Press release

# TRADE FAIRS, SIMEI AND BEVERTECH: THE WORLD MARKET FOR BEVERAGE AND LIQUID FOOD MACHINERY AND TECHNOLOGIES IS VALUED AT 44.6 BILLION EUROS. A FIFTH IS MADE IN ITALY

## FROM WINE TO BEVERAGES TO LIQUID FOOD, MADE IN ITALY IS DRIVING INNOVATION AT FIERA MILANO - MILAN EXHIBITION CENTRE FROM 17 TO 20 NOVEMBER

(Milan, 26 October 2026). A global market worth 44.6 billion euros, strongly driven by Made in Italy. This is the value of the sector of process and packaging machinery for the beverage and liquid food industry. The entire community is poised to meet at Fiera Milano from 17 to 20 November for the 31st edition of SIMEI, organised by Unione italiana vini (Uiv), which will feature the debut of Bevertech, the new event resulting from the synergy with Ipack Ima. According to the analysis carried out in collaboration with MECS for the events, the technological scope represented by SIMEI, including wine, beer, spirits and oil, reflects a total global value of 16.7 billion euros (2025 figure). Bevertech, on the other hand, dedicated to technologies for the broader sector of soft drinks and liquid food products, reaches 27.9 billion euros. From processing to packaging, these segments represent a highly strategic technological and innovative capital for the respective production chains, in which Italy plays a leading role. According to the survey, Italian production of machinery and technologies does in fact account for about 21% of the overall value of the industry. This share rises to 47% if the focus is narrowed to the wine sector alone, in which Italy holds the global leadership, and 60% as regards the wine packaging segment.

As traditional key players at the Uiv exhibition - which has focused primarily on winemaking and bottling for over 60 years – manufacturers of wine processing and packaging machinery represent a sector worth 2.6 billion euros globally (2025 figure). This figure includes 2.03 billion euros attributable to processing, which is substantially in line with the 2024 values (albeit showing a 1.2% loss on the 2021/2025 annual growth rate), and 572.6 million euros to packaging, which stands at +1.6% compared to the previous year with a CAGR for 2021/2025 of +2.3%. Looking at the medium-term prospects, the two components of the wine market show different rates of development. While processing machinery is expected to reach a value of approximately 2.1 billion euros by 2030, with an average annual growth of 0.7% in the period 2026-2030, the packaging sector is more dynamic and is expected to reach 638.4 million euros in 2030, with an average annual increase of 2.2%.

In terms of demand, Europe accounts for more than half (55%) of the world market for wine processing machines, driven by the two top producers, which are Italy (in first place at 305.2 million euros) and France (in third place at 245.4 million euros). The United States ranks second on the list of countries. At 263.2 million euros, it now accounts for 13% of the world market. However, while North America is predicted to grow from 310.2 million in 2025 to 339.9 million euros in 2030 (CAGR +1.9%), a setback is expected for the Old Continent, with a slightly negative annual growth rate (-0.3%). The Asia-Pacific region, on the other hand, is particularly interesting for development opportunities, with an expected average annual increase of 2.2% for processing and 3.6% for packaging. In the latter category, there are more positive estimates for the more traditional

markets too, with Europe and North America predicted to grow with an average annual growth of +1.4% and +2% respectively.

In this scenario, SIMEI and Bevertech position themselves as a meeting point between Italian technological specialisation and international demand for innovation. Hence, the event broadens its traditional winemaking scope to include solutions for the entire alcoholic and non-alcoholic beverage and liquid food chains. An industrial sector worth 44.6 billion euro that brings together expertise, technologies and markets. These are linked not only by increasingly versatile solutions but also by the growing focus on production efficiency, automation and process innovation.

*Organised by the Unione Italiana Vini, SIMEI is a biennial international exhibition. It stands as the benchmark event in the field of technology applied to the wine supply chain and the beverage industry at every stage, with a focus on wine, liquid food, oil, beer and spirits. The 2026 edition marks the debut of BEVERTECH, the new project dedicated to the world of Liquid Food & Beverage organised in collaboration with Ipack Ima. Among the new features is the partnership with the Consorzio Birra Italiana, which adds to the renewed collaboration with Luigi Caricato's Oleoteca by Olio Officina for the oil sector, and Distillo, the fair dedicated to micro-distillery equipment that will celebrate its fourth edition right inside the main event. Also returning is the Innovation Challenge, the competition that rewards the most important technological innovations in the sector.*

***MECS (Manufacturing Economic Studies) is a research centre specialising in the analysis of the markets of instrumental mechanics and the manufacturing industry, founded almost thirty years ago by the associations Acimac and Ucima.*** *It carries out systematic and in-depth market analyses, economic forecasts and statistical surveys in its areas of expertise.*

**SIMEI 2024 Photos**