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Food Processing and  
Packaging Machinery

## drinktec 2022

# Europe: Rising beverage consumption drives investments

*The market potential for the supplier industry in the European markets remains positive. This is how the German Engineering Federation (VDMA) assessed the outlook at the online press conference for drinktec 2022 on June 21, 2022. Consumption of beverages is at a high level and growing moderately. The VDMA represents the largest exhibitor group at drinktec and supports the organizer Messe München in market-relevant issues as a conceptual and technical partner.*

**Frankfurt am Main, May 11, 2022** - According to the VDMA Food Processing and Packaging Machinery Association, the global sales volume of soft drinks will increase by 19 percent to 848 billion liters by 2026. The machinery association refers to data from the British market research institute Euromonitor International. In the case of alcoholic beverages, too, the VDMA further reports, the market researchers at Euromonitor International expect global volume sales to grow by 10 percent to just under 270 billion liters in 2025\*.

After Asia, Europe is the strongest sales market for soft drinks. According to Euromonitor International, sales will increase by 12 percent to a total of 170 billion liters in the period from 2021 to 2026. Eastern Europe accounts for around one-third of this consumption. With an increase of 16 percent, sales there will rise more strongly than in the Western European countries\*\* (plus 10 percent).

The bottled water category accounts for around half of total soft drink sales in Europe, followed by carbonated beverages and juice. Soft drink consumption will be driven by increasing health awareness in the coming years. Sugar-free or reduced-sugar beverages are in vogue. In some European countries, a sugar tax has already been implemented - for example in France,

Portugal, the United Kingdom and Ireland. Tea-based beverages and energy drinks continue to gain popularity - sales in these two categories will grow by 18 and 29 percent respectively by 2026.

Within the Europe region, Germany, Italy, France, Russia and Turkey were the top individual markets in 2021. They are followed in order by Spain, the United Kingdom, Poland, Ukraine and Romania.

Sales of alcoholic beverages are expected to increase by a total of 8 percent to 74 billion liters by 2025, according to Euromonitor International. Germany was also the strongest market for alcoholic beverage consumption in 2021, followed by Russia, the United Kingdom, Spain and France.

According to VDMA estimates, the rising consumption of soft drinks and alcoholic beverages will result in further investments in machinery and equipment to establish and expand production capacities.

In the period from 2019 to 2021, machinery and equipment for food processing and packaging worth €13.7 billion was shipped to countries in Europe from Germany alone. France, Poland and the United Kingdom were the strongest markets for German mechanical engineering companies in 2021 and also in previous years.

Total European imports of food processing and packaging machinery and equipment have been between €18 billion and €19 billion per year in recent years. Together with Italy, Germany is the most important trading partner for most countries in the Europe region.

\*Euromonitor distinguishes between Western Europe and Eastern Europe in its regional analysis of the markets - not between EU 27 and other European countries.

\*\*Data for sales of alcoholic beverages are currently only available up to and including 2025.

Do you have any questions? Beatrix Fraese, will be happy to answer them:  
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The VDMA represents more than 3,400 German and European companies of the mechanical engineering industry. The industry stands for innovation, export orientation and medium-sized businesses. The companies employ around four million people in Europe, more than one million of them in Germany. Mechanical and plant engineering represents a European turnover volume of around 800 billion euros. With a net value added of around 270 billion euros, it contributes the highest share of the entire manufacturing sector to the European gross domestic product.