

Global Interactive Packaging Market 2013-2023: QR Coding & RFID for Intelligent & Smart Future Packaging

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Abstracts

Report Details

Although the overall packaging industry was severely impacted by the economic recession, the interactive packaging market is gaining significant traction using the latest technologies and enhanced products. Globally, interactive packaging is expected to exhibit a strong growth rate in mature markets and emerging markets. The former will benefit from technological advances spurring growth, and the latter from the influx of new technologies in addition to the rapidly expanding packaging market in general across areas of Asia, Africa, and the Americas. Visiongain calculates that the global interactive QR coding and RFID packaging market will reach \$4.01bn in 2013.

Why you should buy Global Interactive Packaging Market 2013-2023: QR Coding & RFID for Intelligent & Smart Future Packaging

Stay ahead with this comprehensive analysis of the interactive QR coding and RFID packaging market prospects

The report comprises 157 pages

Get ahead by studying highly quantitative content that delivers solid conclusions benefiting your research and analysis

72 tables, charts, and graphs quantifying and forecasting the interactive QR coding and RFID packaging market

Read exclusive expert opinion interviews from industry specialists informing the analysis

Institute of Packaging Professionals (IoPP)

Active & Intelligent Packaging Industry Association (AIPIA)

Fraunhofer Institute for Process Engineering and Packaging

View global interactive QR coding and RFID packaging market forecasts from 2013-2023 to keep your knowledge one step ahead of the competition

The report provides an analytical overview with detailed sales projections and analysis of the market, the competitors, and the commercial drivers and restraints

Keep informed about the potential for each of the interactive QR coding and RFID packaging submarkets with forecasts from 2013-2023

Food packaging

Beverages packaging

Pharmaceuticals packaging

Personal Care packaging

Consumer Goods and Other packaging

Learn about the opportunities in 10 leading countries with interactive QR coding and RFID packaging market forecasts between 2013-2023

USA

Japan

Australia

UK

Germany

China

Italy

Thailand

France

India

RoW

Find out about the market dynamics & opportunities in 10 leading countries

Understand the competitive landscape with profiles of 20 leading interactive packaging companies examining their positioning, products, services, focus, and strategies.

Alcoa Inc.

Amcor Ltd.

Ball Corporation

Bemis Company Inc.

CCL Industries Inc.

Crown Holdings Inc.

DS Smith PLC

MeadWestvaco Corporation

Mondi Group

Owens-Illinois, Inc.

Rexam PLC

Reynolds Group Holdings Limited

Rock-Tenn Company

Compagnie de Saint-Gobain

Sealed Air Corporation

Smurfit-Kappa Group PLC

Sonoco Products Company

Stora Enso

Tetra Laval Group

Toyo Seikan Kaisha Ltd.

Discover the qualitative analysis informing the QR coding and RFID packaging market forecasts

SWOT analysis of competitive factors: strengths, weaknesses, opportunities and threats revealing what drives and restrains the industry and the prospects for established companies and new market entrants.

What makes this report unique?

Visiongain consulted widely with industry experts and full transcripts from 3 of these exclusive interviews with the Institute of Packaging Professionals (IoPP), the Active & Intelligent Packaging Industry Association (AIPIA), and the Fraunhofer Institute for Process Engineering and Packaging are included within the report. As such, our reports have a unique blend of primary and secondary sources providing informed analysis. This methodology allows insight into the key drivers and restraints behind market dynamics and competitive developments, as well as identifying the technological issues.

The report therefore presents an ideal balance of qualitative analysis combined with extensive quantitative data including global, submarket and regional markets forecasts from 2013-2023 - all identifying strategic business opportunities.

How the Global Interactive Packaging Market 2013-2023: QR Coding & RFID for Intelligent & Smart Future Packaging report can benefit you

Visiongain's report is for anyone requiring analysis of the interactive QR coding and RFID packaging industry and market. You will discover market forecasts, technological trends, predictions and expert opinion providing you with independent analysis derived from our extensive primary and secondary research. Only by purchasing this report will you receive this critical business intelligence revealing where revenue growth is likely and where the lucrative potential market prospects are.

If you buy our report today your knowledge will stay one step ahead of your competitors. Discover how our report could benefit your research, analyses and strategic decisions, saving you time. To gain an understanding of how to tap into the potential of this market and keep one step ahead of the competition you must order now our report the Global Interactive Packaging Market 2013-2023: QR Coding & RFID for Intelligent & Smart Future Packaging.

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About

Kevin Vyse, UK Head, Institute of Packaging Professionals

Visiongain interviewed Kevin Vyse, UK Head at the Institute of Packaging Professionals (IoPP), in April 2013. Visiongain thanks him for his thoughts on the packaging market. IoPP is an organisation dedicated to creating networking and educational opportunities that help packaging professionals. The organisation aims to foster benefits for its members, the packaging community and society simultaneously through a commitment to environmental friendliness, economic efficiency, and growth.

Anti-Counterfeiting & Authenticity are Key Trends

Visiongain: What would you say are the key trends and developments in the global intelligent and smart packaging market and why?

Kevin Vyse: Food, drink and drug security has to be the lead trend. We have seen so much activity in the area of counterfeiting and also food provenance over recent years that any technology that allows us to verify and prove authenticity has to be a welcome addition to the packaging designers' arsenal.

QR, RFID & Nanotechnology Within the Market

Visiongain: Are there any particular technical issues surrounding the deployment of QR coding, RFID, or nanotechnology, within packaging? What are the technological developments that you expect over the next 10 years?

Kevin Vyse: Personally I think QR codes are a stepping stone. They are the equivalent of a cassette on the way from vinyl to CD. Image recognition will be the dominant development for simple identification tasks where a 'trigger' for some other task is required. As for RFID's the question will be how secure we can keep them and the programming and technical development will need to be invested in heavily to keep on top of the security issues. Nanotechnology is still feeling its way but once we get use to the idea it won't harm us then I see the applications in food safety to be very obvious.

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