

### Press release

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VDMA forecast: Machine vision "Made in Germany"   
to grow by 8 percent in 2022

* Market survey "Machine Vision in Europe" presented
* Leading trade fair VISON from 04 to 06 October 2022 in Stuttgart

**Stuttgart, 04 October 2022** – Machine vision in Germany is expected to achieve a turnover of 3.3 billion euros in 2022 - this corresponds to an increase of 8 percent compared to the previous year. The “seeing machines“ are thus continuing their economic recovery. The strongest demand comes from abroad. This was reported by VDMA Machine Vision at the opening of the VISION 2022 trade fair in Stuttgart.

"Machine vision is a key component for companies in the international automation race," says Mark Williamson, Chairman of the Board of VDMA Machine Vision. "This is impressively reflected in the sales figures: demand for machine vision components and systems developed more strongly than expected in 2021 and increased by 16 percent in Germany to an industry turnover of 3.1 billion euros. The further growth prospects are positive for the coming years despite the overall economic uncertainty."

VDMA Market Survey 2022 "Machine Vision in Europe

In 2021, German machine vision suppliers generated 97 percent of their sales in the two segments "components" (50 percent) and "systems" (47 percent). The export ratio of these business sectors is high:

The manufacturers of machine vision components generated 66 percent of their turnover abroad: Exports to Asian countries contributed 30 percent to turnover in 2021 - the strongest single market was China with a market share of 56 percent of exports to Asia. Exports to China increased by 20 percent in 2021. The largest growth market in the region was India with a plus of 89 percent. Exports to North America grew by 15 percent in 2021. Exports from Germany to other European countries accounted for 22 percent of sales. Sales to Europe grew by 15 percent.

The manufacturers of machine vision systems achieved 74 percent of their turnover on foreign markets. Asian countries accounted for 33 percent of turnover - exports increased by 22 percent in 2021. Business in China accounted for 38 percent of exports to Asia and grew by 16 percent. The largest growth market in this segment was also India with an increase of 20 percent. Exports to other European countries contributed 24 percent to turnover. The recovery of the European market is reflected by a 22 percent increase in turnover. Exports to America accounted for 16 percent of turnover. Most of these exports were destined for North America (95 percent). Turnover there increased by 23 percent in 2021. Exports to South and Central America recovered from their slump in 2020 - a 63 percent decline - and increased by 62 percent.

Market shares: Industries and applications

The manufacturing industry is the largest customer sector for machine vision from Germany and has a market share of around 60 percent. Looking at applications of machine vision components and systems, object recognition (21 percent) and quality control (20 percent) have the largest market shares.

**The world's leading trade fair VISION from 04 to 06 October 2022**

The world's leading trade fair for machine vision will be taking place at Messe Stuttgart from 4 to 6 October 2022. Every two years, VISION covers the entire spectrum of machine vision technology and discusses trends. The trade fair is particularly characterised by first-class exhibitors, a high level of internationality and a diverse supporting programme.

VDMA Machine Vision is on site as a conceptual partner (Hall 8, Stand E55) and is co-organising the "Industrial VISION Days" with VISION. The 3-day presentation forum is also available on the internet live and on-demand. You can find more information about VISION at: https://www.messe-stuttgart.de/vision/en/livestream

**About the VDMA market survey "Machine Vision in Europe"**

"Machine Vision in Europe" is an annual report published since 1995 by the VDMA Robotics + Automation Association together with its sector group VDMA Machine Vision. N=42 companies based in Germany with a combined turnover of €1.3 billion took part in the current survey in 2022.

You can find a photo of Mark Williamson as well as further images and graphics [here](https://www.vdma.org/viewer/-/v2article/render/68287444).

Do you have any questions? Anne Wendel, VDMA Machine Vision, will be happy to answer them: +49 69 6603 1466, anne.wendel@vdma.org.

The VDMA represents over 3,500 German and European companies of the mechanical engineering industry. The industry stands for innovation, export orientation and medium-sized businesses. The companies employ around four million people in Europe, more than one million of them in Germany. Mechanical and plant engineering represents a European turnover volume of around 800 billion euros. With a net value added of around 270 billion euros, it contributes the highest share of the entire manufacturing sector to the European gross domestic product.

As part of the VDMA Robotics + Automation trade association, **VDMA Machine Vision** has around 130 members: suppliers of machine vision systems and components as well as integrators. The aim of this industry-driven platform is to support the machine vision industry through a wide range of activities and services. The main areas of work are statistical analyses and the annual Machine Vision market survey, standardisation activities, marketing, public relations, trade fair policy and networking events. Further information can be found at:

<https://www.vdma.org/machine-vision>