

Industrial Mixers Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The industrial mixers market is expected to register a CAGR of 7.1% during the forecast period. Further, the rising demand for sanitary application mixers is expected to drive market growth during the forecast period.

Key Highlights

The rising industrial mixer sales, surging demand for high-performance mixing devices to improve production performance, and growing focus on flow maximization & equipment adaptability are some of the primary factors driving the overall market growth. In addition, the Xylem Flygt 4200 compact adaptive mixer series recently revolutionized the wastewater treatment industry by introducing complete control and adaptability into the mixing process.

Further, from raw material procurement to packing finished products, enterprises such as pharmaceutical and F&B are required to maintain a high level of hygiene and sanitization. This, combined with stringent regulations imposed by regional and international governing bodies in the food and beverage and healthcare industries, prompts companies to adopt stringent sanitary practices in the manufacturing process. As a result, vendors are offering mixers with high sanitization levels. Thus, rising Demand for mixers for hygienic applications will drive the growth of the industrial mixers market during the forecast period.

For instance, in June 2022, Sulzer's energy introduced the SSF150, the latest addition to the SALOMIX agitator family. SALOMIX performs admirably in all industrial segments. The new size will primarily be used in large pulp mills, with typical applications including storage towers, pulpers, and bleaching towers. The company's position as the most excellent full-line equipment supplier to the pulp, paper, and board industry is strengthened by SSF150. Such addition in industrial mixers product types will further drive the market's growth.

Furthermore, the demand for industrial mixers decreased due to COVID-19, as manufacturing was halted in several nations due to government-imposed lockdown and social isolation. However, as businesses resume, the industrial mixer market is poised to gain traction in the coming years. Besides, the pandemic also resulted in increasing sanitary standards. As mixers are vital in

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maintaining these standards, the market is poised to grow over the forecast period.

Industrial Mixers Market Trends

Chemical and Food and Beverage Industry to Drive the Market Growth

The chemical industry prefers industrial mixers handling many products, such as high-viscosity fluids, abrasives, toxic materials, and corrosives. A high level of precision in mixing is significantly essential in chemical processes because, in the chemical industry, various kinds of reactants are used, which can undergo significant transformation even with minor changes in temperature, mixing speed, or mixing time.

Further, according to the American Chemistry Council, the total global revenue of the chemical industry in 2021 stood at USD 4.73 trillion. The chemical industry's revenue reached its highest level in 15 years. Such improvements in the chemical industry will further drive market growth.

Mixers are used in the chemical and pharmaceutical industries to combine various materials, such as hazardous chemicals and viscous fluids. These mixers are being used to reduce health risks and increase production rates.

For instance, in June 2022, AGITEC launched a new range of Agitators for IBC. The AG-IBC product line has been completely redesigned to meet the needs of users who want to mix liquids stored in 1000L cubic tanks known as IBCs. These machines can mix liquids with viscosities of up to 8000 centipoise.

Furthermore, Europe is the dominant market for food blenders and industrial mixers due to its large food processing industry. According to FoodDrinkEurope, the European food and beverage industry employs 4.57 million people. The food and beverage enterprise had a turnover of around USD 1.3 trillion and a value-added of USD 263 billion. Furthermore, the beverage demand is high in Europe. All of these factors contribute to the growth of the regional market.

Asia-Pacific to hold the Largest Market Share

Asia-Pacific has been demonstrating a significant growth rate for industrial mixers market vendors. Factors such as rapidly growing economies accelerate industrial mixers market growth in the region.

Industrial mixer sales in China are anticipated to rise amid growing applications in the chemical industry and pharmaceutical industries. According to American Chemistry Council, Asia accounts for most of the global chemicals market. Since 2012, it has consistently accounted for more than 50% of the global chemicals market. Moreover, in November 2021, Indian Oil Corporation (IOCL) announced plans to invest INR 3,681 crores (USD 495.22 million) to set up India's first mega-scale maleic anhydride unit manufacturing high-value specialty chemicals at its Panipat Refinery in Haryana.

As China's chemical and pharmaceutical industries are considered the world's largest, the sales in China's industrial mixer demand will surge at a rapid pace through 2022 & beyond. Further, according to Echemi, the Chinese pharmaceutical market size of RMB 1,922 billion in 2021 is projected to rise to RMB 223.11 billion in 2022.

In addition, in June 2021, India's Finance Minister, Nirmala Sitharaman, announced an additional outlay of INR 197,000 crores (USD 26,578.3 million) to be utilized over five years for the pharmaceutical PLI strategy in 13 key sectors, including active pharmaceutical ingredients, drug intermediaries and critical starting materials. Such government initiatives in the pharmaceutical industry will further drive market growth for industrial mixers.

Moreover, in September 2021, Dorf Ketal Chemicals India Pvt. Ltd and TriBonds Chemical Co. formed a joint venture (JV) to produce water specialty chemicals for use in the Middle East refining and petrochemical industries. The joint venture will meet the energy and water management and processing requirements of refineries, petrochemicals, fuel additives, plastics, lubricants, oil field chemicals, catalysts, and adsorbents.

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Further, the government has established a 2034 vision for the chemicals and petrochemicals sector to investigate opportunities to increase domestic production, reduce imports, and attract investment. The government intends to implement a production-link incentive system with output incentives ranging from 10% to 20% for the agrochemical sector and develop an end-to-end manufacturing ecosystem through cluster growth.

Industrial Mixers Market Competitor Analysis

The industrial mixers market is highly competitive due to the presence of many small and large players. Companies are trying to innovate new multi-functional Mixers to remain competitive and attract customers in the market. Stakeholders are implementing an omnichannel marketing strategy to reach a wide range of customers worldwide. Diversification in terms of products and places will likely be able to help companies maintain their businesses in the future. Furthermore, numerous companies are focusing on product launches and development to increase their capacity and strengthen their position in the industrial mixer market.

April 2022 - SPX FLOW Inc announced the full integration of the additions to its mixing solutions portfolio, creating a bigger, more technologically advanced offering for customers.

November 2021 - Xylem Rental Solutions, a Xylem brand, has expanded its temporary equipment portfolio by adding the industry-leading Flygt 4220 compact adaptive mixer solution. The adaptive mixer rental package is the first and only mixing product available for rent that can assist in avoiding unplanned downtime and enabling continuous operation of critical plant processes despite the maintenance requirements of permanently installed mixing equipment. In addition, Xylem is the only manufacturer that installs, commissions, and services all rental equipment.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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