

Press release

MACHINERY FOR BEVERAGES AND OENOLOGY MADE IN ITALY WORTH 5 BILLION EURO. SIMEI SURVEY: 2024 TURNOVER EXPECTED AT -4%

CASTELLETTI (UIV): WORLD-LEADING TECHNOLOGY. SUPPLY CHAIN CONTRACTS GIVE GROWTH SURGE

(Milan, 12 November 2024). Technical innovation and presence on the international markets. This is the "anti-crisis" recipe for the machinery sector for beverages, oenology and bottling, from today to Friday on show at SIMEI, the trade fair organised by Unione italiana vini at Milano Rho exhibition centre. According to estimates by the Uiv Wine Observatory, the sector is worth around 5 billion euros per year (3 for the wine supply chain alone) with a positive trade balance of 2.2 billion euros. According to a survey carried out by the Observatory on a representative panel of the sector (over 1 billion in combined turnover) on the occasion of the 30th edition of the International Exhibition, the export propensity is 46%, with a widespread presence on the markets in all continents and, in particular, among the world's leading producers of wine and beverages. According to the photograph taken by the Uiv Observatory survey, 61% of the sector expects the year to close in decline and with a drop in turnover estimated at around 4%, while 25% expect a 2024 in line and 14% on the increase compared to 2023.

"In 9 out of 10 wineries around the world there are machines or components designed and made in Italy – the General Secretary of Unione Italiana Vini, Paolo Castelletti explained –. It is a sector often overlooked in sector analyses, which nevertheless represents an important and crucial asset for the related industries of the entire wine system which, we know, is experiencing a complex economic situation. In such a scenario – Castelletti added – the supply chain contracts expected for 2025 are even more important, financed with PNRR funds, which foresee investments up to 2027 for a total value of 5 billion euros, 40% of which is non-repayable (2 billion euros). Investments that will largely concern the product sectors present at SIMEI too".

For Marzio Dal Cin, president of Anformape (National Association of Suppliers of Machines, Accessories and Products for Oenology): "Italy boasts global leadership in plant engineering, an important record also driven by the leap made by the United States in recent years. Clearly, the economic context, with the slowdown on the markets, and the international political context, given the effect that the new US presidency may have on American trade policy, are also reflected in the performance of this sector, which – Dal CIN concluded – begins to express some concerns". In particular, in line with market dynamics, the wine sector is attracting the most attention, with 85% of respondents expecting a reduction in demand this year, compared to 2% of optimists who report growth and 13% that see it remaining stable. Again uncertain, but certainly more positive, the forecasts for beer (stable for 50% of respondents and down for 43%), spirits (down for 41% and stable for 33%, but seen to be increasing by 27%) and oil (stable for 53% and down for 38%).

Among the most frequent export destinations for respondents, the large EU markets – in order France, Germany, Spain and Eastern Europe – and the United States, a booming market and the subject of a special incoming campaign at SimeI with a delegation of 70 buyers from high-profile companies and wineries (including Constellation Brands, Jackson Family Wines, Delicato Family Wines and Crimson Wine Group).

With 578 companies and brands on show, more than 30,000 square metres of exhibition space and foreign delegations from 32 nations, SIMEI is the international reference exhibition for machines for oenology and bottling. Now in its 30th edition, the event organised by Unione Italiana Vini (Uiv), takes stock of new products and innovations in technology applied to the wine supply chain and the beverage industry in all its phases, with a focus on wine, liquid food, oil, beer and spirits. 97% of the companies surveyed consider SIMEI to be one of the leading events in the sector worldwide.