

Interactive Packaging Market Size, Share & Industry Forecast to 2032

Interactive packaging is a novel concept wherein digital technologies, such as Near-Field Communication (NFC), Augmented Reality (AR), and Quick Response (QR) codes are integrated into traditional packaging solutions. Using these technologies can help consumers get real-time information regarding a product's features, thereby improving customers' shopping experiences.

Fortune Business Insights™ displays this information in a report titled, "Interactive Packaging Market, 2025-2030."



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Forecast Growth Projected:

The global interactive packaging market was valued at USD 34.81 billion in 2024. It is projected to increase to USD 36.67 billion in 2025 and reach USD 50.76 billion by 2032, growing at a compound annual growth rate (CAGR) of 4.75% during the forecast period.

List of the Key Players in the Interactive Packaging Market:

- International Paper Company (U.S.)
- Smurfit Kappa Group plc (Ireland)

- 3M Company (U.S.)
- Amcor Plc (Switzerland)
- Constantia Flexibles (Austria)
- Avery Dennison Corporation (U.S.)
- R. Donnelley & Sons Company (U.S.)
- Stora Enso Oyj (Finland)

Interactive Packaging Market Segmentation Analysis:

Lucrative Advantages of Folded Cartons Increases Their Demand

Based on product type, the market is segmented into folding cartons, labels & tags, pouches, and others. The folding carton segment has captured the largest part in the interactive packaging market share as these cartons offer a wide range of advantages, such as endless possibilities for customization, eco-friendly packaging option, and affordability.

Food & Beverage Industry Increases Use of Interactive Packaging Due to High Focus On Product Safety

Based on end-use industry, the market is segmented into food & beverage, personal care & cosmetics, healthcare, electronics, and others. The food & beverage segment is dominating the market due to the customers' rising focus on food safety and transparency of nutritional information.

With respect to region, the market covers North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa.

Drivers and Restraints:

Growing Use of Digital Technologies in Packaging Solutions to Accelerate Market Expansion

A growing percentage of packaging product manufacturers are embracing advanced technologies to create an immersive shopping experience for customers and allow them to get real-time access to a product's information. Customers across the world are demanding transparency with respect to a product's information, prompting companies to integrate technologies, such as NFC and QR codes in their products, thereby enhancing the market growth.

Competitive Landscape:

Novel Product Launches to Help Key Market Players Gain Strong Competitive Edge

Some of the leading companies operating in this market include Smurfit Kappa Group plc, International Paper Company, Amcor Plc, 3M Company, and others. These firms are launching innovative interactive packaging solutions to expand their customer base and revolutionize the way customers interact with their favorite brands and products.

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