

BUSINESS AREA: ROBOTICS & DISCRETE AUTOMATION

ABB Machine Automation

Facts & Figures



As a global leader in industrial automation, **ABB's Machine Automation Division (B&R)** combines state-of-the-art technology and advanced engineering to provide customers in virtually all industries with complete solutions, developing, manufacturing and distributing industrial electronics, software and mechatronic solutions as well technologies for machine and factory automation. **The Division** enhanced its automation portfolio in 2020 by acquiring a leading provider of delta robots, Codian Robotics. ABB Machine Automation Division is part of the ABB Robotics & Discrete Automation business area, which, together with the ABB Robotics Division, employs more than 11,000 people at over 100 locations in more than 53 countries.



Revenue

\$750–1,250 million



Market position

No. 5 globally
No. 2 in high-end segment



Key market drivers and trends

- Four key megatrends are driving the transformation of industry and business.
- Consumer **personalization** is expanding product variants and creating shorter lifecycles; **labor shortages** driven by an aging population is shrinking the workforce, with people less willing to perform dirty, dull and dangerous jobs; **digitalization** is enabling new digital solutions, increasingly powered by machine learning and AI to help improve operations; and **uncertainty**, from trade conflicts to political uncertainty to natural disasters, requires more flexibility



Market

~\$15 billion



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