



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

1 **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?

2 **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**?

3 **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?

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?

Thank you

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

Stadsplateau 7
3521 AZ Utrecht
The Netherlands
T: +31 30 298 2108

United Kingdom

5 Chancery Lane
London EC4A 1BL
United Kingdom
T: +44 207 406 7548

Asia Pacific

Millennium Business Park
Sector 3, Building # 4, Mahape
Navi Mumbai 400 710
India
T: +91 22 6772 5700