

### 3 EXECUTIVE SUMMARY

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The beverage processing equipment market has been growing in accordance with the advancement of the beverage industry. The effect of on-the-go lifestyles in developing economies has up-surged the market for packaged beverages. Rise in consumer spending for fast moving consumer goods such as soft drinks and beer have driven the market for beverage processing equipment.

The segmentation of the beverage processing equipment market is based on the equipment type, beverage type, and region. The types of beverage processing equipment include brewing equipment, filtration equipment, carbonation equipment, blenders & mixers, heat exchangers, and others (cooling tunnels, storage tanks, and crushers). The market is further segmented on the basis of type of beverage consumed, i.e., alcoholic, non-alcoholic, and dairy beverages. The beverage processing equipment market, by region, is segmented into North America, Europe, Asia-Pacific, and the Rest of the World (RoW).

The beverage processing equipment market is projected to grow at a CAGR of 6.1% from 2015 to reach USD 20,027.5 million by 2020. Key players in this market include JBT Corporation (U.S.), Tetra Laval (Switzerland), Alfa Laval (Sweden), GEA Group (Germany), SPX FLOW, Inc. (U.S.), The Krones Group (Germany), Bucher Industries (Switzerland), and KHS GmbH (Germany). These companies use strategies such as agreements, new product launches, and expansions & investments to strengthen their position in the market. Rising beverage consumption in emerging economies is the key driver of this market.

#### 3.1 BEVERAGE PROCESSING EQUIPMENT

The market for beverage processing equipment is projected to reach USD 20,027.5 million by 2020. The Asia-Pacific region is projected to grow at the highest CAGR of 6.7% during the forecast period.

The market size of various beverages and the processing equipment used for them is dynamic and subjective to regional preferences. Changing lifestyles and high disposable income attract people towards packaged products, such as carbonated drinks, energy drinks, flavored milk, and beer. The beverage processing equipment market is driven by factors such as the increasing alcohol consumption, processors' need to upgrade & purchase new equipment, and the development of new technologies in beverage processing. The consumers' inclination towards the health and wellness has projected the non-alcoholic beverages like functional drinks to grow at a rapid rate. However, the rising power & energy costs are restraining the growth of the beverage processing equipment market. Beverage processors' demand for after-sales services and the growing demand for beverages in emerging markets serve as opportunities to increase the sales of beverage equipment by manufacturers. Increasing global population and rising disposable incomes in developing economies are creating new avenues for packaged beverages. There is a huge disparity in per capita consumption levels between developed countries and developing countries.