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Italian Packaging Machinery Manufacturers Association

FREE PREVIEW



2023

Market Analysis
of Robot and Automation
Companies in Italy

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Executive summary

656
Suppliers

Italy represents a large, well-established robot and automation industry, which is heavily focused on integration and among the world leaders in packaging machinery.

5 Groups of regions To provide a deeper understanding of the industry, HowToRobot has mapped out the robot and automation suppliers located in Italy and their unique characteristics. The findings are presented in this report along with market insights from UCIMA, the Italian Packaging Machinery Manufacturers' Association.

819
Office locations

In this report, you will find statistics on 656 robot and automation suppliers based in Italy, and a comprehensive list of company profiles with details on every advisor, distributor, integrator, robot manufacturer, and sub-component supplier uncovered in the research from HowToRobot.



Market Insights

Provided in collaboration with UCIMA

- the Italian Packaging Machinery Manufacturers' Association.

Italy is a large and well-established market for robots and automation. The country is home to one of Europe's largest manufacturing industries adopting automation, and the single largest robot and automation industry in Europe by number of businesses. Its huge and tightly integrated network of robot and automation suppliers cover 656 companies researched by HowToRobot and analyzed in this report.

Italy ahead in robot adoption

Manufacturing plays a big role in Italy, accounting for a 15.73% share of total value added in the country in 2022, according to data from OECD. Robots and automation are – and have been – an important factor for the manufacturing industry to increase productivity and competitiveness. Italy was early to start automating its industry and has over the past decades been adopting robots for low-skilled tasks such as handling, packing, assembly, and machining to an increasing extent. As a result, the country is today among the European leaders in adopting automation.

Italy is the second-largest European market for robots, and in 2021 alone, the number of installations skyrocketed by 65% to 14,083 robots, according to the <u>International Federation of Robotics</u> (IFR).



Overall, the Italian manufacturing industry ranks 14th globally in robot adoption with a density of 217 robots per 10,000 workers in 2021 - the second highest in Southern Europe after Slovenia (249 robots) and considerably higher than France (163) and Spain (167).

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The Italian manufacturing industry – as well as its automation industry – is characterized by a very large number of smaller companies, rather than fewer larger companies, as seen in other nations such as Germany. A few key characteristics about the Italian manufacturing industry:

- Italy has Europe's largest concentration of manufacturing companies with no less than 361,000 businesses in 2020 according to Eurostat. Most (82%) of these companies are micro-businesses with less than 10 persons employed.
- The manufacturing industry is 2nd largest in Europe by production value, reaching 864 billion euro in 2020 ahead of France (€807 billion) and behind Germany (€1.9 trillion) according to Eurostat.
- The biggest manufacturing industries are metal, machinery, and food production. Metal and machinery manufacturing alone employs 28% of the people working in manufacturing in Italy according to data from Eurostat.
- Italy is Europe's 2nd biggest employer within manufacturing, employing a total of 4.3 million people in 2022 ahead of Poland (3.3 million people) and behind Germany (8.2), according to OECD.



For comparison, only 27% of the people employed in manufacturing in Italy work at larger companies (250 or more employees), according to data from <u>Eurostat</u>. In Germany, these larger companies employ 61% of the people working in the manufacturing industry.

It is more common for the medium-to-larger manufacturers in Italy to adopt robots and automation, but some signs are showing that even the smaller and typically family-owned businesses are getting started.

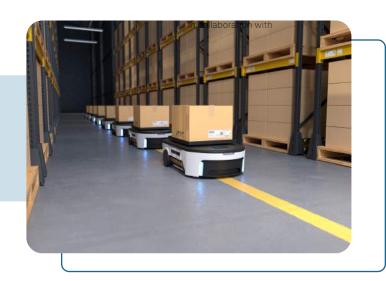
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Labor shortages, productivity, and logistics centralization driving automation

There are numerous factors contributing to the growth of robotics and automation adoption in Italy. Among some of the stronger drivers are shortages of labor, especially that of skilled labor, which is becoming an increasing issue for the industry. The job vacancy rates – showing the ratio of open job positions to total jobs in the manufacturing industry – reached the highest levels for Italy recorded by Eurostat during the last three quarters of 2022, peaking at 1.9%. With the increasing difficulties of hiring, robots and automation are seen as one way for the industry to reduce dependency on manual labor.

The constant pressure on manufacturing to increase productivity – and thereby competitiveness – is also a common factor for automating. Labor productivity in Italy amounted to €60,000 average gross value added per person employed in manufacturing in 2020 – slightly below the EU average of €64,000, according to Eurostat.

When comparing apparent labor productivity to labor costs, also known as wage adjusted labor productivity, Italy can be found among the eight lowest-ranking countries in Europe at 142.8%.



The automotive industry has traditionally been implementing and driving a large part of robot installations in Italy, but more recently other industries are gaining ground as well. Metal and machinery manufacturing, and food & beverage production are two examples of industries that are becoming more and more automated, while industries such as pharmaceutical and chemical production have already been automated to a larger extent.

Another and more recent trend driving automation is the growing centralization of logistics centers in Italy. While warehouses and distribution networks used to be more locally anchored in specific regions and factories, more and more companies are turning to a new strategy of centralizing logistics in fewer large-scale centers with broader coverage. This trend is partially driven by e-commerce growth and the growing cost-effectiveness of centralization that automation has enabled recently. Many of the newly built – and upcoming – warehouses are and will be highly automated.



Italy's automation industry strong in packaging and integration

automation Italy's robot and industry spans a large number of businesses from robot manufacturers to integrators, subsuppliers, distributors, component advisors. The industry is heavily focused on developing practical applications and integrating solutions to the needs of endusers - and less so on developing core robotic technologies. This can also be seen in the composition of automation businesses in the country: the vast majority (70%) are integrators, whereas only a small handful (5%) are primarily robot manufacturers.

Italy's long history of machinery manufacturing has made it common for businesses to make and integrate their own machines. This can also help explain the large concentration of robot and automation integrators in Italy and why robot adoption is relatively high. It is common in Italy to see many smaller manufacturers and automation suppliers working in close connection as separate businesses, essentially serving the same function as one larger corporation covering the same areas of expertise.



This way of organization makes the industry very flexible and capable of adjusting to fluctuations in customer demand.

Most automation suppliers in Italy specialize in handling & picking application (355 companies), packing & palletizing (265), and machining & shearing (196). Within packaging machinery especially, Italy is regarded as one of the world leaders with a global market share of 16.5%, according to UCIMA. The packaging machinery sector alone produced a record-high turnover of €8.1 billion in 2021, 78% of it from export. Its largest export areas are EU followed by Asia, the rest of Europe, North America, and Central and South America, with the single biggest markets being United States, France, and China.

The automation industry in Italy supplies solutions to a wide range of sectors. Most robot and automation companies supply to metal & machinery manufacturers (230 suppliers) and other robotics companies (230 suppliers), followed by logistics – including warehousing (224 suppliers), food & beverage industry (179), and automotive (156). This again shows how the robot and automation industry has its main focus on the supply chains closely connected to the country's longstanding areas of excellence.



Most of the robot and automation industry is geographically located in Northern Italy (84% of the supplier offices), along with most of Italy's other industry. In some specific regions, clusters have developed around the industry of the area, specializing in automating the particular applications needed by that industry. Bologna, for instance, is also known as "Packaging Valley" for its many manufacturing and packaging companies located there, including its big network of robot and automation suppliers. In Piemonte, known for winemaking, a bottling industry with automation has developed over the years. And in Salerno, known for its tomato sauce production, several companies have specialized in tomato packaging.

The automation industry in Italy initially took off in the 1980's, where many companies were formed that still exist today.

Between the 1980's and early 2000's an average of 15 companies were established per year (of those still in operation today). Since then, the number of new companies formed has been decreasing steadily, reaching an average of less than four companies per year during 2018-22. Italy has, overall, a relatively low number of new robot and automation startups compared to other countries. In addition, there's an ongoing process of concentration taking place among existing companies, where the bigger companies acquire smaller ones.

The following pages present statistics on the 656 robot and automation suppliers covered in the research from HowToRobot, followed by a complete company list ordered by group of regions.





About UCIMA

UCIMA (Italian Packaging Machinery Manufacturers' Association) is the national trade association that represents and supports the Italian packaging machinery manufacturers. It has more than 160 member companies from all over the country, including the industry leaders. UCIMA member companies cover the entire range of packaging machinery production, from the food, confectionery and tobacco industries through to pharmaceuticals, chemicals, petrochemicals, cosmetics and end-of-line technologies. Learn more at www.ucima.it



About HowToRobot

HowToRobot.com is a global automation marketplace that connects buyers with suppliers of robots and automation solutions. Every day, we match businesses in need of automation with relevant suppliers and solutions from our fast-growing network of robot and automation companies. Our market insights, guides and digital tools help businesses understand their automation needs and connect them with the solution specific to their needs. Learn more at howtorobot.com

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What will you find in this report:

A summary of the suppliers in Italy:

- What type of suppliers can you find?
- How large are the companies?
- In what regions are they located?
- What customer industries do they focus on?
- What robot brands are used by most suppliers?
- What solution types are offered by robot and automation suppliers?

In this report, 656 robot and automation companies have been identified with offices in 819 locations.

In this report, we use the terms "headquarters" and "local office" to refer to company profiles:

- Headquarters is the company's Italian main office. Some companies may have their global head office outside Italy; however, the main Italian office will be determined as the headquarters in this report.
- A local office is a branch of the company's location in Italy, with a different address from the headquarters.

The following information can be found for each company:

- Basic company data, including location and year of establishment
- Contact information
- Type of supplier
- Number of employees
- List of robot brands they work with
- Industries of their customers

Please note that the complete data is not available for all companies.



LICIMA

Example of company profile

						UCIVIA #HowToRobot		
Name					Office	MEMBER		
CAMOZZI AUTOMATION S.P.A.					Headquarters			
Address					Postal Code	City		
Via Eritrea, 20/I					25126	Brescia		
Website			Email			Telephone		
https://en.automation.camozzi.com/ info			info@ca	amozzi.com		+39 03037921		
Employees	Established	Supplier Type		Brand				
1000-4999	1964	Sub-component supplier						
Application	Application				Industry			
Assembly & Dispensing, Handling & Picking, Machining & Shearing, Other			Technology, I	Food & Beverage, Healthc	otive, Construction, Electronics & are, Logistics, Metal & Machinery, g, Robotics, Rubber & Plastic, Other			

Any logos displayed on the company profiles indicate that the corresponding business is a member of an association and/or HowToRobot.

About the data

This report is based on data and research conducted by HowToRobot.com. It is the annual market report, edition 2023, with data collected until May 23, 2023.

The report covers suppliers of robots and automation categorized as robot manufacturers, integrators, distributors, sub-component suppliers, and advisors (see page 12 for definitions). For a full list of possible categories used in this report, see the appendices. Furthermore, all information regarding members of HowToRobot.com (blue or gold badge) is provided by the members themselves.

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Value chain of the robot industry



Distributor

A company that distributes batches of robots or sub-components from manufacturers to wholesalers, such as integrators.









Integrator

A company that sells integrated automation solutions with robots, tailored to the need of the enduser, and often does the implementation.





Robot Manufacturer

Produces and sells products such as robot arms/manipulators, mobile robots, or drones to distributors and integrators.



Advisor

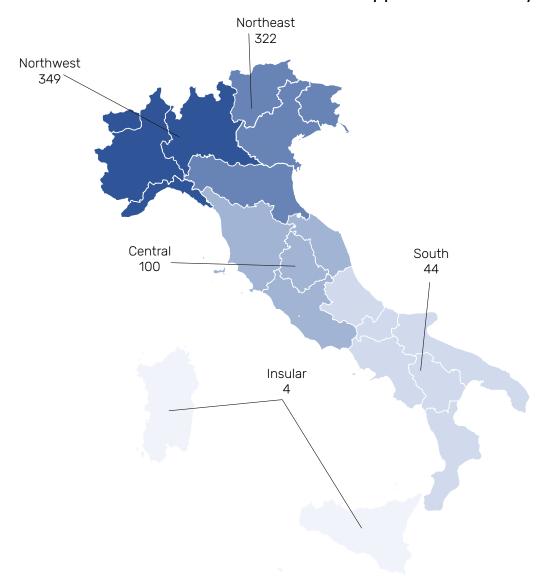
A company that provides end-users with consulting advice on robot technology and automation.



Key Italian Robot Supplier Insights

We have identified 656 robot and automation companies in Italy, with offices in 819 locations. In the next few pages, you will find some graphs showing overall trends across the country.

Concentration of robot and automation suppliers across Italy



The figure shows the number of suppliers in each region, including local offices. The region Northwest Italy has 43% of the robot and automation suppliers in the entire country.

The Northeast region is second to the Northwest region, with 39% of suppliers located within the region. The fewest number of companies were found in Insular Italy, i.e. Sicily and Sardinia. This region consists of the two Islands in Italy, which has only 4 robot and automation suppliers.



Types of suppliers represented in Italy

The supplier headquarters analyzed in this report can be categorized as follows:



^{*}Categories explained in Appendix 1

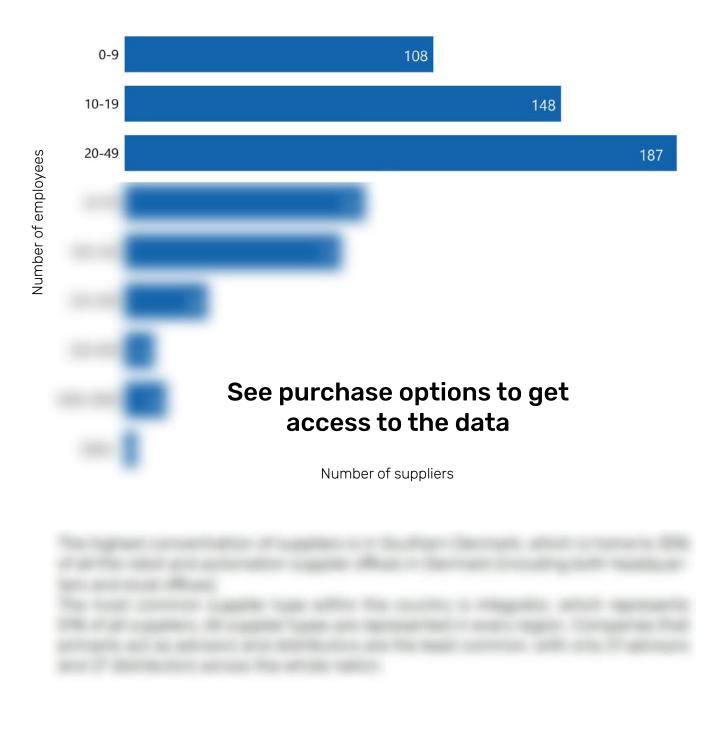
The distribution of headquarters & local offices in each region can be seen below:

REGION	ADVISOR	DISTRIBUTOR	INTEGRATOR	ROBOT MANUFACTURER	SUB-COMPONENT SUPPLIER	TOTAL IN THE REGION
NORTHWEST ITALY	1	13	219	22	94	349
SOUTH ITALY	0	2	33	1	8	44
	S					



Size of robot and automation companies

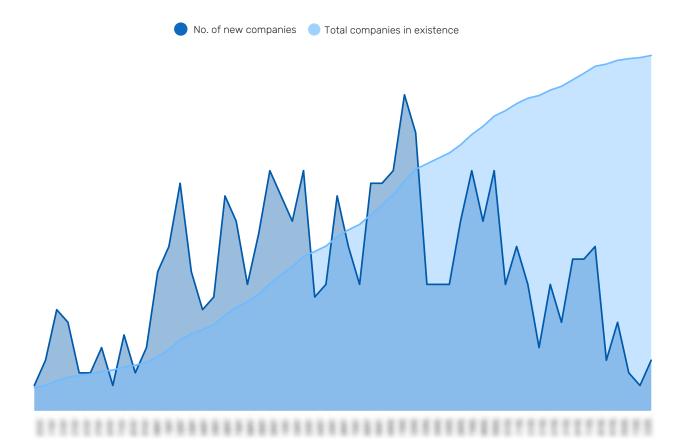
The chart shows the distribution of robot and automation companies based on their number of employees. Each bar shows how many companies have the corresponding range of employees.





Establishment years of existing robot and automation companies

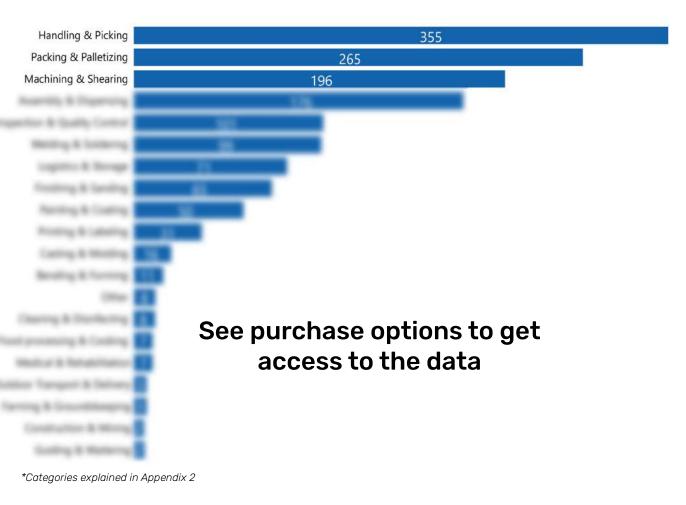
The chart covers all robot and automation companies in Italy that are still operating today and is listed by their year of establishment. The dark blue line indicates how many companies (out of those still in operation) were established each year. The light blue line refers to the total number of operating companies each year (only including those that are still in operation today).



See purchase options to get access to the data

Solution types offered by robot and automation suppliers

The chart shows how many suppliers are offering solutions for each application area. The solution types have been categorized into 20 overall categories. Each supplier can offer solutions for various applications and thereby be counted in several categories. Hence, the sum of suppliers across all categories can be greater than the actual number of suppliers in the country.

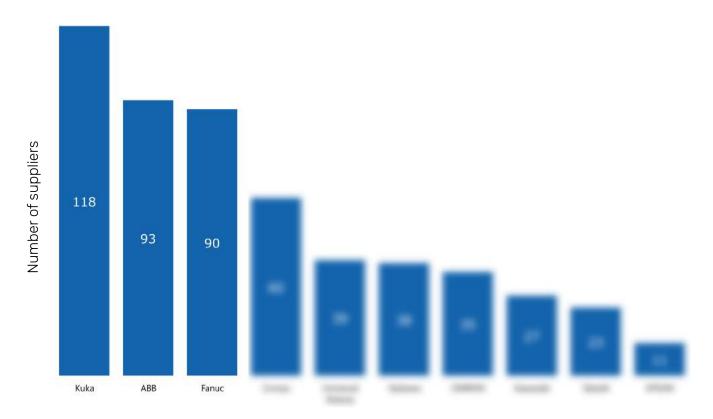


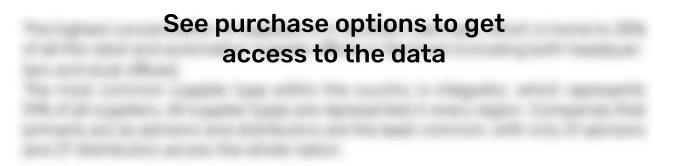


Top 10 robot brands used by most suppliers

This chart shows the top 10 brands of robot manufacturers used by most suppliers in the country. The list is based on how many suppliers are carrying the brand, e.g., as a reseller or integrator using the brand (it does not take sales volume into account). We do not show the manufacturers using their own brands in this graph.

The overview may not represent the full picture of the robotic industry in this country, as many integrators do not disclose the robot brands they work with on their websites.

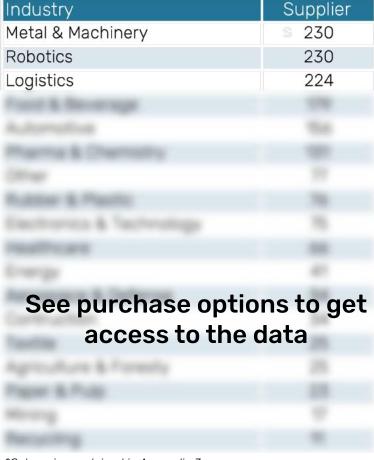




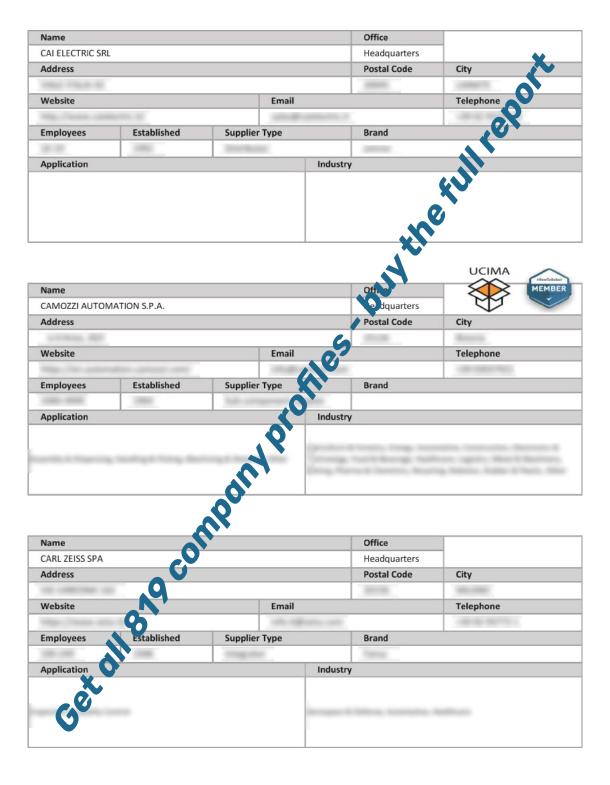


Industries targeted by robot and automation suppliers

The table shows what industries the robot and automation suppliers are serving. Each row shows how many suppliers are selling to that specific industry. Each supplier can serve various industries. Hence, the sum of suppliers across all industries can be greater than the actual number of suppliers in the country.



*Categories explained in Appendix 3





What valuable things could you do if you knew every robot manufacturer, distributor, advisor, sub-component supplier, and integrator in Italy?

We spent months collecting detailed information on all the robot and automation suppliers in Italy, so you don't have to!



5 Advisors (1%)



18 Distributors (3%)



461 Integrators (70%)



31 Robot Manufacturers (5%)

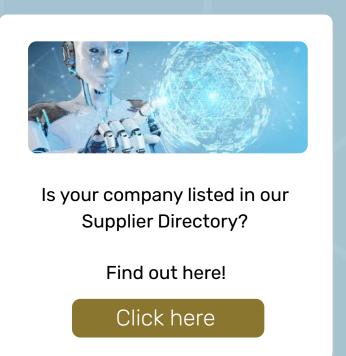


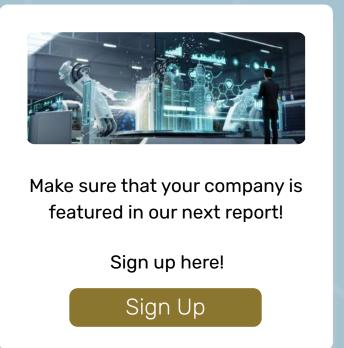
141 Sub-component suppliers (21%)

The full report is available for purchase on HowToRobot.com

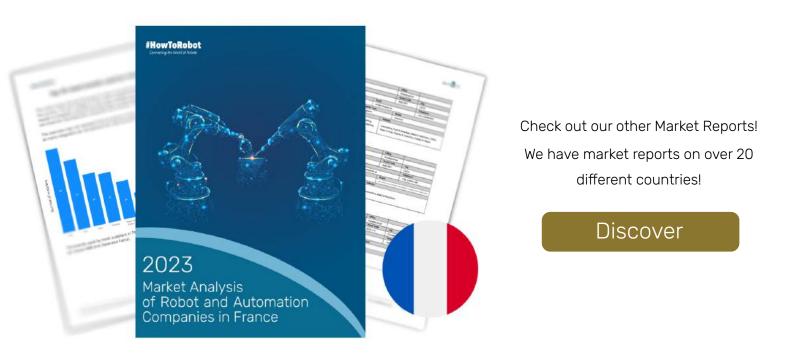
See purchase options on HowToRobot.com

Are you a robot & automation supplier?





The #1 source for finding local partners, resellers & integrators!



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Supplier Types Key stakeholders in the automation industry



Advisor

A company that provides end-users with consulting advice on robot technology and automation.

Distributor



A company that distributes batches of robots or subcomponents from manufacturers to wholesalers, such as integrators.

Integrator



A company that sells integrated automation solutions, tailored to the need of the end-user, and often does the implementation.

Robot manufacturer



A company that manufactures robot arms/ manipulators, mobile robots, or drones for industrial use.

Sub-component supplier



A company that manufactures sub-components, such as end-effectors (e.g. gripper, welding tool), sensors & vision (e.g. camera), safety equipment (e.g. fencing), process equipment (e.g. conveyor belt or feeder), control units (e.g. controllers, PLC) and other components (e.g. robot sleeves).



Solution Types Processes addressed by automation solutions

Assembly & Dispensing



E.g. Fitting, clinching, gluing, riveting, screw driving, wiring, sewing & stitching

Bending & Forming



E.g. Forging, pressing & stamping, rolling, sheet forming

Casting & Molding



E.g. Casting, extrusion, metal molding, plastic molding

Cleaning & Disinfecting



E.g. Area disinfection, autoclaving, duct cleaning, dusting, floor cleaning, washing

Construction & Mining



E.g. Crushing, demolishing, digging, smelting

Farming & Groundskeeping



E.g. Monitoring & surveying, area marking, fertilizing, harvesting & reaping, irigating, sowing, vertical farming, weed controlling, other

Finishing & Sanding



E.g. Blasting, deburring, grinding, honing, mass finishing, plating, polishing

Food processing & Cooking



E.g. Baking, boiling, decorating, frying, drying, food cutting, grilling, mixing, peeling, plumping

Guiding & Waitering



E.g. Bartending, greeting, machine vending, waitering

Handling & Picking



Bin-Picking, Container emptying, destacking & deracking, order picking, other handling & picking, pick & place, stacking & deracking

Inspection & Quality Control



E.g. Counting, Calibrating, testing, measuring, sorting

Logistics & Storage



E.g. Internal transport, truck loading & unloading

Machining & Shearing



E.g. Blanking & piercing, broaching, cutting, drilling, milling, routing, sawing, shearing, turning

Medical & Rehabilitation



E.g. Augmentation, massaging, rehabilitating, surgery, treatment

Outdoor Transport & Delivery



E.g. Freight transport, item delivery, person transport

Packing & Palletizing



E.g. Case erecting & sealing, depalletizing, packaging, palletizing, wrapping

Painting & Coating



E.g. (Chemical, electrochemical, powder, liquid) coating, spraying

Printing & Labeling



E.g. Labeling, laser engraving, printing

Welding & Soldering



E.g. (MIG/MAG, TIG, plasma, induction, friction, ultrasonic, laser, pulse, RF, IR) welding, brazing, soldering

Other





Industries

Areas of economic activity as depicted on the HowToRobot.com platform

Aerospace & Defense



Manufacturers who develop spacecraft and aircraft for the military aircraft, commercial aircraft, tanks, missiles, and another weapon related equipment

Agriculture & Forestry



Produce products such as, crops, lumbers, paper, dairy, livestock, meat, firewood, wheat, animal feed indigenous foods, eggs,

Automotive



Produce products such as, commercial vehicles, Bodies, Engines, transport trucks, vans, or other automotive relevant equipment

Construction



Produce products such as, concrete, beams, drywall, floors, lath, insulation, mortar, sewerage, roads

Electronics & Technology



Produce products such as, hardware, computers, telecommunications, office equipment, radio, and television equipment, printers



Producing energy by means of, Sustainable, atomic, chemical, solar, wind

Food & Beverage



Producing products such as, vegetables, fruits. Meat. Fish. breads, fresh food. packaged food, Liquor, coffee, wine, soft drinks

Healthcare



Providing healthcare services, or produces products such as, dietary supplements, surgical clothing, bedding, uniforms, medical supplies, nutrition, rehabilitation equipment

Logistics



Providing services within logistics such as, transportation, warehousing, shipping, packing, handling, storage

Metal & Machinery



Producing products such as, Pipes, Power tools, Rods industrial machines, sheet metal, factory equipment, kitchen appliances, washers

Mining



Producing products such as, minerals, industrial gases, salt, clay, gas, oil, gemstones, chalk, metals, coal

Other



Paper & Pulp



Comprises companies that use wood as raw material and produce pulp, paper, paperboard and other cellulose-based products.

Pharma & Chemistry



Producing products such as, pharmaceuticals, petrochemicals, polymers, cleaning materials, paints, fertilizers, cosmetics, detergents, pesticides

Recyclina



Handles or recycles wastes such as liquids, sewage, water, solids, organic, hazardous, glass, concrete steel, chemicals

Robotics



Producing products such as, Industrial robot arms, AGVs, drones, grippers, tools, tubes, mounts, sensors, cables, controllers, safety cages, cameras, sleeves

Rubber & Plastic



Companies which produce products such as, Boots, raincoats, cups, elastic bands rope, doorstops, wrappers, bottles, bags, straws, toys



Primarily concerned with the design, production and distribution of yarn, cloth and