

Smart Labels

ANMD-MRS5-042 · Sustainable Packaging

A Global Sustainability Due Diligence & Market Research Study

History 2020–2024 · Base Year 2025 · Forecast 2025–2032 · Outlooks 2035 / 2040 / 2050 · Currency US\$

WHY THIS REPORT

Smart labels turn passive packaging into connected, data-carrying assets, transforming static products into traceable, interactive, intelligent items. This decision-grade study sizes the global market three ways — value, units and volume — across label type, technology and application, across seven regions and four scenarios to 2032, with outlooks to 2050.

SUSTAINABILITY & SDG IMPACT — THE ANMD LENS

Sustainability is this report's backbone, not an afterthought. Beyond function, smart labels deliver measurable traceability, inventory efficiency and reduced waste, while better visibility and less overproduction strengthen the resource-efficiency story.

Mapped Sustainable Development Goals:

SDG 9 Industry & Innovation	SDG 12 Responsible Consumption
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Measurable sustainability outcomes assessed:

- Inventory accuracy, traceability and dynamic pricing
- Connected consumer interaction and engagement
- Reduced overproduction and product waste
- Material sourcing, end-of-life recyclability and supply-chain ESG as material risks

Framework alignment: Double materiality mapped to GRI, SASB, ISSB, TCFD, TNFD, CSRD and the EU Taxonomy, with greenwashing and SDG-washing screens applied throughout.

WHAT'S INSIDE AT A GLANCE

53 Chapters	9 Report Parts	7 Regions Covered	40+ Country Markets
2025–32 Forecast Horizon	4 Forward Scenarios	25+ Companies Profiled	2 SDGs Mapped

REPORT COVERAGE

Geographic scope: North America, Europe, Asia Pacific, Latin America, Africa, Middle East and Rest of World — with named country intelligence. Europe is the policy leader (Germany, France, Italy) on packaging regulation and compostability standards; North America is the value leader (United States, Canada) on brand commitments; Asia Pacific is the scale engine; other regions assessed on their own merits.

MARKET OVERVIEW

From early adoption to mainstream scale — where labels go connected, sensing and consumer-interactive.

The smart labels market is moving from early adoption to mainstream commercial scale. Demand is driven by traceability, retail-efficiency and circularity pressure converging with brand and regulatory commitments, supported by strong momentum across North America, Europe and Asia Pacific. The market is read three ways — value, units and volume — and forecast under four scenarios, each region reported separately.

- **North America is the value leader** — United States and Canada, on retail adoption and item-level tagging
- **Europe is the technology leader** — Germany, France and United Kingdom, on printed electronics and standards
- **Asia Pacific is the scale engine** — China, Japan and India, on manufacturing and volume
- **Data and traceability are the differentiators** — connected, sensing labels plus supply-chain visibility

REGIONAL OUTLOOK

Across seven reporting regions, the report separates early commercialisation leaders from high-growth and emerging markets — each profiled in full rather than aggregated into Rest of World.

Region	Stage	Lead Markets & Drivers
Europe	Policy leader	Germany, France, Italy — packaging regulation, compostability standards
North America	Value leader	United States, Canada — brand commitments, retail demand
Asia Pacific	Scale engine	China, Japan, India — capacity, feedstock
Middle East	High-growth	Saudi Arabia, UAE — sustainability investment
Latin America	Emerging	Brazil, Mexico — packaging demand
Africa	Emerging	South Africa, Nigeria — access, packaging supply

KEY MARKET DRIVERS & RESTRAINTS

Drivers	Restraints
<ul style="list-style-type: none"> • Traceability + retail-efficiency convergence • Inventory accuracy & shrink reduction • Policy & disclosure support (DPP, traceability mandates) • Consumer engagement & brand-protection value • Printed-electronics, RFID & NFC technology gains 	<ul style="list-style-type: none"> • Unit-cost premium vs conventional labels • Recyclability & end-of-life of electronic labels • Data privacy, security & interoperability • Component, chip-supply & price volatility • Standards, integration & system-readiness gaps

SEGMENTATION SNAPSHOT

By Label Type	RFID smart · NFC · sensing / printed-electronics · electronic shelf · QR / connected
By Technology	Passive RFID · NFC · printed sensors
By Application	Retail & apparel · logistics & supply chain · pharma & food
By End User	Brand owners · converters · retailers · CPG & food producers · packaging buyers
By Business Model	Direct sale · converter-supplied · private-label · service / managed-supply
By Scale	Pilot · enterprise · network-wide

TABLE OF CONTENTS — PARTS & CHAPTERS

The full report is organised into nine parts across 53 chapters, listed below. Detailed sub-headings, country tables and directories are provided in the full report.

Part I — Report Foundation, Discovery and Strategic Intelligence

- › Chapter 1. Scope, Methodology and Report Architecture
- › Chapter 2. Industry Discovery Summary — Smart Labels
- › Chapter 3. Executive Intelligence and Decision Dashboard
- › Chapter 4. Strategic Findings, Materiality and Investment Verdict Preview

Part II — Market Intelligence, Sizing, Forecasting and Segmentation

- › Chapter 5. Industry Overview and Market Evolution
- › Chapter 6. Market Dynamics
- › Chapter 7. Global Market Size and Forecast, 2020–2032
- › Chapter 8. Market Segmentation Analysis
- › Chapter 9. End-User and Demand-Side Intelligence
- › Chapter 10. Pricing, Cost and Commercial Model Intelligence

Part III — Regional and Country Intelligence

- › Chapter 11. Global Regional Intelligence Framework
- › Chapter 12. North America Market Intelligence
- › Chapter 13. Europe Market Intelligence
- › Chapter 14. Asia Pacific Market Intelligence
- › Chapter 15. Latin America Market Intelligence
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Part IV — Technology, Innovation and Category-Specific Intelligence

- › Chapter 19. Technology Landscape and Architecture
- › Chapter 20. Emerging and Next-Generation Technology Intelligence
- › Chapter 21. Category-Specific Intelligence Module
- › Chapter 22. Research, Innovation and Funding Landscape

Part V — Company, Competition, Patent and Project Intelligence

- › Chapter 23. Competitive Landscape
- › Chapter 24. Company Profiles
- › Chapter 25. Mergers, Acquisitions, Partnerships and Ecosystem Intelligence
- › Chapter 26. Patent Landscape and Intellectual Property Intelligence
- › Chapter 27. Project, Deployment and Case-Study Intelligence

Part VI — Sustainability, ESG, SDG, Climate and Natural-Capital Intelligence

- › Chapter 28. Sustainability Intelligence Suite
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- › Chapter 30. ESG and Sustainability Framework Alignment
- › Chapter 31. SDG Intelligence
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- › Chapter 33. Water, Biodiversity and Natural-Capital Intelligence
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Part VII — Supply Chain, Policy, Legal, Economics and Finance

- › Chapter 37. Value Chain, Supply Chain and Geopolitical Intelligence
- › Chapter 38. Policy, Regulation and Incentive Intelligence
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- › Chapter 41. Investment, Sustainable Finance and Bankability Intelligence

Part VIII — Scenario, Future Intelligence and Final Due Diligence Verdict

- › Chapter 42. Scenario Analysis and Future Intelligence
- › Chapter 43. Sustainability Due Diligence Framework and Data-Room Index
- › Chapter 44. Risk Register, RAG Rating and Anti-Greenwashing Screen
- › Chapter 45. Bottom-Line Verdict and Strategic Recommendations
- › Chapter 46. Implementation Roadmap and Stakeholder Playbooks

Part IX — Annexes, Directories and Reference Material

- › Chapter 47. Methodology Annex
- › Chapter 48. Corporate Directory and Company Intelligence Annex
- › Chapter 49. Patent Directory and Patent Intelligence Annex
- › Chapter 50. Project Intelligence Annex
- › Chapter 51. Forecast Annex
- › Chapter 52. Sustainability KPI Annex
- › Chapter 53. Reference Annexes

COMPETITIVE & INVESTMENT SNAPSHOT

The competitive field spans global packaging majors, specialist smart labels makers, and emerging innovators. Deal activity — M&A, technology acquisition and platform expansion — signals a market consolidating around scalable, sustainable packaging platforms.

Representative players profiled in the full report:

Avery Dennison Corporation · CCL Industries Inc. · Zebra Technologies Corporation · SATO Holdings Corporation · Checkpoint Systems (CCL Industries Inc.) · and 20+ further profiled players across biopolymer producers, converters and emerging innovators.

Investment intelligence: venture, infrastructure, development, climate and blended finance, green bonds and sustainability-linked loans — culminating in a bankability assessment and a Go / No-Go / Conditional-Go investment verdict.

KEY QUESTIONS THIS REPORT ANSWERS

- ? How large is the global smart labels market, and how fast will it grow to 2032?
- ? Which regions, countries and segments offer the strongest risk-adjusted opportunity?
- ? How do compostability and circularity change value versus fossil-plastic incumbents?
- ? Who leads, and where is the competitive and patent white space?
- ? Is the investment case bankable — and under what conditions?
- ? How does the category align with the SDGs, circular-economy and resource-security and disclosure regulation?

WHY ANMD — THE DIFFERENCE

Most market studies stop at units and revenue. This report is built as a sustainability due diligence instrument — fusing market sizing with ESG, SDG, climate, water and natural-capital intelligence and a decision-ready bankability verdict in a single architecture.

- **Triangulated sizing** — every market read three ways so value, volume and area views reconcile rather than conflict.
- **Region-honest forecasting** — Latin America, Africa and the Middle East reported in full, never hidden inside Rest of World, every forecast resolved to the 2025 base year.
- **Integrated evidence base** — company, patent and project databases linked to the analysis, with published-filing patents and FTO treated as an indicator, not a legal conclusion.
- **No-fabrication discipline** — every estimate carries a data-confidence rating and disclosed sources; gaps are flagged for further diligence, never filled with invented numbers.
- **Anti-greenwashing rigour** — SDG-washing and greenwashing screens plus claim-substantiation checks built into the ESG and project analysis.
- **Decision-first structure** — 9 Parts and 53 Chapters culminating in stakeholder playbooks and a clear Go / No-Go / Conditional-Go investment verdict.

WHO SHOULD BUY THIS REPORT

Investors and packaging / PE funds, biopolymer producers and converters, brand owners and CPG companies, retailers and packaging buyers, procurement and sustainability leaders, regulators and standards bodies, and corporate strategy and ESG teams.

Access the Full Report

The complete report delivers all 53 chapters in full, with every sub-heading, country table, company and patent directory, forecast model and due diligence checklist.

Purchase at www.anewmarketdynamics.com · Standard & Premium licences · Single-Site (SSL) and Global-Site (GSL) options at checkout.

Want the Complete Detailed Table of Contents?

This prospectus lists the nine parts and 53 chapters. The complete detailed table of contents — every sub-heading, country table, exhibit, company and patent directory and annex — is available on request to registered users. To receive it, register with your official company email at www.anewmarketdynamics.com. The full detailed table of contents will be sent directly to your registered company email address.