

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 overall  
No. 2 in high-end segment



### Key market drivers and trends

Four key megatrends are driving the transformation of industry and business:

- Alongside the desire to operate in a more **sustainable** way, **consumer behavior** is changing, with the explosion of e-commerce and demand for more product choice and personalization; **labor and skills shortages**, driven by an aging population, is shrinking the workforce, with people less willing to perform dirty, dull and dangerous jobs; and **uncertainty**, from geopolitical issues and supply chain disruption, to the revolution in automotive manufacturing as we shift to sustainable transport.
- All of these are encouraging more business to embrace automation as a means of making production more resilient, faster and more efficient.



### Media contacts & further details

Phone: +41 43 317 71 11; Email: [media.relations@ch.abb.com](mailto:media.relations@ch.abb.com)  
ABB Machine Automation