2025

Fast Moving Consumer Goods

Surplus Asset Market Trends: Report

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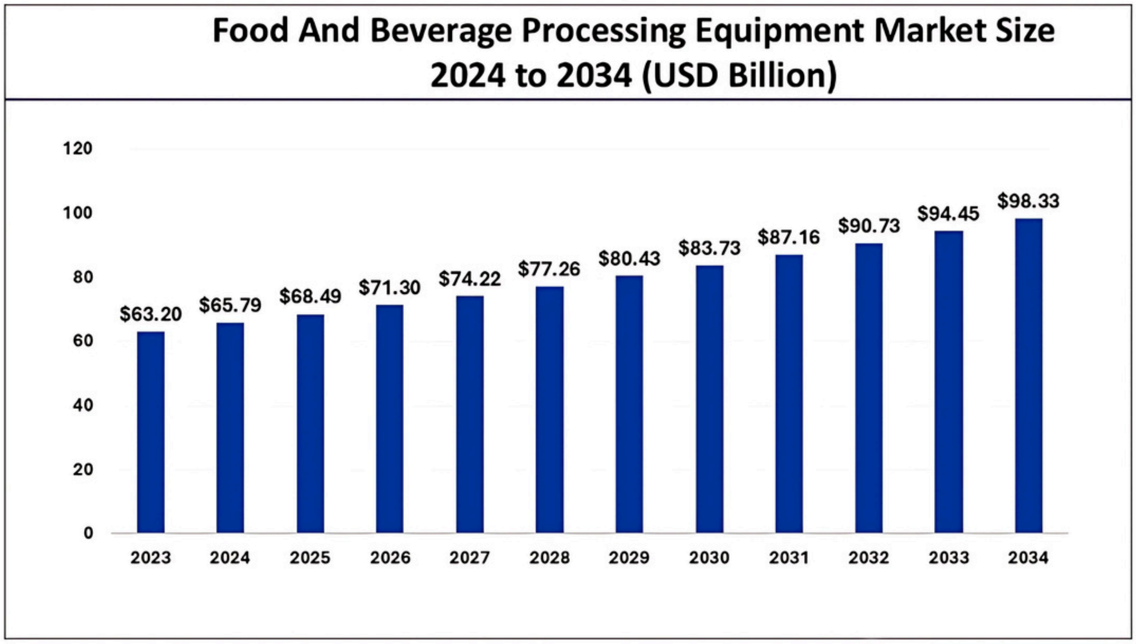
LIQUIDITY SERVICES

Fast Moving Consumer Goods Surplus Asset Market Trends

According to Skyquest (2024) the global Fast Moving Consumer Goods Market (FMCG) was valued at USD 1225.2 Trillion in 2023 and is poised to grow from USD 1308.3 Trillion in 2025 to USD 1730.5 Trillion by 2032, growing at a CAGR of 0.035 during the forecast period. The food and beverage processing equipment market as a sub-sector of the global FMCG market was valued at USD 65.79 billion in 2024 (Precedence Research, 2024). It is expected that the processing equipment market will reach USD 68.49 billion in 2025 and is predicted to surpass around USD 98.33 billion by 2034, growing at a CAGR of 4.10% during the forecast period (2025 – 2034) (Precedence Research, 2024).

The Asia Pacific region continues to present itself as the dominant force in the global food and beverage processing equipment market as well as the overall FMCG market, claiming the fastest-growing value, as seen in Figure 1 below (Skyquest, 2024; Precedence Research, 2024; Markets and Markets, 2023; Grand View Research, 2023). The Asia Pacific food and beverage processing equipment market size was estimated at USD 25 billion in 2024 and is expected to be worth around USD 37.86 billion by 2034, rising at a CAGR of 4.22% from 2024 to 2034 (Precedence Research, 2024).

Figure 1: Food and beverage processing equipment market



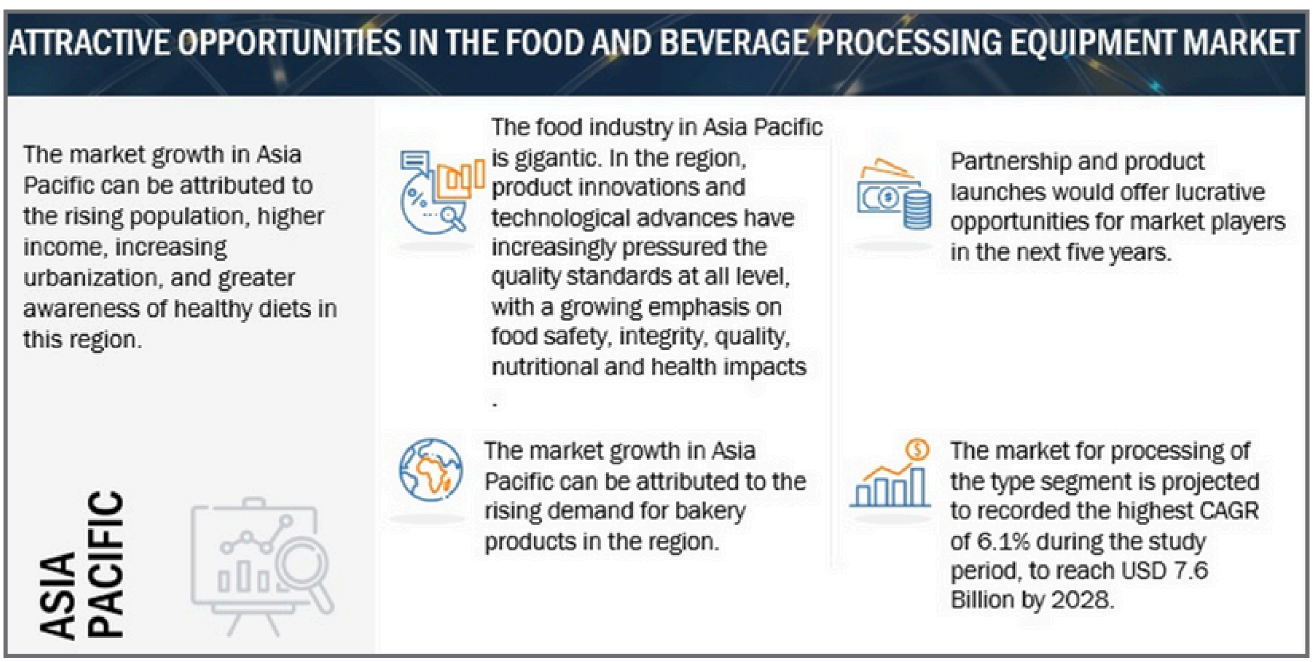
Drivers contributing to Asia Pacific's dominance:

- China's massive food processing market drives gains in the Asia/Pacific region (Freedonia Group, 2024)
- Rapidly growing food and beverage industries in India, Indonesia, and Thailand.
- Increasing mechanization of processing techniques creates opportunities for suppliers
- Substantial population coupled with increased purchasing power has fueled an increased demand for processed foods and beverages thus, demand for advanced processing equipment rises as production ramps up and new products are developed (Freedonia, 2024; Markets and Markets, 2023)
- Market openness to international commodities and industry players: Nestle, Danone, Mars, Tyson Foods,… (Mordor Intelligence, 2024) - greater foreign participation encourages the use of advanced equipment (Freedonia Group, 2024; Markets and Markets, 2023), Figure 2 below provides more information.

Conversely, sales drivers in mature markets include:

- High operating costs and workforce issues in the US, Western Europe, and Japan.
- Reliance on state-of-the-art processing equipment to alleviate labor and cost issues.
- Advanced equipment meets new safety regulations (Freedonia Group, 2024).

Figure 2: APAC opportunities in the food and beverage processing equipment market



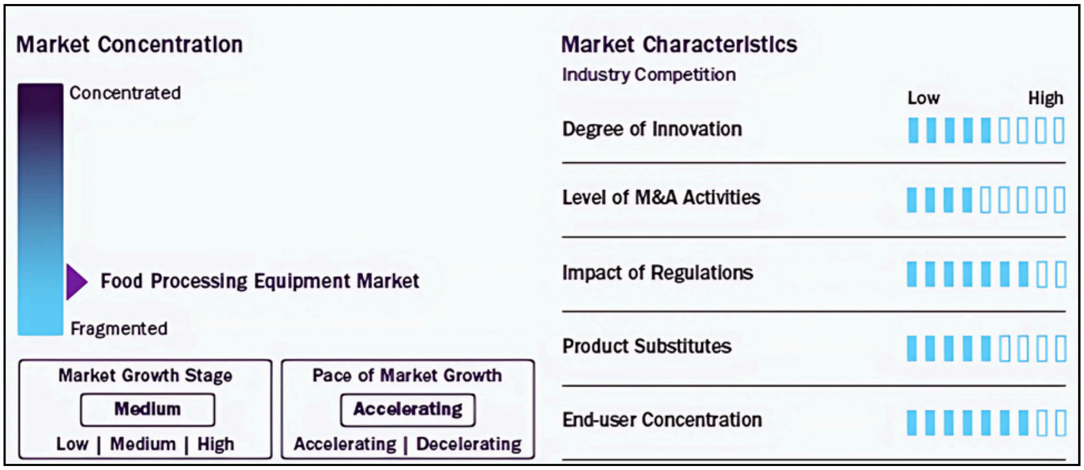
Source: Markets and Markets, 2023

Processing and packaging equipment Industry segments expanding most by region:

- Asia Pacific: equipment for baked goods and meat and poultry
- Europe: Processing and packaging equipment for the bakery and beverage industries
- North America: Similarly to Europe, bakery equipment is most sought after, while increased demand for functional beverages has escalated the need for non-alcoholic drinks and dairy-based as well as dairy-alternatives beverage products processing equipment (Mordor Intelligence, 2025; Markets and Markets, 2023; Mordor Intelligence, 2024).

The market for food and beverage processing equipment is fragmented, and the market growth stage can be described as medium, but the pace is accelerating. Given the rise in the hospitality industry again following the COVID-19 pandemic and the expansion of grocery retailers, convenience stores, and specialty food retailers across the world, the demand for processing equipment is increasing (Grand View Research, 2023), as seen in Figure 3 below.

Figure 3: FMCG processing equipment market



Source: Markets and Markets, 2023

New Equipment Needs

The global food and beverage industry is one of the most innovative, and it is also the most highly influenced by consumer needs and wants (Food and Beverages Processing, 2024; Global Growth Insights, 2024; Business Research Insights, 2024).

Demand for Advanced Processing Equipment from "New Foods"

- Concerns about climate change, animal treatment, and human health boost interest in "new foods" (e.g., cultivated meats, insect proteins, plant-based proteins).
- Start-ups and leading manufacturers like GEA Group and Tetra Pak expand in the "new foods" market.
- High long-term potential for machinery suppliers despite limited current production facilities.

Adapting to consumers' demands involves not only the end product and what a company offers but also the way materials are sourced and production is executed. Environmental factors play a major role in how consumers choose which products they buy. Thus, production is constantly evolving to include advances in computerized food processing technology, like automation and autonomous equipment, to optimize efficiency and sustainability (Food and Beverages Processing, 2024; Global Growth Insights, 2024; Ramakers, 2024). Data is key; therefore, food processors are increasingly aware of the importance of data-driven insights in maximizing raw material utilization, improving food quality and safety, and ensuring traceability. Automation coupled with artificial intelligence (AI)-driven analytics also plays a central role, as it helps reduce production time while increasing output and minimizing waste (Global Growth Insights, 2024; Ramakers, 2024).

Europe (particularly Germany, the Netherlands, and Denmark), the US, and Canada are regions most prone to show a significant increase in demand for high-quality systems. Given its rapid urbanization challenges and economic disparity, China is also expected to make major shifts in its food and beverage industry. While manufacturers previously opted for semi-automated equipment, given the availability of labor and low cost of machinery, the increasing demand for processed foods is leading manufacturers to prefer automated systems (Precedence Research, 2024; Grand View Research, 2023).

While technological advances are often a necessity for companies to remain competitive, they are also driven by government regulation (as is the case in Europe) (Precedence Research, 2024). Since the COVID-19 pandemic, many government and food organizations worldwide have implemented rigorous laws and regulations on food processing and handling hygiene. While larger and more established players in the industry can afford new production machinery, this is often not the case for small to medium-sized enterprises with limited capital backing (Markets and Markets, 2023). This puts restraints on the growth of the global market (Business Research Insights, 2024). A tried and tested solution for those unable to buy new production machinery is procuring used machinery through online auction organizations with global reach.

Used Machinery and Surplus Assets

While the used equipment and machinery market trends are not very well researched and documented throughout the industrial world (apart from the construction industry), there are some trends that can be observed using a combination of third-party sources and supported by statistics from Liquidity Services.

The Covid-19 pandemic led to disruptions in global supply chains due to lockdowns, travel bans, and factory closures. This affected the availability of raw materials needed for food and beverage manufacturing and caused a shortage in new equipment reaching the market (Business Research Insights, 2024). This led to a boom in the used machinery market between 2020 and 2022. In early 2023, the used equipment market faced an unprecedented machine supply crunch. Prices for used equipment soared to record highs, and finding used machines was challenging (Boom and Bucket, 2024). Several factors contributed to flipping this dynamic in 2023:

Interest Rates: In 2023, inflation drove up interest rates, making equipment loans more expensive.

- **Economic Uncertainty**: In January 2023, 61% of economists predicted a US recession within the next 12 months, causing the US Consumer Confidence Index to reach its lowest point in six years.

- **Supply Chains**: COVID-19 supply chain issues caused original equipment manufacturers' assembly lines to stop, meaning end-use clients held on to their existing machines longer as new equipment was not readily available. As a result, used equipment prices surged to record levels.

  By early 2023, supply chains started to stabilize, and new equipment orders began reaching the market. However, higher interest rates and fears of a recession meant that there was no need for all the new equipment ordered, leading to a used equipment market facing an oversupply of equipment while demand was slowing down. This, in turn, led to a market correction that culminated in lower prices for used equipment (Boom and Bucket, 2024).

Prices: Auction prices generally tend to precede changes in retail asking prices by about 90 days, and they have seen a 30% decrease in 2023. However, retail asking prices have also steadily decreased since the third quarter of 2023. Equipment owners are understandably frustrated with their assets being worth 25-30% less than 12 months ago; however, there are good reasons for optimism in 2024 (Boom and Bucket, 2024). In the US, the Federal Reserve has, as it seems, managed to decrease the inflation rate without leading the country into recession, and therefore, the consumer price index is expected to settle at 2.6% in 2024, with interest rates expected to stabilize in the next six months. Despite there being a significant amount of supply that needs to work through the market (depending on the market segment, the most noticeably affected industry is construction), supply chains appear to have normalized. While it is unlikely that the exceptionally high prices for used equipment of 2022 will make a comeback, prices should stabilize to their pre-pandemic standards by the end of 2024 (Boom and Bucket, 2024).

Strategies for Used Equipment Sales in 2025

- **Make informed decisions**: The used equipment market is dynamic and fast-moving, so it is crucial to keep up with current information about equipment costs.
- **Avoid timing the market**: Regardless of what 2025 brings in terms of prices, sitting on an idle or underutilized machine hoping for a price uptick can as easily result in a price downturn. Capitalize on depreciating assets as soon as possible.
- **Unused value in your surplus**: Equipment is a business asset. Underutilized machines are money you could use elsewhere (another plant/project), sell externally and cash in, or replace with newer equipment.
- **Tax benefits**: Sell your idle equipment before the end of the year, as buyers are looking for good machines before tax deadlines (Bechman, 2023)
- **Sellers** wanting to offload their surplus assets (inventory that is either new but unused, assets that have been used but are no longer needed as they were replaced by newer models, or machinery that is obsolete and not usable anymore – scrap) and buyers wanting to purchase a specific type of machinery but that do not have the purchasing power to buy new, should look to industrial auction businesses like Liquidity Services.

Benefits of Selling and Buying Used Machinery Through Auction

- **Faster implementation**: Buying a used machine means reduced lead times compared to buying new, leaving space to ramp up production or capitalize on immediate opportunities in the market.
- **Competitive pricing and cost savings**: Sellers can maximize their returns while buyers can get deals that might not be readily available through traditional sales channels.
- **Transparency**: Sellers get access to vetted buyers only, and buyers get all the info on machinery for which they are bidding.
- **Global market access/wider range of options**: Sellers can reach broader audiences, and buyers get a higher chance to find the exact machine they need (Bechman, 2023).
- **Digital adaptation**: Sellers can see the live-bidding process and get real-time updates .

The FMCG surplus assets market is facing a dynamic landscape influenced by global economic trends, supply chain adjustments, and technological advancements. While the market experienced significant fluctuations over the past years, including a period of high demand and soaring prices, it seems to be stabilizing. Sellers and buyers can benefit from the flexibility that auction platforms offer. Their faster implementation, competitive pricing, and access to a global market allow organizations to for the generation of capital on available opportunities, and adapt to the evolving environment, ensuring they maximize the value of their assets and investments.

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