

Leading Platform for the Indian Beverage, Dairy and Liquid Food Industry
processing + filling + packaging + logistics

October 24–26, 2018

Bombay Convention & Exhibition Centre, Mumbai, India

February 28–March 2, 2019

Bangalore International Exhibition Centre, Bangalore, India

December 05–07, 2019

NSIC Grounds, Delhi, India

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**drink technology
India**

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Press Release

The Indian Beverage and Liquid Food Market

Dynamic Development is Reflected at drink technology India

- The Indian beverage and liquid food market continues to grow in all areas
- drink technology India cements its position as a driving force for the industry
- Rapid rise in demand for alcoholic beverages and edible oils

Whether it is soft drinks, alcoholic beverages, dairy products or edible oils: the demand for beverages and liquid food products in India has been on the rise for years. Significant growth is also expected in the future. With more than 300 exhibitors and an extensive supporting program, drink technology India (dti) showcases the trends of the industry and provides impetus for the industry in India. dti will take place from October 24 to 26 at the Bombay Exhibition Centre in Mumbai.

The Indian beverage market is continuing to grow. The reasons for this include the rising population, a growing and consumption-oriented middle class and the continuing urbanization. The continuing spread of modern trade structures, such as supermarkets, also favors the growth in the beverage and liquid food sector.

In the process, demand from Indian consumers is increasing in all beverage and liquid food segments. According to the VDMA Food Processing and Packaging Machinery Association, the total demand for beverages is expected to increase by around 89 percent by 2022: from more than 27 billion liters in 2017 to over 50 billion liters. Richard Clemens, Managing Director of the VDMA Food Processing and Packaging Machinery Association, explains: "Local beverage production grew by 63 percent over the period from 2012 to 2017 and reached a value of approximately 13.8 billion euros in 2017. Further growth of nine percent per year is expected over the next few years." In order to meet demand and continue to

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grow, Indian companies need appropriate machinery for the production, processing and packaging of beverages and liquid food. According to the VDMA, India is one of the most important sales markets in Asia for companies manufacturing such equipment. For Clemens, dti plays a key role for the Indian beverage and liquid food industry: “dti will provide numerous stimuli for investments into the growth industries.”

Alcoholic beverages are becoming increasingly popular

India currently ranks ninth among the ten largest buying countries for alcoholic beverages. Here, beer and spirits rank first and second. Beer is becoming increasingly popular, especially among the younger Indian population. According to the VDMA, sales are expected to increase by 22 percent by 2022. India is already the world's second largest market for spirits behind China. Here, the VDMA is expecting growth of just under 14 percent over the same period.

The supporting program of dti provides important stimuli with regard to the subject of alcoholic beverages. The place2beer, which takes place at dti for the first time, provides a comprehensive overview of the latest developments. It is an indispensable program item for microbreweries, medium-sized and industrial breweries as well as suppliers to catch up on the trends relating to beer brewing. The second day of the Round Table Talks will be dedicated to trends and developments with regard to alcoholic beverages. Numerous speakers have already announced their presentations on the subject of “Trends and Developments in Alcoholic Beverages in India”. Representatives of companies and experts from research institutions will be among the participants. One of them will be Yogesh R. Bhandane, CEO of Boroton Research Centre Pvt. Ltd., with a presentation on the trends and needs of the Indian wine industry. A comprehensive overview of the Indian wine market will be presented by Gorakh Gaikwad, Associate Vice President at Sula Vineyards Pvt. Ltd. K. N. Gopalakrishnan, Head of Brewery & Processing at Carlsberg India Pvt. Ltd., will present the current trends in the Indian beer industry.

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Continuing demand for edible oils

In India, the topic of fats and oils is on the rise. The demand for edible oils in India is currently growing rapidly. According to the VDMA, demand is growing faster than the country's own production. Sales more than doubled between 2012 and 2017. The VDMA anticipates further growth in demand over the next five years: from just under 13 million tonnes (2017) to more than 19 million tonnes (2022). This corresponds to an increase of 58 percent.

dti is responding to this trend with the oiltech Forum. It will take place for the first time during the trade fair as part of the Oiltech Pavilions, powered by oils+fats. The Oil Technologists' Association of India (OTAI) is supporting the organization and design of the program. A half-day seminar will take place on the first day of the trade fair. Under its central theme 'Challenges in Packaging of Edible Oils and Other Related Products', the seminar is subdivided into the topics 'Regulatory Requirements, Current and Tomorrow', 'Latest Technology and Advancements' and 'Consumer and Brand Owner's Perspective'. Leading experts from industry and research will provide insights into the world of oils and fats.

Growth in all segments of the beverage and liquid food industry

In addition to alcoholic beverages and edible oils, there are also indications of increased demand for other product categories. According to the VDMA the total sales of soft drinks, for example, are expected to more than double to 43 billion liters by 2022. For bottled water, the VDMA even forecasts an increase in sales by 156 percent. India is the third largest market for dairy products behind the USA and China—and at the same time the world's largest milk producer. According to the VDMA, an average annual increase in the demand for dairy products of 4.4 percent is expected for the period from 2017 to 2022.

The dynamic growth of the Indian beverage and liquid food market is reflected at the trade fair. The most important topics and trends of the industry will be highlighted in the supporting program. Visitors can find solutions and innovations to meet the developments of the Indian market from the approximately 300

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exhibitors representing the entire process chain of the beverage and liquid food industry. A first overview of participating exhibitors is available to visitors [here](#) soon.

You can find further information about drink technology India [here](#).

[Image material](#) is available for free download.

About drink technology India

drink technology India (dti) is the most important event for the Indian beverage, dairy and liquid food industry. It takes place in conjunction with the pacprocess India, indiapack and food pex India trade fairs of Messe Düsseldorf. The event location alternates between Mumbai (Bombay Exhibition Centre), New Delhi (Pragati Maidan grounds) and Bangalore: in even-numbered years it takes place in Mumbai, in odd-numbered years in Bangalore and New Delhi.

212 exhibitors and 9,699 trade visitors presented their developments and solutions at drink technology India 2017, pacprocess India, indiapack and food pex India. The next drink technology India will take place in Mumbai from October 24 to 26, 2018.

About the drinktec worldwide network

drinktec worldwide represents a strong global network that unites drinktec – the world's leading trade fair for the beverage and liquid food industry in Munich – with the drink technology India (dti), CHINA BREW CHINA BEVERAGE (CBB) and food & drink technology Africa (fdt) trade fairs. drink technology India, CHINA BREW CHINA BEVERAGE and the food & drink technology Africa are the leading platforms in their respective countries for the industry. The trade fairs in China (Shanghai) and Africa (Johannesburg) take place every two years. In India the event takes place in Mumbai in even-numbered years. In odd-numbered years the event takes place twice a year: in Bangalore in the spring, in New Delhi in autumn.

With a total of 2,847 exhibitors and more than 140,000 visitors in Munich, India, China and Africa, Messe München is the world's leading event organizer for the beverage, food, packaging, milk and liquid food industry.

About Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.