



Welcome

Welcome

**...to drinktec 2025 press event -
Thank you for joining us!**

Richard Clemens, Managing Director
VDMA Food Processing and Packaging Machinery Association

The global market for beverages – Far away from saturation.



**Global sales 2024:
2,765 billion €**



**Global sales 2028:
3,503 billion €**

Soft drinks and alcoholic drinks, total value (on-trade and off-trade), y-o-y exchange rates

Source: Euromonitor International 2025, VDMA



Soft drinks: Volume sales by regions and future projects



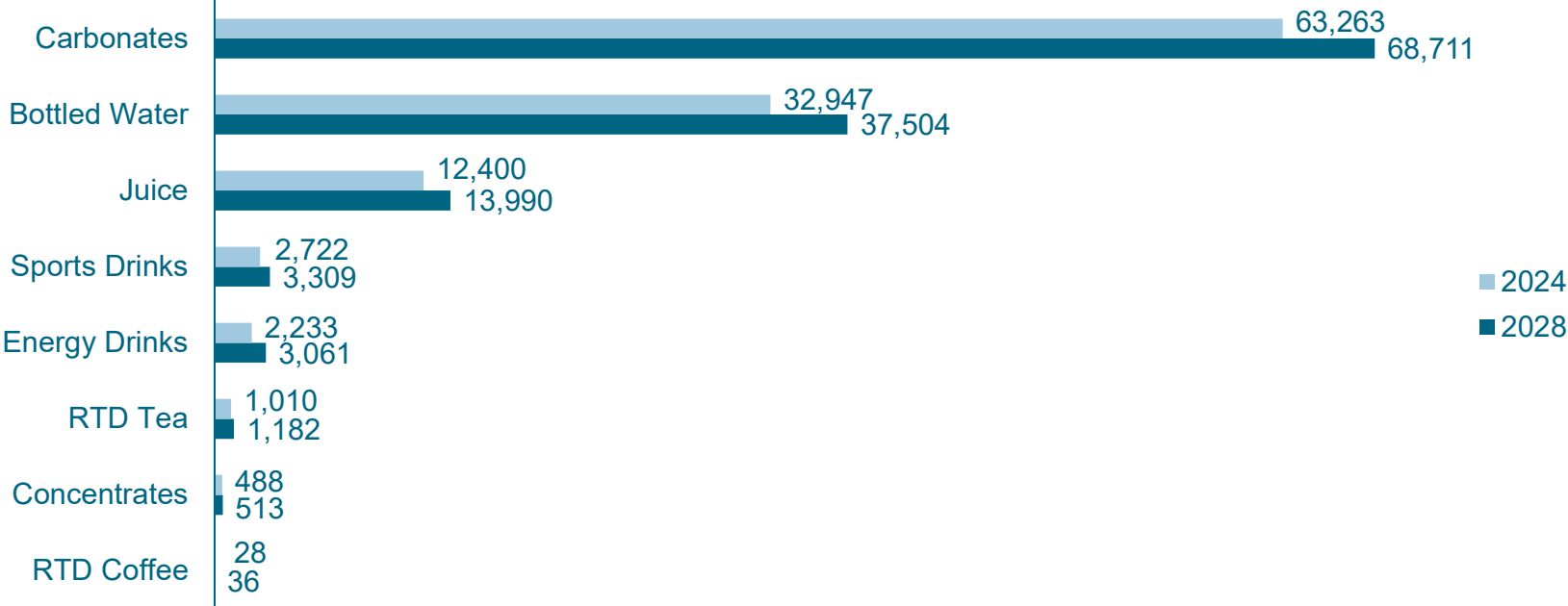
Million litres	2024	2028	Period Growth 2024-2028 in %
World	839,079	971,919	15.8
Asia Pacific	241,245	294,478	22.1
Middle East / Africa	184,602	236,487	28.1
North America	134,154	137,056	2.2
Latin America	115,090	128,305	11.5
Western Europe	112,666	118,326	5.0
Eastern Europe	46,710	52,316	12.0
Australasia	4,613	4,951	7.3

Source: Euromonitor International 2024, VDMA

Latin America: Volume sales soft drinks by categories



in million litres



Source: Euromonitor International 2025, VDMA



Alcoholic drinks: Volume sales by regions and future projects



Million litres	2024	2028	Period Growth 2024-2028 in %
World	225,780	275,619	7.8
Asia Pacific	85,281	92,350	8.3
Western Europe	42,687	43,199	1.2
Latin America	42,448	46,857	10.4
North America	32,744	33,766	3.1
Eastern Europe	25,694	27,215	5.9
Middle East/Africa	23,446	28,205	20.3
Australasia	3,479	4,027	15.8

Source: Euromonitor International 2024, VDMA

Source: shutterstock

International Trade

Food Processing & Packaging Machinery



Source: shutterstock

International trade food processing and packaging machinery

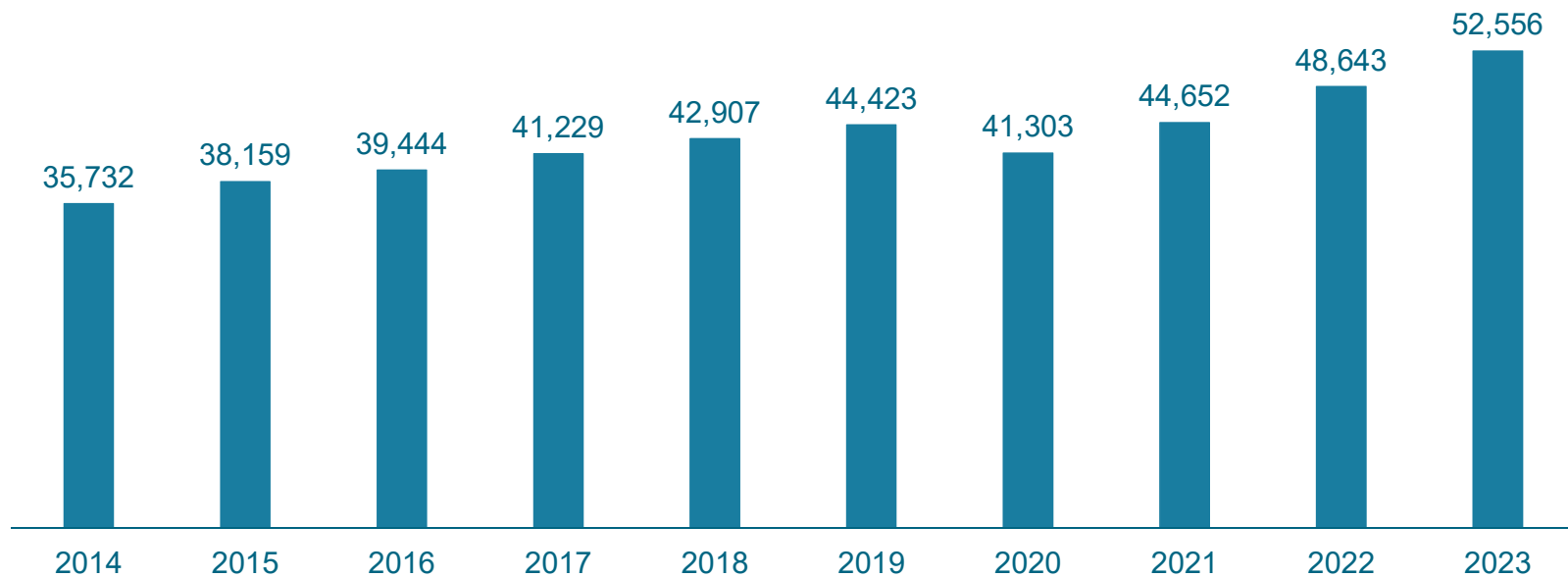
Further growth is expected



in million euros

CAGR 2014-2023: +47%

2023/2022: +8 %



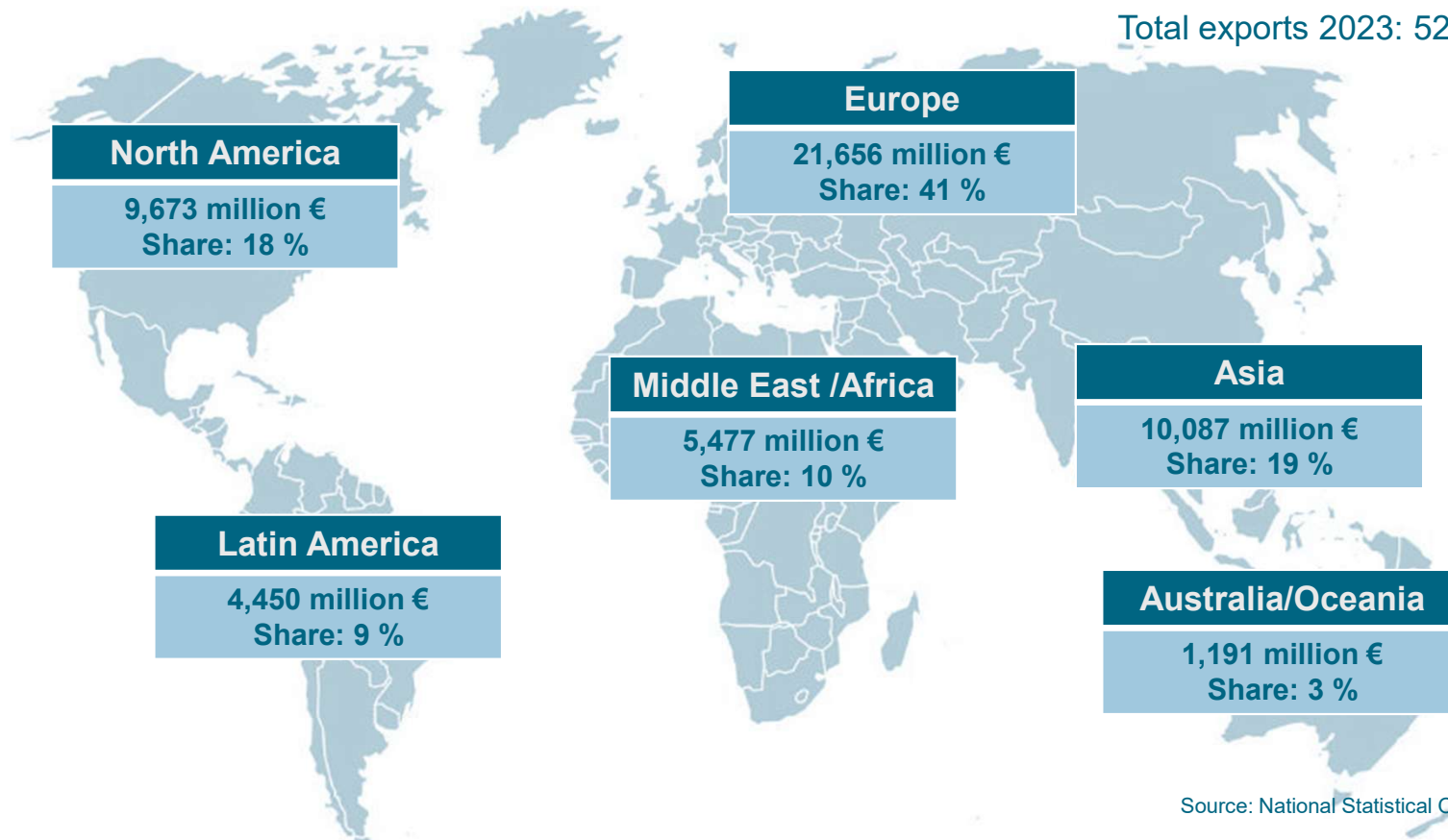
Source: National Statistical Offices, VDMA

International trade food processing and packaging machinery

Sales by regions



Total exports 2023: 52,556 million €



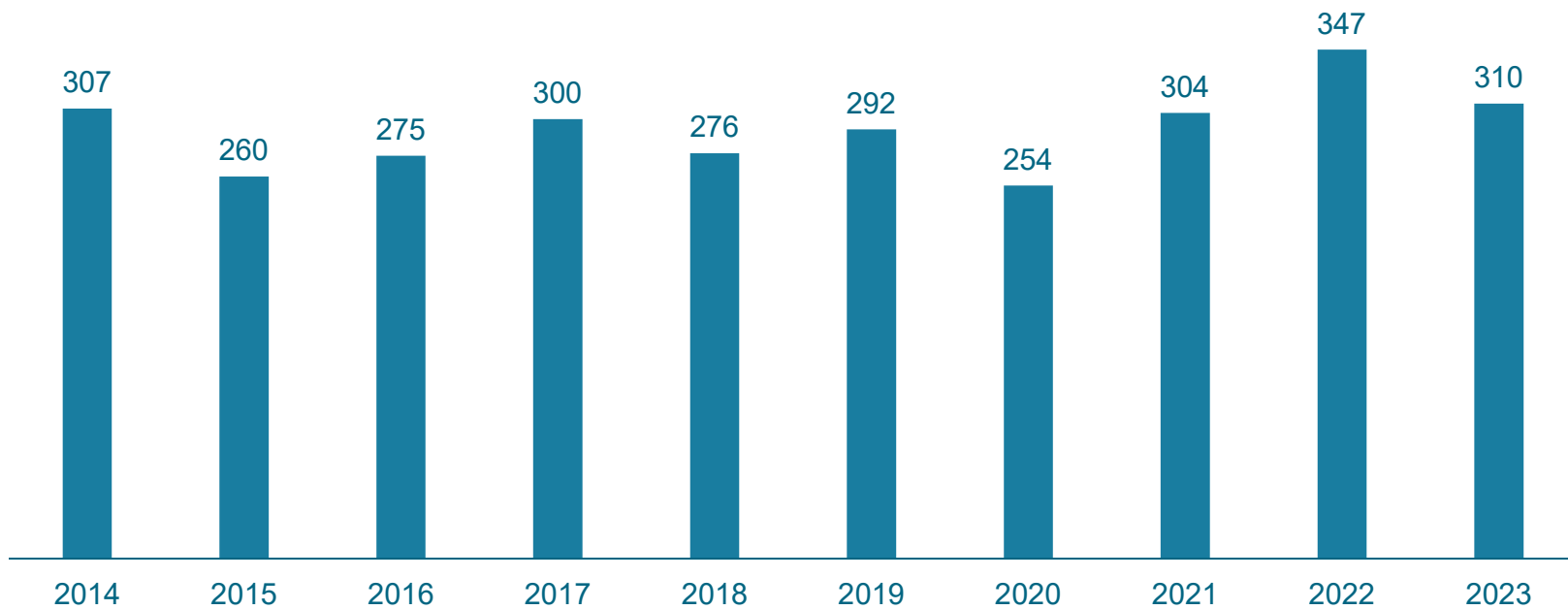
Source: National Statistical Offices, VDMA

International trade food processing and packaging machinery Exports to Chile



in million euro

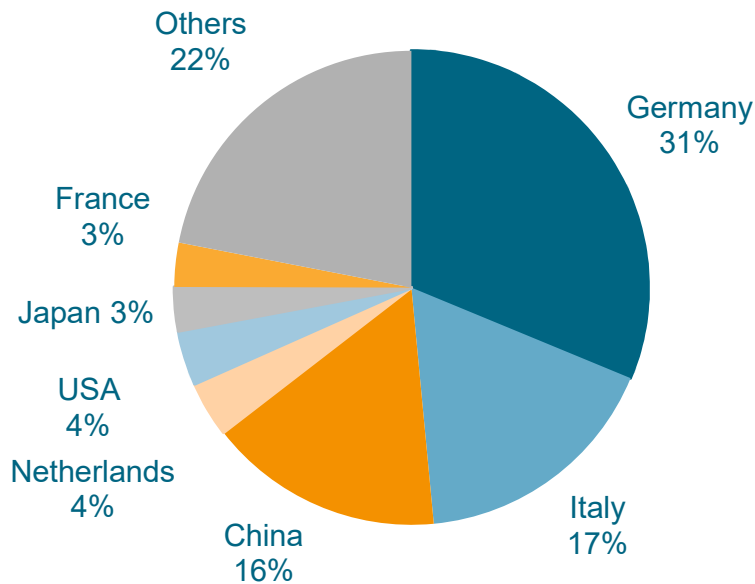
2023/2022: -10.6 %



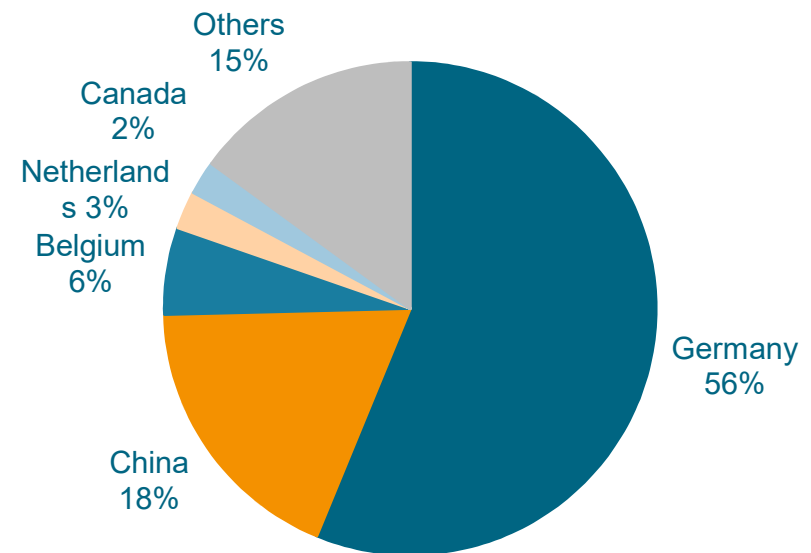
Source: National Statistical Offices, VDMA

International trade in the subsectors: packaging machines for beverages and brewery machines – market shares

Beverage packaging machinery
Total Volume 2023: 9,359 million euro (+9.3 %)



Brewery machinery
Total Volume 2023: 550 million euro (+1.0 %)



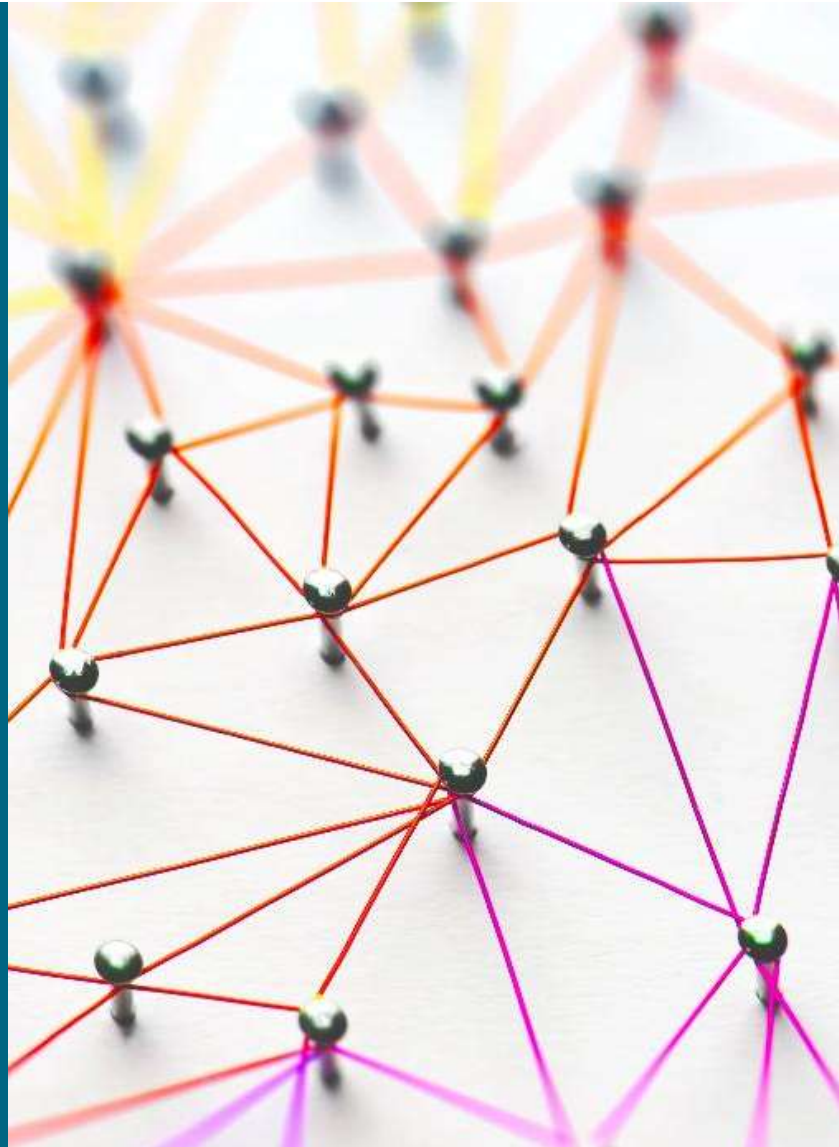
Source: National Statistical Offices, VDMA

Key topics at drinktec 2025

Circularity & Resource Management

Data2Value

Lifestyle & Health



Circularity & Resource Management



Sustainable Processing

Sustainable Use of Raw Materials

Sustainable Packaging



The holistic view on processes and packaging...



- Saving water in beverage production
- Recycling of process water
- Energy recovery from biomass
- Utilization of process heat

- Zero waste use of raw materials
- Protein extraction from brewing by-product

- Less consumption of packaging material
- New packaging materials
- New recycling concepts

... saves resources and leads to new concepts.

Data2Value



Added Value through Data

Artificial Intelligence

Machine Learning

Physical Simulation



Creating added value through data ...



- Operation optimization
- Process transparency
- Cost optimization
- Condition monitoring
- Predictive maintenance
- Holistic digital services

- AI and machine learning
- Simulation of processes – Digital twin
- Self-adjusting cleaning processes

...for next level performance of production.

Lifestyle & Health



Functional Beverages

Healthy Ingredients

Plant based Protein



Changing consumers habits in the direction of health optimization...



- Functional beverages for sports and fitness
- Plant based proteins for optimized nutrition
- Beverage as a meal – energy-on-the-go
- Healthy ingredients and flavours (immune support)
- No (added) sugar
- Innovative recipes with integrated supplements
- Processing technology for small scale production
- Biofermentation for the extraction of proteins

... lead to new business opportunities.

Thank you
Thank you
for your kind attention.

See you in Munich!