

Smart Packaging Market Size, Share & Trends Analysis Report to 2032

The Global [Smart Packaging Market](#) has recently been analyzed and explored by **Fortune Business Insights™** in their latest market research report. The team of dedicated analysts and researchers has gone to great lengths to provide a comprehensive overview of both current and future scenarios pertaining to the Smart Packaging Market. As a result, this report is packed with valuable insights that will be highly advantageous for industry players looking to maintain a competitive edge.

The report also highlights limiting factors and regional industrial presence that may impact market growth trends beyond the forecast period of 2032. The market research aims to gain a complete understanding of the industry's potential and provide information that will help companies to make informed decisions. The Smart Packaging Market Report is an impressive 100+ page document that includes a comprehensive table of contents, a list of figures, tables and graphs, as well as a comprehensive analysis.

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Forecast Growth Projected:

The global smart packaging market size was valued at USD 24.66 billion in 2024. The market growth is projected to be USD 26.06 billion in 2025 to USD 40.02 billion by 2032, exhibiting a CAGR of 6.32% during the forecast period.

List of the Key Players in the Smart Packaging Market:

- International Paper Company (U.S.)
- Smurfit Kappa Group plc (U.S.)
- 3M Company (U.S.)
- Amcor Plc (Switzerland)
- Constantia Flexibles (Austria)
- Avery Dennison Corporation (U.S.)
- R.R. Donnelley & Sons Company (U.S.)
- Stora Enso Oyj (Finland)
- Filtration Group (U.S.)
- Sealed Air (U.S.)
- Air Products and Chemicals, Inc. (U.S.)



Competitors Landscape:

The realm of Smart Packaging Market is rife with cutthroat competition and fragmentation, a result of the considerable presence of both global conglomerates and domestic contenders. Industry insiders situated in diverse geographical regions are formulating and executing effective strategies to

exploit unexplored opportunities and extend their business outreach. In this highly aggressive environment, prominent players are aggressively pursuing tactics to enhance their market share through various channels.

Market Segmentation Analysis:

By Technology

- **Modified Atmosphere Packaging (MAP):** MAP holds a substantial share of the market, accounting for around 47% in recent years. This technology is widely adopted in the food and beverage industry to extend the shelf life of perishable products by modifying the internal atmosphere of the packaging.
- **Active Packaging:** Active packaging accounted for the largest market revenue share of 70.4% in 2023 and is expected to register the fastest CAGR of 6.0% during the forecast period. It incorporates components like oxygen scavengers and antimicrobial agents to maintain product freshness and safety.
- **Intelligent Packaging:** This segment is projected to experience significant growth, driven by the integration of technologies such as RFID tags and sensors that monitor product conditions and enhance consumer interaction.

By Application

- **Food & Beverages:** Dominating the market with a 45.5% share in 2023, driven by the need for extended shelf life and compliance with food safety regulations.
- **Pharmaceuticals:** Expected to register the fastest CAGR, fueled by the demand for improved safety, compliance, and anti-counterfeiting measures.
- **Personal Care & Cosmetics:** Growing adoption of smart packaging to enhance product appeal and provide usage information.
- **Electronics & E-commerce:** Increasing use of smart packaging for product tracking and ensuring integrity during transit.



Key Market Drivers:

- **Technological Advancements:** Integration of IoT, RFID, NFC, and QR codes enables real-time tracking and enhances supply chain transparency.
- **Sustainability Initiatives:** Growing environmental concerns are prompting the adoption of eco-friendly materials and closed-loop recycling systems in packaging.
- **Regulatory Compliance:** Stringent regulations in food and pharmaceutical industries are driving the implementation of smart packaging solutions to ensure product safety and traceability.

- **Consumer Demand:** Increasing consumer awareness and demand for product authenticity and information are propelling the market forward.

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Fortune Business Insights™ delivers accurate data and innovative corporate analysis, helping organizations of all sizes make appropriate decisions. We tailor novel solutions for our clients, assisting them to address various challenges distinct to their businesses. Our aim is to empower them with holistic market intelligence, providing a granular overview of the market they are operating in.

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