Global Intelligent Packaging Information: by product (Gas Scavengers, Corrosion Control Packaging, Moisture Control Packaging, Subsector Packaging, QR Code, and others), Application (Food & Beverages, Pharmaceuticals, Automotive, Electronics, and others), and Region - Forecast to 2023

Market Synopsis

Smart and intelligent packaging is used to protect, monitor, interact, and maintain the quality and safety of the product. Smart & intelligent packaging is mostly used to reduce human errors, prevent sickness due to consumption of spoiled food, and to reduce cost. This effective packaging methodology has seen the fastest growth owing to highly efficient properties and reliable output which acting as a future trend of the packaging system.

Smart packaging includes active packaging and intelligent packaging; wherein active packaging refers to the packaging functions beyond the inert, passive containment, and protection of the product. Intelligent packaging usually involves the ability to qualify or measure attributes such as the inner atmosphere of the package, or the shipping environment. This information can be communicated to users or can trigger active packaging functions.

This packaging carries functions such as sensing, tracking, detecting, recording, communicating and applying scientific logic coupled with long shelf life, improved quality of safety and all required information. There are various intelligent packaging systems such as indicators, radio frequency identification type, and sensors with an aim to detect and communicate information about the condition of the product.

Both active packaging and intelligent packaging involve functions that go beyond the containment and protection of a product and promises to extend shelf life, monitor freshness, improve safety and convenience. These factors play a significant role in shaping the customer buying behavior firm up the purchase decision at the point of sale thereby directly impacting the brand equity. Whereas, the increased cost of the complex packaging has not hindered the growth of the market.

Global intelligent packaging market is segmented into product, application and region. By the product, it is categorized into gas scavengers, corrosion control packaging, moisture control packaging, susceptor packaging, QR code, and others. The scavengers segment is estimated to hold the largest share of the global market due to safety & quality indicators in the intelligent packaging. The application segment includes various industries such as food & beverages, pharmaceuticals, automotive, electronics, and others. Rising demand for packaged and frozen food is driving the food & beverage segment and is likely to continue growing in the future. By geography, it is segmented by North America, Europe, Asia Pacific, and the Middle East & Africa. North America is expected to Account for a significant share of the market due to increased purchasing power and changing lifestyle of people.
The global intelligent packaging market has witnessed the fastest growth in the food & beverage sector due to the stringent food safety policies across the globe. The demand for solutions to retain color, taste, and shelf life in the packaged foods has driven the market across the application. Intelligent packaging in the food & beverage industry dominates the market. Based on the applications, the market has been divided into food & beverages, pharmaceuticals, automotive, electronics, and others industries.

**Food & Beverage**

The increasing demand for fresh and quality packaged food, consumer convenience, and manufacturers concern for the longer shelf life of the food products is driving the market. Growing demand for self-heating and cooling packaged products in the beverage industry for various heat beverages such as tea, coffee, and chocolate are expected to fuel the demand for such solutions in the colder regions such as North America and Europe.

**Regional Analysis**

The global market is segmented on the basis of geography: Asia Pacific, North America, Europe, and the Middle East & Africa. North America is holding the largest share of the global market due to rising demand for packaged and frozen food. Moreover, changing government regulations regarding food and packaging, growing demand for quality packaging to extend shelf life, and focus on less food wastage are driving the market for intelligent packaging all over the world. Countries such as China, South Korea, and India are estimated to raise the market growth in the Asia Pacific region during 2017-2023.

Some of the key players in the global intelligent packaging market include 3M (U.S.), TempTime Corporation (U.S.), PakSense (U.S.), American Thermal Instruments (U.S.), Avery Dennison (U.S.), R.R. Donnelly Sons & Company (U.S.), BASF SE (Germany), International Paper (U.S.), Stora Enso (Finland), Thin Film Electronics ASA (Norway), Huhtamaki Group (Finland), and Smartrac N.V. (The Netherlands), among others.

**November 2017:** Stora Enso had joined forces with Microsoft to bring cloud-based intelligent packaging solutions to clients, globally.


The report for **Global Intelligent Packaging Market** of **Market Research Future** comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different market segments and regions.

**Contents:**

<table>
<thead>
<tr>
<th>Table of Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Executive Summary</td>
</tr>
<tr>
<td>2 Scope of the Report</td>
</tr>
<tr>
<td>2.1 Market Definition</td>
</tr>
<tr>
<td>2.2 Scope of the Study</td>
</tr>
</tbody>
</table>
2.2.1 Definition
2.2.2 Research Objective
2.2.3 Assumptions
2.2.4 Limitations
2.3 Research Material
2.3.1 Primary Research
2.3.2 Secondary Research
2.4 Market size Estimation
2.5 Forecast Model

3 Market Landscape
3.1 Porter’s Five Forces Analysis
3.1.1 Threat of New Entrants
3.1.2 Bargaining power of buyers
3.1.3 Threat of substitutes
3.1.4 Segment rivalry
3.1.5 Bargaining Power of Buyers
3.2 Value Chain/Supply Chain Analysis

4 Market Dynamics
4.1 Introduction
4.2 Market Drivers
4.3 Market Restraints
4.4 Market Opportunities
4.5 Market Trends

5 Global Market, By Product
5.1 Introduction
5.2 Gas Scavengers
5.2.1 Market Estimates & Forecast, 2017-2023
5.2.2 Market Estimates & Forecast by Region, 2017-2023
5.3 Corrosion Control Packaging
5.3.1 Market Estimates & Forecast, 2017-2023
5.3.2 Market Estimates & Forecast by Region, 2017-2023
5.4 Moisture Control Packaging
5.4.1 Market Estimates & Forecast, 2017-2023
5.4.2 Market Estimates & Forecast by Region, 2017-2023
5.5 Susceptor Packaging
5.5.1 Market Estimates & Forecast, 2017-2023
5.5.2 Market Estimates & Forecast by Region, 2017-2023
5.6 QR code
5.6.1 Market Estimates & Forecast, 2017-2023
5.6.2 Market Estimates & Forecast by Region, 2017-2023
5.6 Others
5.6.1 Market Estimates & Forecast, 2017-2023
5.6.2 Market Estimates & Forecast by Region, 2017-2023

6 Global Market, By Application
6.1 Introduction
6.2 Food & Beverages
6.2.1 Market Estimates & Forecast, 2017-2023
6.2.2 Market Estimates & Forecast by Region, 2017-2023

6.3 Pharmaceuticals
6.3.1 Market Estimates & Forecast, 2017-2023
6.3.2 Market Estimates & Forecast by Region, 2017-2023

6.4 Automotive
6.4.1 Market Estimates & Forecast, 2017-2023
6.4.2 Market Estimates & Forecast by Region, 2017-2023

6.5 Electronics
6.5.1 Market Estimates & Forecast, 2017-2023
6.5.2 Market Estimates & Forecast by Region, 2017-2023

6.6 Others
6.6.1 Market Estimates & Forecast, 2017-2023
6.6.2 Market Estimates & Forecast by Region, 2017-2023

7 Global Market, By Region
7.1 Introduction
7.2 North America
7.2.1 Market Estimates & Forecast, 2017-2023
7.2.2 Market Estimates & Forecast by Material, 2017-2023
7.2.3 Market Estimates & Forecast by Application, 2017-2023
7.2.4 The U.S.
7.2.4.1 Market Estimates & Forecast, 2017-2023
7.2.4.2 Market Estimates & Forecast by Material, 2017-2023
7.2.4.3 Market Estimates & Forecast by Application, 2017-2023
7.2.5 Canada
7.2.5.1 Market Estimates & Forecast, 2017-2023
7.2.5.2 Market Estimates & Forecast by Material, 2017-2023
7.2.5.3 Market Estimates & Forecast by Application, 2017-2023

7.3 Europe
7.3.1 Market Estimates & Forecast, 2017-2023
7.3.2 Market Estimates & Forecast by Material, 2017-2023
7.3.3 Market Estimates & Forecast by Application, 2017-2023
7.3.4 U.K.
7.3.4.1 Market Estimates & Forecast, 2017-2023
7.3.4.2 Market Estimates & Forecast by Material, 2017-2023
7.3.4.3 Market Estimates & Forecast by Application, 2017-2023
7.3.5 Germany
7.3.5.1 Market Estimates & Forecast, 2017-2023
7.3.5.2 Market Estimates & Forecast by Material, 2017-2023
7.3.5.3 Market Estimates & Forecast by Application, 2017-2023
7.3.6 France
7.3.6.1 Market Estimates & Forecast, 2017-2023
7.3.6.2 Market Estimates & Forecast by Material, 2017-2023
7.3.6.3 Market Estimates & Forecast by Application, 2017-2023
7.3.7 Spain
7.3.7.1 Market Estimates & Forecast, 2017-2023
7.3.7.2 Market Estimates & Forecast by Material, 2017-2023
7.3.7.3 Market Estimates & Forecast by Application, 2017-2023
7.3.8 Rest of Europe
7.3.8.1 Market Estimates & Forecast, 2017-2023
7.3.8.2 Market Estimates & Forecast by Material, 2017-2023
7.3.8.3 Market Estimates & Forecast by Application, 2017-2023
7.4 Asia Pacific
7.4.1 Market Estimates & Forecast, 2017-2023
7.4.2 Market Estimates & Forecast by Material, 2017-2023
7.4.3 Market Estimates & Forecast by Application, 2017-2023
7.4.4 China
7.4.4.1 Market Estimates & Forecast, 2017-2023
7.4.4.2 Market Estimates & Forecast by Material, 2017-2023
7.4.4.3 Market Estimates & Forecast by Application, 2017-2023
7.4.5 India
7.4.5.1 Market Estimates & Forecast, 2017-2023
7.4.5.2 Market Estimates & Forecast by Material, 2017-2023
7.4.5.3 Market Estimates & Forecast by Application, 2017-2023
7.4.6 Japan
7.4.6.1 Market Estimates & Forecast, 2017-2023
7.4.6.2 Market Estimates & Forecast by Material, 2017-2023
7.4.6.3 Market Estimates & Forecast by Application, 2017-2023
7.4.7 South Korea
7.4.7.1 Market Estimates & Forecast, 2017-2023
7.4.7.2 Market Estimates & Forecast by Material, 2017-2023
7.4.7.3 Market Estimates & Forecast by Application, 2017-2023
7.4.8 Australia
7.4.8.1 Market Estimates & Forecast, 2017-2023
7.4.8.2 Market Estimates & Forecast by Material, 2017-2023
7.4.8.3 Market Estimates & Forecast by Application, 2017-2023
7.4.9 Rest of Asia Pacific
7.4.9.1 Market Estimates & Forecast, 2017-2023
7.4.9.2 Market Estimates & Forecast by Material, 2017-2023
7.4.9.3 Market Estimates & Forecast by Application, 2017-2023
7.5 Middle East & Africa
7.5.1 Market Estimates & Forecast, 2017-2023
7.5.2 Market Estimates & Forecast by Material, 2017-2023
7.5.3 Market Estimates & Forecast by Application, 2017-2023

8 Competitive Landscape
9 Company Profile
9.1 3M
9.1.1 Company Overview
9.1.2 Products/Services Offering
9.1.3 Financial Overview
9.1.4 Key Developments
9.1.5 Strategy
9.1.6 SWOT Analysis
9.2 TempTime Corporation
9.9 Stora Enso
9.9.1 Company Overview
9.9.2 Products/Services Offering
9.9.3 Financial Overview
9.9.4 Key Developments
9.9.5 Strategy
9.9.6 SWOT Analysis
9.10 Thin Film Electronics ASA
9.10.1 Company Overview
9.10.2 Products/Services Offering
9.10.3 Financial Overview
9.10.4 Key Developments
9.10.5 Strategy
9.10.6 SWOT Analysis
9.11 Thin Film Electronics ASA
9.11.1 Company Overview
9.11.2 Products/Services Offering
9.11.3 Financial Overview
9.11.4 Key Developments
9.11.5 Strategy
9.11.6 SWOT Analysis
9.12 Smartrac N.V.
9.12.1 Company Overview
9.12.2 Products/Services Offering
9.12.3 Financial Overview
9.12.4 Key Developments
9.12.5 Strategy
9.12.6 SWOT Analysis
9.13 Others
9.13.1 Company Overview
9.13.2 Products/Services Offering
9.13.3 Financial Overview
9.13.4 Key Developments
9.13.5 Strategy
9.13.6 SWOT Analysis

List of Tables
Table 1 Global Market: By Region, 2017-2023
Table 2 Americas Market: By Country, 2017-2023
Table 3 Europe Market: By Country, 2017-2023
Table 4 Asia-Pacific Market: By Country, 2017-2023
Table 5 Middle East & Africa Market: By Country, 2017-2023
Table 6 Global Market, By Product, By Regions, 2017-2023
Table 7 Americas Market, By Product, By Country, 2017-2023
Table 8 Europe Market, By Product, By Country, 2017-2023
Table 9 Asia-Pacific Market By Product, By Country, 2017-2023
Table 10 Middle East & Africa Market By Product, By Country, 2017-2023
Table 11 Global Ambient Food Packaging By Application Market: By Regions, 2017-2023
Table 12 Americas Market By Application : By Country, 2017-2023
Table 13 Europe Market By Application : By Country, 2017-2023
Table 14 Asia Pacific Market By Application : By Country, 2017-2023
Table 15 Middle East & Africa Market By Application : By Country, 2017-2023
Table 16 Global Market: By Region, 2017-2023
Table 17 Global Market: By Product , 2017-2023
Table 18 Global Market: By Application, 2017-2023
Table 19 Americas Market, By Country
Table 20 Americas Market, By Product
Table 21 Americas Market, By Application
Table 22 Europe: Market, By Country
Table 23 Europe: Market, By Product
Table 24 Europe: Market, By Application
Table 25 Asia-Pacific: Market, By Country
Table 26 Asia-Pacific: Market, By Product
Table 27 Asia-Pacific: Market, By Application
Table 28 Middle East & Africa: Market, By Region
Table 29 Middle East & Africa Market, By Product
Table 30 Middle East & Africa Market, By Application

List of Figures
FIGURE 1 RESEARCH PRODUCT OF MRFR
FIGURE 2 TOP DOWN & BOTTOM UP APPROACH
FIGURE 3 Market Dynamics
FIGURE 4 impact analysis: market drivers
FIGURE 5 impact analysis: market restraints
FIGURE 6 porter’s five forces analysis
FIGURE 7 Value chain analysis
FIGURE 8 Global Market SHARE, By Material, 2016 (%)
FIGURE 9 Global Market, By Product , 2015-2023 (USD MILLION)
FIGURE 10 Global Market SHARE, By Application, 2016 (%)
FIGURE 11 Global Market, By Application, 2015-2023 (USD MILLION)
FIGURE 12 Global Market SHARE (%), BY REGION, 2016
FIGURE 13 Global Market, BY REGION, 2015-2023 (USD MILLION)
FIGURE 14 Americas Market SHARE (%), 2016
FIGURE 15 Americas Market BY Country, 2015-2023 (USD MILLION)
FIGURE 16 Europe Market SHARE (%), 2016
FIGURE 17 Europe Market BY Country, 2015-2023 (USD MILLION)
FIGURE 18 Asia-Pacific Market SHARE (%), 2016
FIGURE 19 Asia-Pacific Market BY Country, 2015-2023 (USD MILLION)
FIGURE 20 Middle East & Africa Market SHARE (%), 2016
FIGURE 21 Middle East & Africa Market BY Country, 2015-2023 (USD MILLION)