

Press Release

TRADE FAIRS: BEVERTECH TAKES SHAPE, 100 FOREIGN BUYERS EXPECTED FOR THE NEW HUB DEDICATED TO LIQUID FOOD & BEVERAGE TECHNOLOGIES (17-20 NOVEMBER 2026)

THE LIQUID FOOD & BEVERAGE TECHNOLOGY SECTOR ACCELERATES: €68.6 BILLION GLOBAL VALUE IN 2025, €76 BILLION EXPECTED BY 2029

(Milan, 13 July 2026). A growing market and an increasingly specialised exhibition offering. Five months ahead of its ribbon-cutting debut, Bevertech is taking shape: the new trade event entirely dedicated to production, bottling and packaging technologies for Liquid Food & Beverage, launching from 17 to 20 November alongside Simeì at Fiera Milano. Born from the synergy between Unione Italiana Vini (UIV) and Ipack Ima, Bevertech is preparing for a first edition spread across the pavilions of the biennial international exhibition, with a dedicated route that showcases the presence of top players in the Liquid Food & Beverage sector. Early figures point to growing interest from the industry, both in Italy and abroad. Thanks in part to a partnership with Simeì and ITA – Italian Trade Agency, around 100 specialised foreign delegates will be selected from key markets of interest, joining the 350 buyers already expected for Unione Italiana Vini's biennial event. Internationalisation efforts, already launched in February with a two-day incoming programme dedicated to West Africa, aim to maximise business opportunities and foster new relationships between Italian technology suppliers and international demand.

On the economic front, according to the latest figures from the IPACK-IMA Monitor, the global market for Liquid Food & Beverage machinery and technologies (spanning processing machinery, bottling/packaging equipment and packaging materials) reached a total value of €68.6 billion in 2025, with growth forecast to €76 billion by 2029 (CAGR +2.6%). Breaking this down, €15.2 billion is currently generated by bottling and packaging machinery, €37.3 billion by packaging materials, while the processing segment is worth approximately €16.1 billion. Consumption figures also performed well, coming close to 1,100 billion litres last year, for a value of €1,941 billion, which is estimated to reach €2,470 billion within the next four years (2025-2029 CAGR: +6.2%). Geographically, the top three markets – China, the United States and India – account for almost 40% of consumption, while by category, roughly one-fifth of value is attributable to soft drinks, followed by milk (16.2% market share) and bottled water (11.3%).

Against this backdrop, Bevertech's innovative format brings together specialised exhibitors already registered from the bottling and packaging sectors with the many companies already present at Simeì offering solutions for the beverage and liquid food segments as well, further strengthening the event's cross-sector technology offering. "The response gathered in this first phase confirms that the market was looking for a dedicated, highly specialised event," comments **Valerio Soli, President of Ipack Ima**. "Bevertech was created to showcase the growing convergence between process technologies, packaging, automation and digitalisation applied to the world of beverages and liquid food. The response from companies shows that we've got the format right."

"Running alongside Simeì is a real value accelerator," adds **Paolo Castelletti, CEO of Unione Italiana Vini Servizi**. "Companies can rely on a unique ecosystem that connects expertise, technologies and operators from complementary sectors. The interest already shown by exhibitors and international buyers confirms the growth potential of this new trade fair platform."



Organized by



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