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# World Food Processing Machinery

**Industry Study with Forecasts for 2016 & 2021**

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Gains will be driven mainly by increased demand for processed foods in developing nations, as well as a dietary shift toward higher value-added foods such as meat and chocolate.

World demand to rise 7.3% annually through 2016

Global sales of food processing machinery are expected to climb 7.3 percent per year to $53.3 billion in 2016. The main impetus for gains will come from increased demand for processed foods in developing nations as personal incomes rise. On top of this, a dietary shift in countries like China and Brazil toward higher value-added foods such as meat and chocolate will prompt food manufacturers to broaden their operations and invest in additional manufacturing capacity in these areas. Furthermore, continuing recoveries in the economies of developed nations will cause the fixed investment environment to improve, encouraging food processors to upgrade their machinery.

Asia/Pacific region to be fastest growing market

The Asia/Pacific region will record the fastest demand gains from 2011 to 2016, averaging 9.5 percent per year. The strong Chinese market will be the primary driver of regional sales, as demand in the country will continue to advance at a rapid pace despite moderating from the 2006-2011 rate. Healthy growth in India, Indonesia, and Thailand will complement sales gains in China. Rising personal incomes will spur increased demand for processed foods and a dietary shift toward more costly, non-staple items, while advancing industrialization in these nations will make it more efficient to process basic foods such as grains, fruits, vegetables, and nuts by machine rather than manually. Sales of food processing machinery in other developing areas will, generally speaking, climb at a healthy pace.

Bakery, pasta machinery to post largest value gains

The key industrial bakery and pasta machinery segment will post the largest value gains among all product types through 2016, reflecting the basic and essential nature of the food made by these units. Machinery for processing meat, poultry, and seafood will post the fastest growth in percentage terms, as rising incomes in many developed nations will shift consumption toward higher-value products like meat. This trend will be complemented by increasing meat consumption in developed nations as their economies continue to recover and families can afford to purchase more meat products.

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Asia/Pacific

China: Food Processing Machinery Outlook & Suppliers

Food processing machinery demand in China is expected to reach $11.1 billion, outpacing the rest of the Asia/Pacific region by 12 percent per year through 2016. This is coupled with a shift in dietary patterns by the Chinese consumer. This is evident over the previous decade as the country’s population desires more processed foods. As a result, food processing firms are expected to invest more in new machinery used in the production of higher value-added meat, dairy, and chocolate/confectionery products will continue to record the fastest gains, reflecting the increasing demand for more expensive non-staple processed food items.

Shipments of food processing machinery from facilities in China are projected to rise over 13 percent per year to $12.1 billion in 2016, outpacing both the domestic market and the region as a whole. While gains in local sales of these products will continue to spur the majority of industry output increases, export sales opportunities, particularly to other developing nations in the Asia/Pacific region, will also improve, boosting machinery exports. As a result, the country’s trade surplus is expected to rise to $1.0 billion in 2016, equivalent to eight percent of shipments.

The majority of food processing machinery suppliers headquartered in China are small to medium-size enterprises, including Kunming Light Industry Machinery, Shanghai SENON Machinery, Shanghai Triowin Lab Technology, Shijiazhuang Xiaojin Machinery Manufacturing Science and Technology, Siping SSK Electronic Machinery Development, and Zhongtian Haoyu Technology.

A number of foreign multinationals also maintain manufacturing operations in the nation, including Bühler (Germany), Heat and Control (US), John Bean Technologies (US), Marel (Iceland), Satake (Japan), and SFK Systems (Denmark).

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<td>50.1</td>
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<td>8760</td>
<td>14050</td>
<td>22150</td>
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Bettcher Industries Incorporated
6801 State Route 60
Birmingham, OH 44816
440-965-4422
http://www.bettcher.com

Annual Sales: $40 million (estimated)
Employment: 150 (estimated)

Key Products: trimmers, blade sharpeners, breading systems, and other products

Bettcher Industries is a privately held manufacturer of food processing equipment and hand tools. The Company serves the food processing, foodservice, and industrial markets.

The Company participates in the world food processing machinery market via the manufacture of food processing equipment used in such locations as restaurants, hotels, and processing plants. Among Bettcher Industries’ offerings are WHIZARD TRIMMER handheld circular trimmers designed for meat, poultry, seafood, and vegetable trimming applications. This line includes WHIZARD TRIMMER SERIES II modular trimmers in small, medium, and large sizes. Related products include WHIZARD model 210 universal blade sharpeners designed to sharpen WHIZARD trimmer blades. The Company also makes batter-breaders, such as AUTOMATIC BATTER-BREADING and OPTIMAX machines, which are engineered to bread foods three times faster than hand breading. Other products from the Company include AIRSHIRZ pneumatic meat and poultry scissors and WHIZARD TRIMVAC beef spinal cord removers.

“China is the largest producer of food processing equipment in the world, with 2011 shipments of $6.5 billion. From 2006 to 2011, production rose over 19 percent per year, well above the regional average and growing faster than domestic demand. The rapidly expanding domestic market supported most of the gains in manufacturing output, as much of the production in this nation is ...

--Section VI, pg. 134
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**World Food Processing Machinery**

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- Security & Electronics
- Industrial Components & Equipment
- Automotive & Transportation Equipment
- Household Goods
- Energy/Power Equipment

Freedonia Custom Research

Freedonia Custom Research delivers the same high quality, thorough and unbiased assessment of an industry or market as an industry study. Since the research initiative is based upon a company’s specific needs, companies harness Freedonia’s research capabilities and resources to answer unique questions. When you leverage the results of a Freedonia Custom Research engagement, you are able to obtain important answers to specific questions and issues associated with: mergers and acquisitions, new product launches/development, geographic expansion, entry into new markets, strategic business planning, and investment and funding decisions.

Freedonia Custom Research is ideal for companies seeking to make a strategic difference in the status quo and focus on future business growth. Working side by side with clients, Freedonia’s team is able to define a research project that is custom-tailored to answer specific questions and provide the basis from which a company can make informed business decisions.