

Market Study **Updated in May 2015**

Smart packaging evolution in industrialized countries: Today market and future trends

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REPORT DATA

- More than 300 sources
- All major actors provided information
- 7 years of intensive research worldwide
- An exhaustive report of 400 pages including schemes, illustrations and tables
- Two tables summing all active and intelligent packaging manufacturers
- Insight and expectations in a almost unknown, but fast growing sector

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EXECUTIVE SUMMARY

Packaging used to be a very common, unnoticed, everyday life object for food protection and transportation. It is now a whole scientific subject that evolves on a daily basis. Recently packaging has crossed a new threshold: it is no more a simple marketing tool. Today packaging acts as a food protector that prolongs the shelf life and provides information to manufacturers, distributors, and even consumers. In complete contradiction with all the legislation that defined it as an inert object, new packaging technologies are active and intelligent devices. However, what is called in Europe and the United States a *new* technology, has been marketed in Japan for decades. The challenge is to understand how and why Smart Packaging was so late to enter Europe and the US at a time when globalization in trade and communication are stronger than ever, and the race for innovation and new technologies is permanent.

Study objectives

This report has several objectives:

- Give an overview of the existing technologies and applications and the stakes of using Smart Packaging, as well as innovation perspectives.
- Analyze the future and viability of the new technologies in food and drink sectors on developed countries markets.
- To give insights into today's market stakes, its opportunities, major trends and short and long term evolution, as well as its growth potential and the major factors that influence it.
- Develop marketing, exportation and risk strategies on a global market.
- Understand the regulatory frameworks and risks for the environment and the consumer.

The audience

This study is aimed at Smart Packaging manufacturers or users to provide them with key data about the market situation and to assess its evolution on the short and long term, as well as at exporting companies in order to gain insights into growing markets and future trends.

It is also aimed at the numerous researchers working in Smart Packaging and finally at today's or future consumers of the new packaging technologies.

Key words:

Active Packaging, Intelligent Packaging, Smart Packaging, International Trade

Schéma 1: Les emballages actifs. (LM 2012)

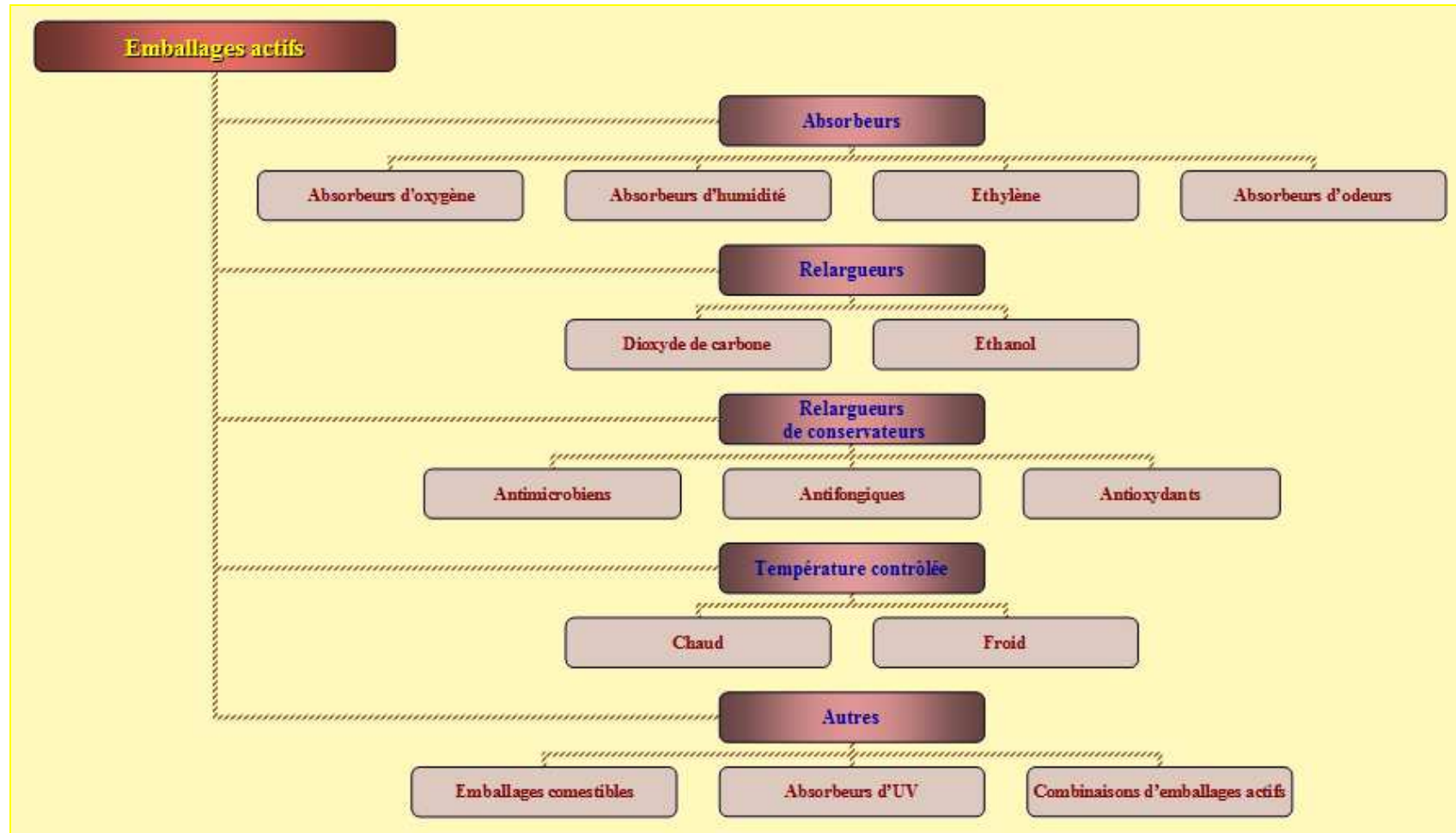


Schéma 2: Les emballages intelligents (LM 2012)

