8.7 Smart Containers & Bottles

9 GLOBAL SMART PACKAGING FOR FOOD & BEVERAGES MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 Food
 - 9.2.1 Dairy Products
 - 9.2.2 Meat, Poultry & Seafood
 - 9.2.3 Bakery & Confectionery
 - 9.2.4 Fruits & Vegetables
 - 9.2.5 Ready-to-Eat Food
 - 9.2.6 Packaged & Processed Food
- 9.3 Beverages
 - 9.3.1 Alcoholic Beverages
 - 9.3.2 Non-Alcoholic Beverages
 - 9.3.3 Functional / Nutraceutical Drinks

10 GLOBAL SMART PACKAGING FOR FOOD & BEVERAGES MARKET, BY END USER

- 10.1 Introduction
- 10.2 Food Manufacturers
- 10.3 Beverage Producers
- 10.4 Retailers & Supermarkets
- 10.5 E-Commerce & Direct-to-Consumer Brands
- 10.6 Cold Chain & Logistics Providers

10.7 Other End Users

11 GLOBAL SMART PACKAGING FOR FOOD & BEVERAGES MARKET, BY GEOGRAPHY

11.1 Introduction

11.2 North America

11.2.1 US

11.2.2 Canada

11.2.3 Mexico

11.3 Europe

11.3.1 Germany

11.3.2 UK

11.3.3 Italy

11.3.4 France

11.3.5 Spain

11.3.6 Rest of Europe

11.4 Asia Pacific

11.4.1 Japan

11.4.2 China

11.4.3 India

11.4.4 Australia

11.4.5 New Zealand

11.4.6 South Korea

11.4.7 Rest of Asia Pacific

11.5 South America

11.5.1 Argentina

11.5.2 Brazil

11.5.3 Chile

11.5.4 Rest of South America

11.6 Middle East & Africa

11.6.1 Saudi Arabia

11.6.2 UAE

11.6.3 Qatar

11.6.4 South Africa

11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 Amcor plc
- 13.2 Constantia Flexibles Group
- 13.3 Sealed Air Corporation
- 13.4 Ball Corporation
- 13.5 Avery Dennison Corporation
- 13.6 Crown Holdings, Inc.
- 13.7 3M Company
- 13.8 Stora Enso Oyj
- 13.9 Tetra Pak International S.A.
- 13.10 Mondi plc
- 13.11 WestRock Company
- 13.12 Huhtamäki Oyj
- 13.13 Smurfit Kappa Group plc
- 13.14 R.R. Donnelley & Sons Company
- 13.15 International Paper Company

List Of Tables

LIST OF TABLES

Table 1 Global Smart Packaging for Food & Beverages Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Smart Packaging for Food & Beverages Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Smart Packaging for Food & Beverages Market Outlook, By Active Packaging (2024-2032) (\$MN)

Table 4 Global Smart Packaging for Food & Beverages Market Outlook, By Antimicrobial Coatings (2024-2032) (\$MN)

Table 5 Global Smart Packaging for Food & Beverages Market Outlook, By Oxygen Scavengers (2024-2032) (\$MN)

Table 6 Global Smart Packaging for Food & Beverages Market Outlook, By Moisture Absorbers (2024-2032) (\$MN)

Table 7 Global Smart Packaging for Food & Beverages Market Outlook, By Intelligent Packaging (2024-2032) (\$MN)

Table 8 Global Smart Packaging for Food & Beverages Market Outlook, By Time?temperature Indicators (2024-2032) (\$MN)

Table 9 Global Smart Packaging for Food & Beverages Market Outlook, By Freshness Sensors (2024-2032) (\$MN)

Table 10 Global Smart Packaging for Food & Beverages Market Outlook, By RFID/NFC-Enabled Labels (2024-2032) (\$MN)

Table 11 Global Smart Packaging for Food & Beverages Market Outlook, By Modified Atmosphere Packaging (MAP) (2024-2032) (\$MN)

Table 12 Global Smart Packaging for Food & Beverages Market Outlook, By Gas Flushing Systems (2024-2032) (\$MN)

Table 13 Global Smart Packaging for Food & Beverages Market Outlook, By Controlled Permeability Films (2024-2032) (\$MN)

Table 14 Global Smart Packaging for Food & Beverages Market Outlook, By Controlled Release Packaging (2024-2032) (\$MN)

Table 15 Global Smart Packaging for Food & Beverages Market Outlook, By Flavor Release Systems (2024-2032) (\$MN)

Table 16 Global Smart Packaging for Food & Beverages Market Outlook, By Nutrient Preservation Films (2024-2032) (\$MN)

Table 17 Global Smart Packaging for Food & Beverages Market Outlook, By Nanotechnology-Enabled Packaging (2024-2032) (\$MN)

Table 18 Global Smart Packaging for Food & Beverages Market Outlook, By Material

(2024-2032) (\$MN)

Table 19 Global Smart Packaging for Food & Beverages Market Outlook, By Plastic (2024-2032) (\$MN)

Table 20 Global Smart Packaging for Food & Beverages Market Outlook, By Paper & Paperboard (2024-2032) (\$MN)

Table 21 Global Smart Packaging for Food & Beverages Market Outlook, By Glass (2024-2032) (\$MN)

Table 22 Global Smart Packaging for Food & Beverages Market Outlook, By Metal (2024-2032) (\$MN)

Table 23 Global Smart Packaging for Food & Beverages Market Outlook, By Compostable & Biodegradable Materials (2024-2032) (\$MN)

Table 24 Global Smart Packaging for Food & Beverages Market Outlook, By Functionality (2024-2032) (\$MN)

Table 25 Global Smart Packaging for Food & Beverages Market Outlook, By Shelf-Life Extension (2024-2032) (\$MN)

Table 26 Global Smart Packaging for Food & Beverages Market Outlook, By Temperature Control / Time-Temperature Indicators (TTI) (2024-2032) (\$MN)

Table 27 Global Smart Packaging for Food & Beverages Market Outlook, By Traceability & Tracking (2024-2032) (\$MN)

Table 28 Global Smart Packaging for Food & Beverages Market Outlook, By Spoilage Detection (2024-2032) (\$MN)

Table 29 Global Smart Packaging for Food & Beverages Market Outlook, By Product Authentication & Anti-Counterfeiting (2024-2032) (\$MN)

Table 30 Global Smart Packaging for Food & Beverages Market Outlook, By Consumer Engagement & Information Display (2024-2032) (\$MN)

Table 31 Global Smart Packaging for Food & Beverages Market Outlook, By Packaging Type (2024-2032) (\$MN)

Table 32 Global Smart Packaging for Food & Beverages Market Outlook, By Flexible Packaging (2024-2032) (\$MN)

Table 33 Global Smart Packaging for Food & Beverages Market Outlook, By Rigid Packaging (2024-2032) (\$MN)

Table 34 Global Smart Packaging for Food & Beverages Market Outlook, By Semi-Rigid Packaging (2024-2032) (\$MN)

Table 35 Global Smart Packaging for Food & Beverages Market Outlook, By Films & Wraps (2024-2032) (\$MN)

Table 36 Global Smart Packaging for Food & Beverages Market Outlook, By Labels & Tags (2024-2032) (\$MN)

Table 37 Global Smart Packaging for Food & Beverages Market Outlook, By Smart Containers & Bottles (2024-2032) (\$MN)

Table 38 Global Smart Packaging for Food & Beverages Market Outlook, By Application (2024-2032) (\$MN)

Table 39 Global Smart Packaging for Food & Beverages Market Outlook, By Food (2024-2032) (\$MN)

Table 40 Global Smart Packaging for Food & Beverages Market Outlook, By Dairy Products (2024-2032) (\$MN)

Table 41 Global Smart Packaging for Food & Beverages Market Outlook, By Meat, Poultry & Seafood (2024-2032) (\$MN)

Table 42 Global Smart Packaging for Food & Beverages Market Outlook, By Bakery & Confectionery (2024-2032) (\$MN)

Table 43 Global Smart Packaging for Food & Beverages Market Outlook, By Fruits & Vegetables (2024-2032) (\$MN)

Table 44 Global Smart Packaging for Food & Beverages Market Outlook, By Ready-to-Eat Food (2024-2032) (\$MN)

Table 45 Global Smart Packaging for Food & Beverages Market Outlook, By Packaged & Processed Food (2024-2032) (\$MN)

Table 46 Global Smart Packaging for Food & Beverages Market Outlook, By Beverages (2024-2032) (\$MN)

Table 47 Global Smart Packaging for Food & Beverages Market Outlook, By Alcoholic Beverages (2024-2032) (\$MN)

Table 48 Global Smart Packaging for Food & Beverages Market Outlook, By Non-Alcoholic Beverages (2024-2032) (\$MN)

Table 49 Global Smart Packaging for Food & Beverages Market Outlook, By Functional / Nutraceutical Drinks (2024-2032) (\$MN)

Table 50 Global Smart Packaging for Food & Beverages Market Outlook, By End User (2024-2032) (\$MN)

Table 51 Global Smart Packaging for Food & Beverages Market Outlook, By Food Manufacturers (2024-2032) (\$MN)

Table 52 Global Smart Packaging for Food & Beverages Market Outlook, By Beverage Producers (2024-2032) (\$MN)

Table 53 Global Smart Packaging for Food & Beverages Market Outlook, By Retailers & Supermarkets (2024-2032) (\$MN)

Table 54 Global Smart Packaging for Food & Beverages Market Outlook, By E-Commerce & Direct-to-Consumer Brands (2024-2032) (\$MN)

Table 55 Global Smart Packaging for Food & Beverages Market Outlook, By Cold Chain & Logistics Providers (2024-2032) (\$MN)

Table 56 Global Smart Packaging for Food & Beverages Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East &

Africa Regions are also represented in the same manner as above.

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