Smart Packaging Market 2014 - 2020 - By Type (Active and Intelligent Packaging), By Application (RFID Tracking, Temperature Monitoring, Logging, Security and Others), By Industry (Medical and Pharmaceutical Industry, Packaged Food Industry and Others)

Description: Smart Packaging or intelligent packaging refers to packaging which generally involve sensing, measurement and controlling for inner atmosphere and other features of a package. Smart Packaging is mostly used in food packaging, pharmaceuticals, logistics management industry and so on. It helps to enhance the shelf life, freshness, automatic dispensing, and security of the materials stored in the packages.

The Global Market for Smart Packages has been growing at a very high pace due to new innovations like printable electronics. The need for higher security and increased quality standards of various products have been acting as the market drivers for the smart packaging industry. As the logistics industry is moving towards organized domain, Smart Packaging industry is projected to keep growing at a similar pace in the next few years.

This report categorizes the market into three different segments, namely, market by type of packaging, application, industry and geography. Based on the types, the market has been classified into Active Packaging and Intelligent Packaging. The industries include Medical and Pharmaceutical Industry, Packaged Food Industry and others. The applications deploying smart packaging are RFID tracking, Temperature monitoring and controlling, Security, Logging and so on. Based on the geography, the report has been segmented into North America, Europe, APAC, and RoW. Global Smart Packaging market is around $500m industry and will cross the $1 billion mark by 2020. Developed countries in North America and Europe remain the largest market for the smart packaging sales accounting for more than 70% of the total market, followed by the APAC region. China will remain the largest manufacturer of the Smart Packaging products and will also stay as the most important market in the APAC region.

The current market report has been segmented by geography as North America, Europe, APAC, and Rest of the World (RoW). Market size and forecast are provided for each of these regions. A detailed qualitative analysis of the factors responsible for driving and restraining growth of the global Smart Packaging market and future opportunities are provided in the report.

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