

# Smart Packaging Market 2023 Size, Share, Industry Analysis, Trends and Forecast 2028

SHERIDAN, WYOMING, UNITED STATES, February 25, 2023 /EINPresswire.com/ -- According to IMARC Group's latest report, titled "Smart Packaging Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028," the global smart packaging market size reached US\$ 33.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 49.8 Billion by 2028, exhibiting a growth rate (CAGR) of 6.4% during 2023-2028.



Smart packaging involves specialized materials with advanced technology that improves packaging functionality by engineering smart elements in traditional packaging. As part of the packaging, biosensors are embedded in the material for the detection of pathogens and toxic elements in food. In addition to facilitating reporting of packaging conditions, precise measurements of inside product quality, and improving the taste, aroma, and flavor of food products, it helps extend the shelf life of the product. Furthermore, it contributes to premium pricing, brand protection, waste reduction, and food preservation.

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## Market Trends:

The global market is majorly driven by the escalating demand for smart product labels across the organized retail sector. This can be attributed to a considerable rise in the number of online and offline organized retail channels across the globe. In addition to this, the increasing adoption of nanotechnology applications in a wide range of end-use industrial applications is also propelling the market. Moreover, the growing commercialization of printed electronics, along with the augmenting demand for improved logistics and supply chain management, is also positively impacting the market. The increasing consumption of packaged products with an

enhanced focus on sustainable packaging solutions is also providing an impetus to the market. Some of the other factors, such as rapid urbanization and industrialization, the rising trend of product premiumization, inflating disposable income levels, and extensive research and development (R&D) activities, are further contributing to the market growth.

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List of Key Companies Covered in this Market Report:

Amcor plc  
American Thermal Instruments  
Avery Dennison Corporation  
Berry Global Inc.  
Crown Holdings Inc  
Dupont De Nemours Inc.  
Linde plc  
Multisorb Technologies Inc. (Filtration Group Corporation)  
Point Five Packaging LLC  
R.R. Donnelley & Sons Company  
Sealed Air Corporation  
WestRock Company  
Zebra Technologies Corporation.

The report has segmented the market on the basis of technology, industry vertical and geography.

Breakup by Technology:

Modified Atmosphere Packaging  
Active Packaging  
Antimicrobial  
Gas Scavengers  
Moisture Control  
Corrosion Control  
Intelligent Packaging  
Indicators  
Tracking Devices

Breakup by Industry Vertical:

Food and Beverages  
Automotive

Healthcare  
Personal care  
Others

Breakup by Geography:

North America (U.S. & Canada)  
Europe (Germany, United Kingdom, France, Italy, Spain, Russia, and Others)  
Asia Pacific (China, India, Japan, South Korea, Indonesia, Australia, and Others)  
Latin America (Brazil, Mexico)  
Middle East & Africa

Key highlights of the report:

Market Performance (2017-2022)  
Market Outlook (2023- 2028)  
Porter's Five Forces Analysis  
Market Drivers and Success Factors  
SWOT Analysis  
Value Chain  
Comprehensive Mapping of the Competitive Landscape

If you need specific information that is not currently within the scope of the report, we can provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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