

# Smart Packaging Market to Hit USD 40.8 Billion by 2035, Driven by Innovation and Safety Demands | FMI

*UK smart packaging market to grow at 1.5% CAGR, driven by food waste concerns, sustainability, and demand for tech-enhanced, eco-friendly packaging.*

NEWARK, DE, UNITED STATES, May 21, 2025 /EINPresswire.com/ -- The [Smart Packaging Market](#) is projected to witness significant growth, reaching USD 26.3 billion in 2025 and expanding at a CAGR of 4.5% to attain USD 40.8 billion by 2035. This evolution is fueled by technological advancements, increased demand for enhanced product safety, and growing consumer awareness about intelligent packaging solutions.



Smart Packaging Market Size

“

Smart packaging is redefining product interaction, enhancing safety, and boosting supply chain efficiency. A game-changer across industries.”  
*Ismail Sutaria in Packaging at Future Market Insights*

indicators, and tracking systems that help maintain product integrity and offer real-time information. The application of smart packaging is widespread across industries like food & beverages, pharmaceuticals, and electronics, ensuring products remain fresh and safe throughout their lifecycle.

Unlock Growth Potential – Request Your Sample Now and Explore Market Opportunities!  
<https://www.futuremarketinsights.com/reports/sample/rep-gb-17448>

Smart packaging leverages cutting-edge technologies, including Internet of Things (IoT), RFID (Radio Frequency Identification), NFC (Near Field Communication), sensors, and artificial

intelligence (AI), to offer real-time monitoring and interactive features.

These technologies enable product tracking, freshness detection, and tamper-proofing, ensuring consumers receive high-quality goods. As automation continues to transform industries, smart packaging is expected to play a crucial role in optimizing supply chains and minimizing losses due to spoilage or damage.

### Key Takeaways From the Smart Packaging Market

- [Active packaging](#) is projected to account for 35% of the market share by type in 2025.
- The food and beverage sector is expected to hold a 24% market share by end use in 2025.
- Solid end-use applications will dominate, capturing 54% of the market share in 2025.
- The U.S. market is anticipated to grow at a CAGR of 4.0% over the forecast period.
- Germany is expected to experience a CAGR of 4.1% during the forecast period.
- China's market is forecasted to grow at a CAGR of 5.8% over the same period.
- India is projected to have the highest growth rate, with a CAGR of 6.1%.
- The UK market is expected to grow at a CAGR of 1.5%, driven by increasing concerns over food waste and sustainability.

### Growing Demand for Connected Packaging Solutions

Connected packaging is emerging as a key trend in the smart packaging market. By incorporating QR codes, barcodes, and NFC technology, brands are enhancing consumer engagement and product traceability. Connected packaging allows consumers to access detailed product information, including ingredients, expiration dates, and sustainability efforts, through their smartphones. This innovation not only boosts transparency but also helps companies build stronger relationships with their customers.

Innovate with Confidence: Dive into transformative insights and emerging trends in our [Tech in Packaging Industry Analysis](#).

### Role of Smart Packaging in the Food and Beverage Industry

The food and beverage industry is one of the largest adopters of smart packaging due to the need for freshness monitoring, anti-counterfeiting measures, and efficient supply chain management. Time-temperature indicators (TTIs) and biosensors are being integrated into packaging to detect spoilage and microbial contamination, reducing food waste and ensuring safety.

Additionally, active packaging solutions, such as oxygen scavengers and moisture absorbers, extend the shelf life of perishable products, addressing concerns related to food preservation and quality.

## Impact of Smart Packaging in the Pharmaceutical Sector

In the pharmaceutical industry, smart packaging plays a crucial role in medication adherence, counterfeit prevention, and patient safety. Intelligent blister packs and pill bottles with electronic reminders help patients take the right dosage at the correct time.

Blockchain technology is also being used to improve traceability and security in pharmaceutical packaging, ensuring that medications remain authentic and unaltered throughout the supply chain. The demand for smart packaging solutions in this sector is expected to grow due to stringent regulations and increased emphasis on drug safety.

## Competitive Landscape

The smart packaging business is getting more competitive, with new firms entering the fray. Packaging companies that have evolved to a successful level are investing in new technology to improve their products. Startups are also emerging, bringing new solutions to market.

Collaboration between technology companies and package manufacturers is widespread, since both aim to develop smarter, more efficient packaging solutions. Companies that can quickly adapt to changing consumer needs and technical improvements are more likely to thrive in this changing landscape.

## Key Players

- 3M
- BASF SE
- Crown
- Avery Dennison Corporation
- Ball Corporation
- Sysco Corporation
- Zebra Technologies Corp. (Temptime Corporation)
- International Paper
- R.R. Donnelley & Sons Company
- Stora Enso

Dive Deeper into the Data—View the Full Report Here!

<https://www.futuremarketinsights.com/reports/smart-packaging-market>

## Smart Packaging Market Segmentation

The smart packaging market is segmented into type, end-user, material, and region.

By Type:

By type, the market is sub-segmented into active packaging, intelligent packaging, and modified atmosphere packaging.

By End-user:

By end-user, the market is sub-segmented into food & beverage, personal care, healthcare, automotive, and others.

By Material:

By material, the market is sub-divided into solid, and liquid.

By Region:

By region, the market is sub-segmented into North America, Latin America, Western Europe, South Asia and Pacific, East Asia, and Middle East and Africa.

Explore FMI's Related Ongoing Coverage in the Packaging Domain:

The fiber bale packaging market will grow to USD 3,129.1 million during 2025 and project a future value of USD 4,721.7 million by 2035 with a 4.2% compound annual growth rate throughout the forecast period. - <https://www.futuremarketinsights.com/reports/fiber-bale-packaging-market>

By 2035, the market is prophesied to reach USD 43,089.6 Million, up from USD 28,555.9 Million in 2025, and the market is expected to expand with a CAGR of 4.2% throughout the forecast period. - <https://www.futuremarketinsights.com/reports/sterile-barrier-packaging-market>

The sanitizer packaging market is expected to be valued at USD 27,825.6 million in 2025 and is anticipated to reach USD 46,195.7 million by 2035, reflecting a CAGR of 5.2% during the forecast period. - <https://www.futuremarketinsights.com/reports/sanitizer-packaging-market>

In 2025, the T-top closures market size is projected to be around USD 27,888.94 million. By 2035, it is expected to reach approximately USD 45,428.14 million, growing at a compound annual growth rate (CAGR) of 5%. - <https://www.futuremarketinsights.com/reports/t-top-closures-market>

The overall market size for sugarcane fiber bowls market was USD 50,276 million in 2025 and USD 86,696 million in 2035. - <https://www.futuremarketinsights.com/reports/sugarcane-fiber-bowls-market>

About Future Market Insights (FMI)

Future Market Insights, Inc. (ESOMAR certified, recipient of the Stevie Award, and a member of the Greater New York Chamber of Commerce) offers profound insights into the driving factors that are boosting demand in the market. FMI stands as the leading global provider of market intelligence, advisory services, consulting, and events for the Packaging, Food and Beverage, Consumer, Technology, Healthcare, Industrial, and Chemicals markets. With a vast team of over 400 analysts worldwide, FMI provides global, regional, and local expertise on diverse domains and industry trends across more than 110 countries.

Join us as we commemorate 10 years of delivering trusted market insights. Reflecting on a decade of achievements, we continue to lead with integrity, innovation, and expertise.

Contact Us:

Future Market Insights Inc.  
Christiana Corporate, 200 Continental Drive,  
Suite 401, Newark, Delaware - 19713, USA  
T: +1-347-918-3531  
For Sales Enquiries: [sales@futuremarketinsights.com](mailto:sales@futuremarketinsights.com)  
Website: <https://www.futuremarketinsights.com>

Ankush Nikam  
Future Market Insights, Inc.  
+ +91 90966 84197

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/814608989>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.