

# **Active and Intelligent Packaging in Pharmaceutical Market Size, Trends, Analysis, and Outlook By Active Packaging (Oxygen Scavengers, Microwave Susceptors, Odor Absorbers/Emitters, Moisture/Humidity Absorbers, Anti-microbial Packaging, Others), By Intelligent Packaging (Coding and Marking, Sensors & Devices, RFID & NFC, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Active and Intelligent Packaging in Pharmaceutical market size is poised to register 7.41% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Active and Intelligent Packaging in Pharmaceutical market By Active Packaging (Oxygen Scavengers, Microwave Susceptors, Odor Absorbers/Emitters, Moisture/Humidity Absorbers, Anti-microbial Packaging, Others), By Intelligent Packaging (Coding and Marking, Sensors & Devices, RFID & NFC, Others).

The future of pharmaceutical packaging is advancing towards active and intelligent systems that enhance product safety, efficacy, and patient adherence. Key trends include the integration of smart sensors and indicators for real-time monitoring of product integrity and environmental conditions during storage and transportation, incorporation of active packaging materials with antimicrobial or antioxidant properties to extend product shelf life and maintain stability, and implementation of interactive packaging technologies such as NFC tags and QR codes for enhanced patient engagement and medication management. These innovations improve drug quality, reduce medication errors, and support medication adherence, ultimately enhancing

patient outcomes and satisfaction..

## Active and Intelligent Packaging in Pharmaceutical Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Active and Intelligent Packaging in Pharmaceutical market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Active and Intelligent Packaging in Pharmaceutical survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Active and Intelligent Packaging in Pharmaceutical industry.

## Key market trends defining the global Active and Intelligent Packaging in Pharmaceutical demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Active and Intelligent Packaging in Pharmaceutical Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Active and Intelligent Packaging in Pharmaceutical industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Active and Intelligent Packaging in Pharmaceutical companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Active and Intelligent Packaging in Pharmaceutical industry

Leading Active and Intelligent Packaging in Pharmaceutical companies are boosting investments to capitalize on untapped potential and future possibilities across niche

market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Active and Intelligent Packaging in Pharmaceutical companies.

### Active and Intelligent Packaging in Pharmaceutical Market Study- Strategic Analysis Review

The Active and Intelligent Packaging in Pharmaceutical market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Active and Intelligent Packaging in Pharmaceutical Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Active and Intelligent Packaging in Pharmaceutical industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Active and Intelligent Packaging in Pharmaceutical Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Active and Intelligent Packaging in Pharmaceutical Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Active and Intelligent Packaging in Pharmaceutical market segments. Similarly, Strong end-user demand is encouraging Canadian Active and Intelligent Packaging in Pharmaceutical companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Active and Intelligent Packaging in Pharmaceutical market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Active and Intelligent Packaging in Pharmaceutical Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Active and Intelligent Packaging in Pharmaceutical industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Active and Intelligent Packaging in Pharmaceutical market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

### Asia Pacific Active and Intelligent Packaging in Pharmaceutical Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Active and Intelligent Packaging in Pharmaceutical in Asia Pacific. In particular, China, India, and South East

Asian Active and Intelligent Packaging in Pharmaceutical markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Active and Intelligent Packaging in Pharmaceutical Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Active and Intelligent Packaging in Pharmaceutical Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Active and Intelligent Packaging in Pharmaceutical market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Active and Intelligent Packaging in Pharmaceutical.

Active and Intelligent Packaging in Pharmaceutical Market Company Profiles

The global Active and Intelligent Packaging in Pharmaceutical market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Amcor Ltd, Ball Corp , BASF SE, Bemis Company Inc, CCL Industries Inc, Coveris Holdings SA, Crown Holdings Inc, Dessimare Inc, Graphic Packaging, Honeywell International Inc, Landec Corp, Sealed Air Corp , Sonoco Products Company, Timestrip UK Ltd, WestRock Company.

Recent Active and Intelligent Packaging in Pharmaceutical Market Developments

The global Active and Intelligent Packaging in Pharmaceutical market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Active and Intelligent Packaging in Pharmaceutical Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Ancor Ltd

Ball Corp

BASF SE

Bemis Company Inc

CCL Industries Inc

Coveris Holdings SA

Crown Holdings Inc

Dessicare Inc

Graphic Packaging



Honeywell International Inc

Landec Corp

Sealed Air Corp

Sonoco Products Company

Timestrip UK Ltd

WestRock Company

Formats Available: Excel, PDF, and PPT

## Contents

### **1. EXECUTIVE SUMMARY**

1.1 Active and Intelligent Packaging in Pharmaceutical Market Overview and Key Findings, 2024

1.2 Active and Intelligent Packaging in Pharmaceutical Market Size and Growth Outlook, 2021- 2030

1.3 Active and Intelligent Packaging in Pharmaceutical Market Growth Opportunities to 2030

1.4 Key Active and Intelligent Packaging in Pharmaceutical Market Trends and Challenges

1.4.1 Active and Intelligent Packaging in Pharmaceutical Market Drivers and Trends

1.4.2 Active and Intelligent Packaging in Pharmaceutical Market Challenges

1.5 Competitive Landscape and Key Players

1.6 Competitive Analysis- Growth Strategies Adopted by Leading Active and Intelligent Packaging in Pharmaceutical Companies

### **2. ACTIVE AND INTELLIGENT PACKAGING IN PHARMACEUTICAL MARKET SIZE OUTLOOK TO 2030**

2.1 Active and Intelligent Packaging in Pharmaceutical Market Size Outlook, USD Million, 2021- 2030

2.2 Active and Intelligent Packaging in Pharmaceutical Incremental Market Growth Outlook, %, 2021- 2030

2.3 Segment Snapshot, 2024

### **3. ACTIVE AND INTELLIGENT PACKAGING IN PHARMACEUTICAL MARKET- STRATEGIC ANALYSIS REVIEW**

3.1 Porter's Five Forces Analysis

\* Threat of New Entrants

\* Threat of Substitutes

\* Intensity of Competitive Rivalry

\* Bargaining Power of Buyers

\* Bargaining Power of Suppliers

3.2 Value Chain Analysis

3.3 SWOT Analysis

## **4. ACTIVE AND INTELLIGENT PACKAGING IN PHARMACEUTICAL MARKET SEGMENTATION ANALYSIS AND OUTLOOK**

4.1 Market Segmentation and Scope

4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030

By Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Active and Intelligent Packaging in Pharmaceutical Market, 2025

5.2 Asia Pacific Active and Intelligent Packaging in Pharmaceutical Market Size Outlook

by Type, 2021- 2030

5.3 Asia Pacific Active and Intelligent Packaging in Pharmaceutical Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Active and Intelligent Packaging in Pharmaceutical Market, 2025

5.5 Europe Active and Intelligent Packaging in Pharmaceutical Market Size Outlook by Type, 2021- 2030

5.6 Europe Active and Intelligent Packaging in Pharmaceutical Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Active and Intelligent Packaging in Pharmaceutical Market, 2025

5.8 North America Active and Intelligent Packaging in Pharmaceutical Market Size Outlook by Type, 2021- 2030

5.9 North America Active and Intelligent Packaging in Pharmaceutical Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Active and Intelligent Packaging in Pharmaceutical Market, 2025

5.11 South America Pacific Active and Intelligent Packaging in Pharmaceutical Market Size Outlook by Type, 2021- 2030

5.12 South America Active and Intelligent Packaging in Pharmaceutical Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Active and Intelligent Packaging in Pharmaceutical Market, 2025

5.14 Middle East Africa Active and Intelligent Packaging in Pharmaceutical Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Active and Intelligent Packaging in Pharmaceutical Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Active and Intelligent Packaging in Pharmaceutical Market Size Outlook and Revenue Growth Forecasts

6.2 US Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Active and Intelligent Packaging in Pharmaceutical Industry Drivers and

## Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

6.22 India Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.23 Japan Market Size Outlook and Revenue Growth Forecasts

6.24 Japan Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.26 South Korea Market Size Outlook and Revenue Growth Forecasts

6.26 South Korea Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.27 Australia Market Size Outlook and Revenue Growth Forecasts

6.28 Australia Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts

6.30 South East Asia Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts

6.32 Rest of Asia Pacific Active and Intelligent Packaging in Pharmaceutical Industry

## Drivers and Opportunities

6.33 Brazil Market Size Outlook and Revenue Growth Forecasts

6.34 Brazil Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.36 Argentina Market Size Outlook and Revenue Growth Forecasts

6.36 Argentina Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts

6.38 Rest of South America Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.39 Middle East Market Size Outlook and Revenue Growth Forecasts

6.40 Middle East Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

6.41 Africa Market Size Outlook and Revenue Growth Forecasts

6.42 Africa Active and Intelligent Packaging in Pharmaceutical Industry Drivers and Opportunities

## **7. ACTIVE AND INTELLIGENT PACKAGING IN PHARMACEUTICAL MARKET OUTLOOK ACROSS SCENARIOS**

7.1 Low Growth Case

7.2 Reference Growth Case

7.3 High Growth Case

## **8. ACTIVE AND INTELLIGENT PACKAGING IN PHARMACEUTICAL COMPANY PROFILES**

8.1 Profiles of Leading Active and Intelligent Packaging in Pharmaceutical Companies in the Market

8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

8.3 Financial Performance and Key Metrics

Amcor Ltd

Ball Corp

BASF SE

Bemis Company Inc

CCL Industries Inc

Coveris Holdings SA

Crown Holdings Inc

Dessicare Inc

Graphic Packaging  
Honeywell International Inc  
Landec Corp  
Sealed Air Corp  
Sonoco Products Company  
Timestrip UK Ltd  
WestRock Company

## **9. APPENDIX**

9.1 Scope of the Report  
9.2 Research Methodology and Data Sources  
9.3 Glossary of Terms  
9.4 Market Definitions  
9.5 Contact Information

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