

# Global Reverse Vending Machine (RVM) Market: Trends and Opportunities (2014-2019)

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## Abstracts

### Scope of the Report

The report titled “Global Reverse Vending Market: Trends and Opportunities (2014-2019)” provides an in-depth analysis of major reverse vending markets in the US and Europe. The report assesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the industry in the forecasted period (2014-19). Further, key players of the industry like Tomra Systems ASA, Wincor- Nixdorf, Envipco Holdings N.V and Repant ASA have been profiled.

### Region Coverage

Europe

USA

### Company Coverage

Tomra Systems ASA

Wincor- Nixdorf

Envipco Holdings N.V

Repant ASA

## Executive Summary

In recent years, with the amount of untreated waste growing at an alarming rate, demand for recycling solutions like reverse vending machines (RVMs) have increased consistently. RVMs are developed to recover and dispose recycled products more effectively and are used for cost effective waste recycling and disposal. Effectively, RVMs helps to reduce landfills, increase recycling rates, avoids using virgin material for new products, lowers greenhouse gas emissions, reduces water usage and creates jobs.

Revenue growth of overall RVM market is being driven by new installations and servicing of old machines. The governments in most developed countries have passed laws to promote reduction, reuse and recycling of waste that have further contributed to RVMs demand.

RVM companies operate with two different business models. One is a sales model, where machines are sold to the food retail stores and the other is through lease model in which RVM companies maintains ownership of the installed machines and receives payment based on the number of containers handled by the machines. The global RVM market is highly concentrated with three largest players namely Tomra, Wincor and Envipco controlling maximum share in 2013. Tomra is the clear market leader that enjoys more than half of market share in a relatively mature market.

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