Still a Thirst in Europe for Beverage Packaging Machinery

Contributed by IMS Research
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04 March 2008 Â Senior analyst and report author Don Tait, commented, â€œRetail packaging (including foods, beverages and pharmaceutical) accounts for over three-quarters of the EMEA market for packaging machinery. Beverage packaging machinery was estimated to be worth â‚¬3.1 billion in EMEA in 2007, or 30% of the total. The beverage equipment sector is predicted to grow at above average growth rates over the next five yearsâ€™. â€œ

â€œThe shape of drinks containers has been evolving; for example, from rectangular cartons to rounded ones that would easily fit in the hand, to packages that can easily be resealed. Increasingly, consumer needs are influencing package design. This creates a demand for new machinery. Supermarkets are also demanding new packaging styles, to differentiate themselves from their competitors, to catch consumerâ€™s attention and thus improve revenues.â€•

Tait continues, â€œThe market for packaging machinery is also growing as a result of increased consumption of certain beverages. Consumption of packaged water, fruit juice drinks and health drinks are forecast to increase markedly, growing at over 8% a year. Single-serve beverages are also becoming increasingly popular for away-from-home consumption. Manufacturers need to produce more machinery with greater output speeds to accommodate the increased demand.â€•