

AN OVERVIEW OF THE
TRACK & TRACE PACKAGING

MARKET TO 2027

The track and trace market is driven by the emergence of new technologies such as digital identities and blockchain platforms, as well as the desire by brand owners and retailers to improve efficiencies within the supply chain and to address the threats posed by counterfeit goods. The pandemic has highlighted the importance of track and trace packaging to address the presence of counterfeit/fake goods in the supply chain, so relatively robust growth is now anticipated for the coming years.

Global market value has increased by **76%** since 2017

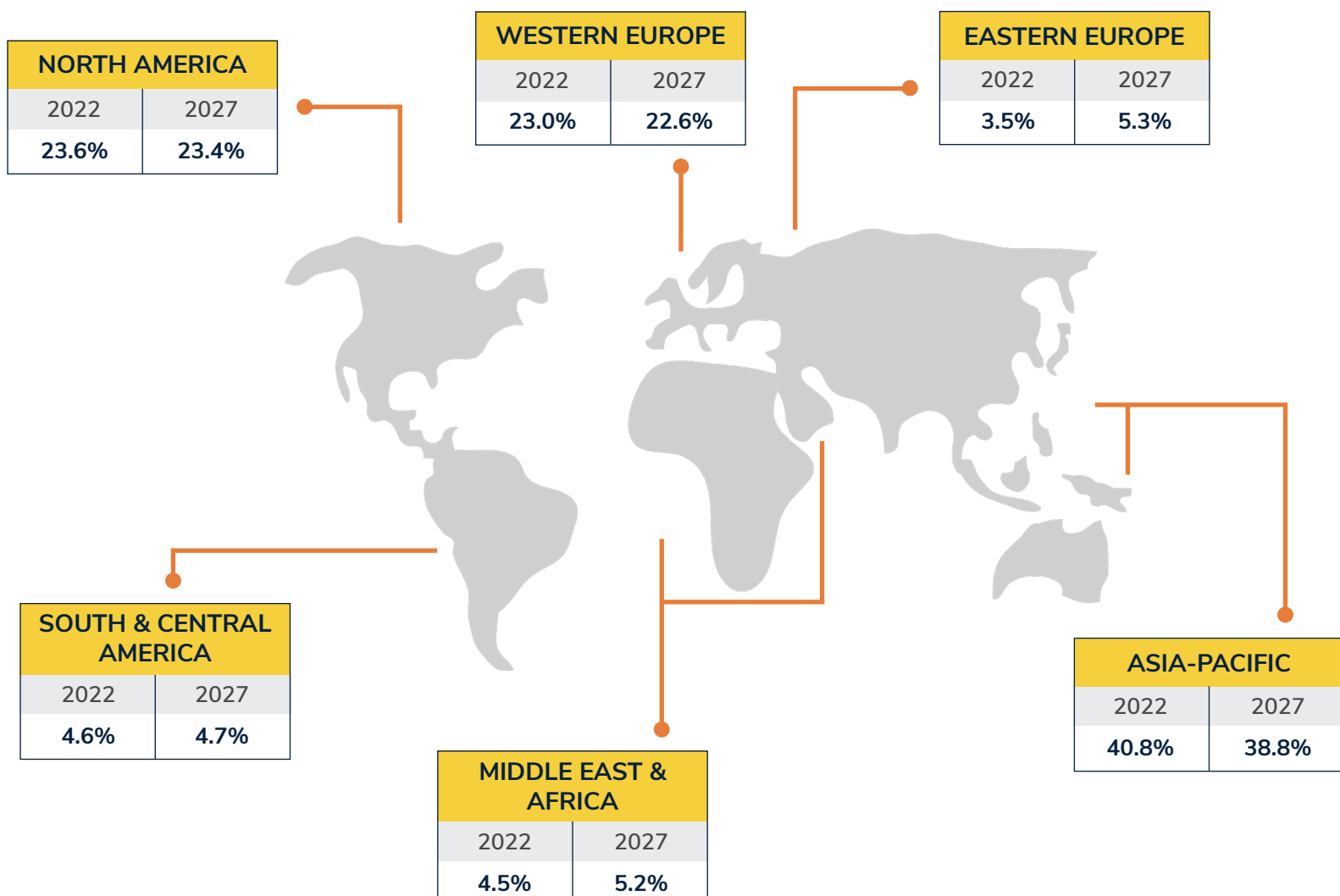
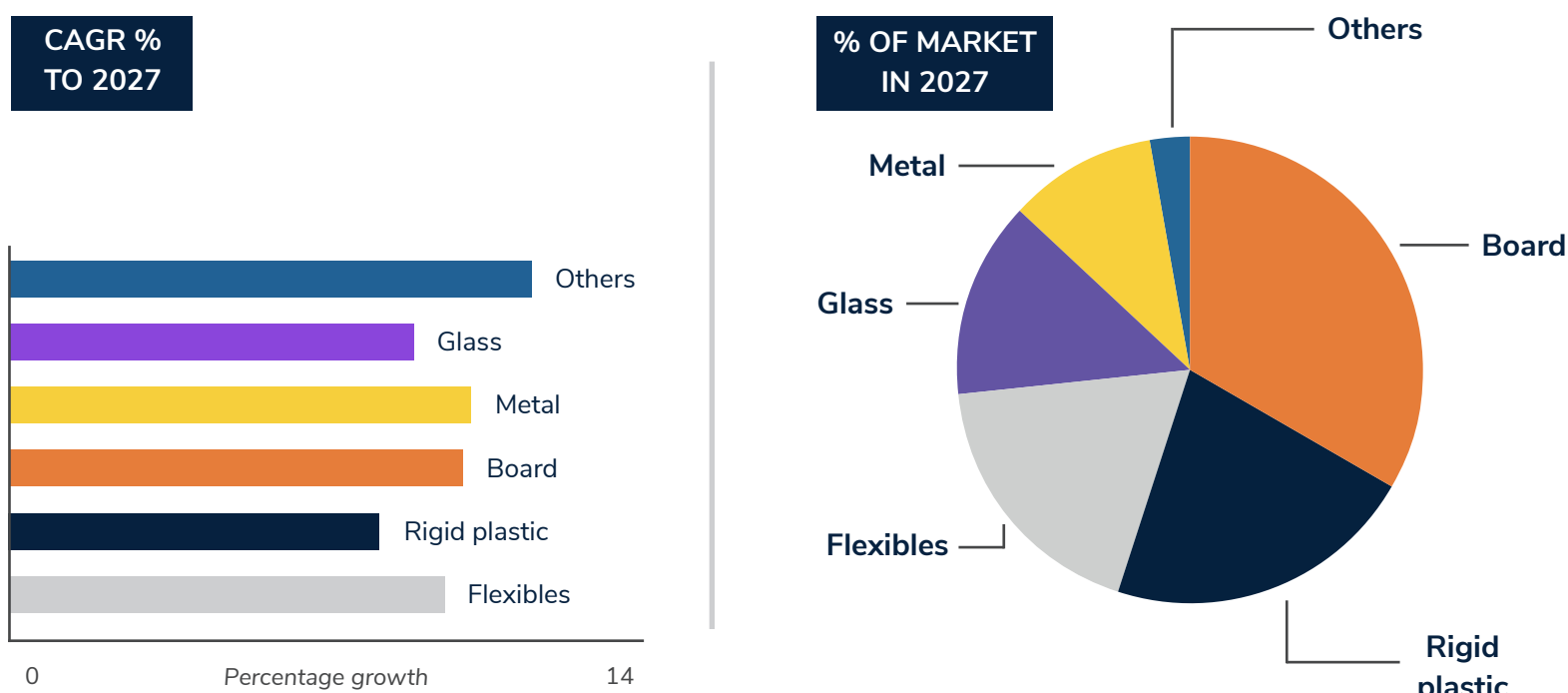
Global market forecast to be worth nearly **\$1.6 billion** in 2022

Global market value forecast to grow by **9.5%** to 2027

Global market value forecast to reach over **\$2.5 billion** in 2027

END-USE MARKETS


SHARE OF MARKET %


MARKET SHARE BY REGION

MARKET SHARE BY TYPE

FIND OUT MORE

Smithers' latest study **The Future of Track and Trace in Packaging to 2027** looks at historic, current and future demand for track and trace solutions in key end-use applications. It pinpoints key future growth areas and technological innovations. Market growth is likely to result from the ongoing development of blockchain technologies and the Internet of Things (IoT), which permit better tracking of assets and recording of transactions.

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ABOUT SMITHERS

Smithers has over **100 years of knowledge and experience**, and is the recognised market leader for producing industry reports that provide exclusive market forecasts, critical industry analysis, insights into key drivers and trends, and much more.

Our market research brings together a global network of experts, and the methodology blends deep secondary and primary research across an unrivalled industry network.

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HAVE A QUESTION?

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