Connected Packaging – Market Assessment & Trends

Case Study



Connected Packaging – Market Assessment & Trends

Client	A multinational food and beverage manufacturer
Industry	Food & Nutrition
Products	Active and Interactive Packaging

Engagement Scope



Technology Landscape

- Who are the established and emerging connected packaging manufacturers?
- What are the identified technologies in connected packaging?
- Which end-user industry do they cater to in food and beverage sector?
- Which are the emerging technology providers in connected packaging market?
- What is the **type of technology** offered by them?

Context

The Client wanted to find connected package technology trends and market potential, globally.

Key Business Questions

- What are the trending technologies and concepts, aggressively growing and innovative start-ups, recent developments in the field of connected packaging, technology adoption rate in different geographies and end-use industries?
- What is the market size, historic market growth and forecast, growth in market segments and understanding the dynamics of the industry?
- What is the market share of the leading technology providers, brief profiles of the top-notch companies?
- Which perception of customers on connected packaging technologies including factors influencing technology adoption, willingness to switch to a different technology, customer expectations and unmet needs?

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Market and Customer Assessment

- Identifying market dynamics:
 - Drivers, Challenges, Trends, and Influencers & Decision makers
- What is the global and regional connected packaging market size in value terms?
- What is the end-user industry share of the market?
- What is the technology share of the market?
- Which are the key application areas of connected packaging?
- Who are the key competitors in the market?
- What are factors influencing the adoption of connected packaging and the satisfaction level of adopting connected packaging among customers?

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Key Assessment & Findings

- Which are the **innovative start-ups** in the space offering innovative connected packaging technologies?
- What are the upcoming technologies in this area?
- Who are top technology providers?
- What are the unmet needs of the brand owners using the connected packaging in their products?
- What are the possible partners or collaborators of the technologies for the client?

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Research Methodology

Desk Research

- Conducted secondary research based on open sources including company websites, press releases, technology portals, etc.
- The study was executed by gathering scientific and patent literature from paid and open-source databases.

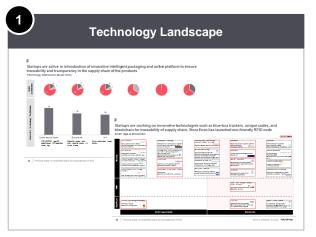
Entity Executive Discussion

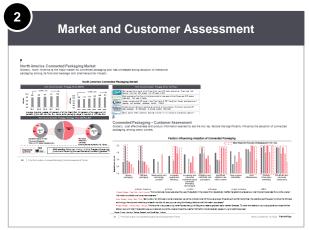
 Communication was established with shortlisted players for their feasibility on collaboration and validation of market size data

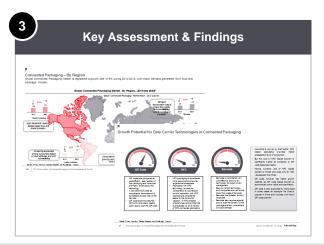
Benefits to Client

- The Client was able find out some potential partners that it can go ahead for the trial
- Information about the emerging technologies, innovative start-ups and and competitors activity across different regions

Sample Analysis







Thank you

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