Food Blender & Mixer Market by Type, Application, Technology & by Region - Global Trend & Forecast to 2020

Description: “Food Blender & Mixer Market by Type (High Shear, Shaft, Ribbon Mixer, Double Cone, Planetary Mixer, Screw Mixer & Blender), Application (Bakery, Dairy, Beverage, Confectionery), Technology (Batch, Continuous) & by Region - Global Trend & Forecast to 2020”

Packaged food manufacturers have witnessed tremendous growth in the processed food industry in the last five years. This has considerably affected the food blenders & mixers industry and an upsurge was recorded in this industry, simultaneously. New technologies have initiated the emergence of innovative products for food & beverage processing. Developing countries present a viable market for manufacturers, as these regions are emerging as potential markets with the availability of raw materials. The rise in disposable income of the growing middle-class population in developing countries is also creating demand for a broader range of products.

To maintain a competitive edge in the food blenders & mixers market, the key players were observed to prefer investment & expansion and acquisition as strategies to move into new and untapped markets, building a new customer base for long-term client relationships, and acquiring local players of the industry. This has not only enabled key players to expand their geographical reach, but has also reinforced their market position by gaining a larger share in terms of revenue and product portfolios. Small-to-medium scale players also adopted this strategy to expand their businesses, globally, by investing in the establishment of manufacturing facilities and technical service centers in various regions. This organic growth strategy is an important proposition for companies, enabling them to increase their technical expertise through intensive R&D infrastructure offered by bigger players.

The report provides a complete analysis of the key companies and a chronology of developments with respect to new products and their applications. It also analyzes the market dynamics. The report also highlights key market drivers and restraints for the key regions of the world.

Europe led the market for food blenders & mixers in 2014, owing to substantial growth in the processed food industry, resulting from high consumption of food products such as bakery, snacks, and dairy products. The markets in the Asia-Pacific and RoW regions are estimated to grow at a higher rate as compared to the matured markets of developed economies.

Scope of the Report

This study categorizes the food blenders & mixers market on the basis of type, technology, and their end applications. The regional analysis is further extended with projections of the market size of their key contributing countries.

On the basis of key type, the market was segmented as follows:

- High shear mixers
- Shaft mixers
- Ribbon food blenders
- Double cone food blenders
- Planetary mixers
- Screw mixers & food blenders

On the basis of technology, the market was segmented as follows:

- Batch
- Continuous

On the basis of key application, the market was segmented as follows:

- Bakery products
On the basis of key region, the market was segmented as follows:

- North America
- Europe
- Asia-Pacific
- RoW

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