



FROST & SULLIVAN
INSTITUTE



Related Thought Leadership: Environment

**Sustainable Solutions Create
Growth Opportunities In The Global
Food & Beverage Water And
Wastewater Treatment Market**

Sustainable Solutions Create Growth Opportunities In The Global Food & Beverage Water And Wastewater Treatment Market

The food & beverage industry is one of the most sensitive in terms of economic shifts and consumer preferences. Turning water challenges into business opportunities is seen not only as a chance to improve water efficiency and save money but more significantly as a powerful marketing tool so consumers see a brand as sustainable and concerned about the environment. The industry is moving toward smart, highly connected, and collaborative plants with a focus on control and predictability of products, processing, and resources. The COVID-19 pandemic's effects continue to reverberate throughout many industries in 2020, and might result in some major investments and upgrades being postponed or planned using a longer-term perspective. This study focuses on water sustainability in food & beverage processing and packaging. Water and wastewater treatment is analysed in six main segments: design and engineering services, water treatment technologies, wastewater treatment technologies, process control and management, treatment chemicals, and operation and maintenance services. Growth areas are related to closing the water loop, pursuing value chain excellence, incorporating digital solutions, and reducing the environmental footprint of operations (the food-energy-water nexus).