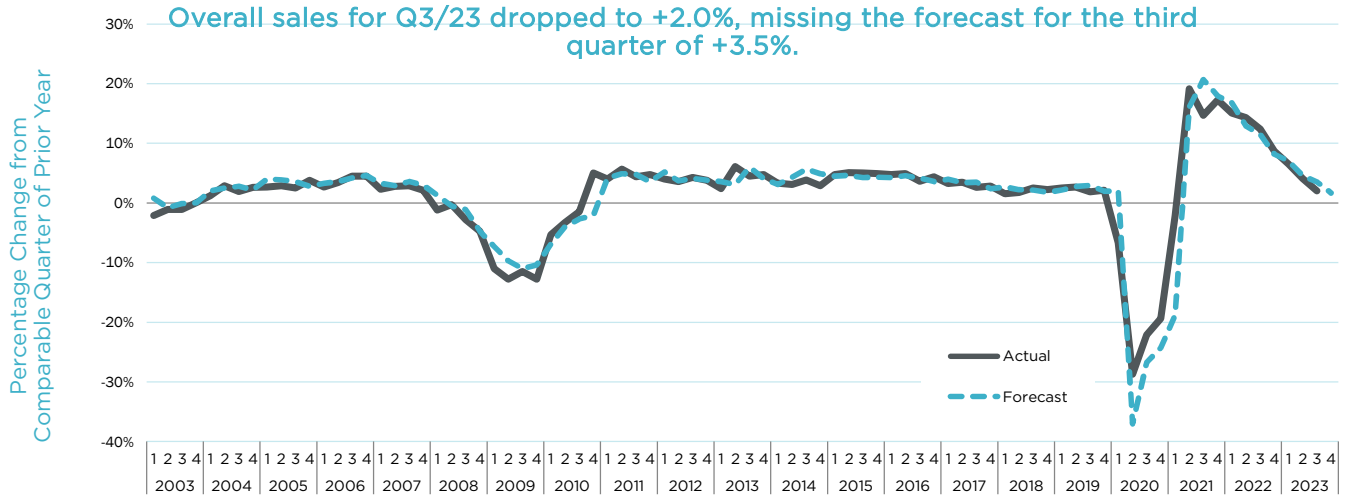


## Overall Commercial Foodservice Sales Per Quarter for North America 2003 - 2023



### Overall Sales Growth Slows For The 9th Consecutive Quarter, Industry Likely Heading For A Soft Landing

Overall sales for Q3/23 dropped to +2.0%, missing the forecast for the third quarter of +3.5%. This represents the 9th quarter of retrenchment from the post Covid surge.

The past 9 quarter trend is +19.1%, +14.7%, +17.3%, +15.1%, +14.3%, +12.4%, +8.7%, +6.6%, +4.1% and now +2.0%. Q4/23 is projected to slow even further to a slim +1.7%.

A close look at the detailed Regional and Product Graphs shows that certain categories have dipped slightly into negative levels, which is consistent with several reports from both public and private manufacturers and dealers.

Both Quotation and Consultant Activity have lessened, which is certainly a leading indicator. The high interest rate environment has slowed inflation and limited expansion. Given the vitality of our industry, an optimistic view would point to a "soft landing".

As previously pointed out, we are in the third leg of a five-year W shaped cycle, the first leg being the "Covid Shutdown", followed by the "Reopening Surge", and now a period of "Disinflation" marked by destocking, shorter lead times and slim, if any, price increases. The fourth leg will likely see an uptick and a return to market stability as the comparables will be a lot easier to achieve.

Executive Summary written by Michael R. Posternak, CEO PBAC and Associates, Eastchester, NY. mp@pbacre.com

#### Qtrly Sales Forecast for North America Q4/23 vs. Q4/22

1.7%

#### Yearly Sales Forecast for North America 2023 vs. 2022

5.9%

2022 vs. 2021

11.3%

#### Quoting Activity for Q3/23 vs. Q2/23

More	Less	No Change
24%	34%	42%

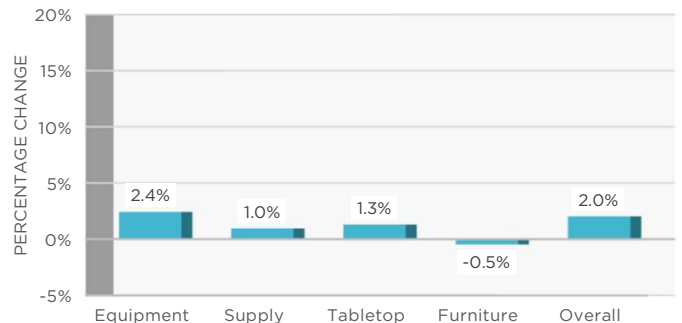
#### Consultant Activity for Q3/23 vs. Q2/23

More	Less	No Change
29%	28%	43%

#### Jan San Sales for Q3/23 vs. Q3/22

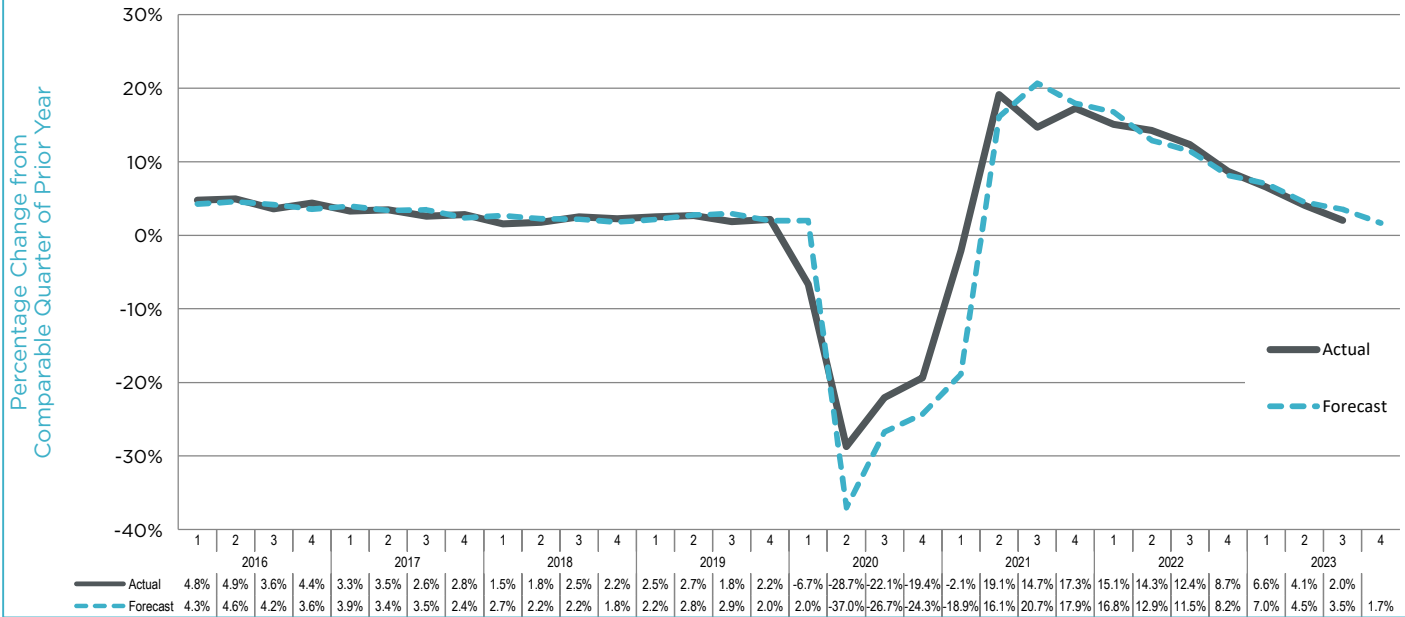
Equipment	Supplies	Disposables
2.0%	4.7%	3.3%

### 3rd Quarter 2023 Overall Sales for North America Q3/2023 vs. Q3/2022 (Jul 1 - Sep 30)

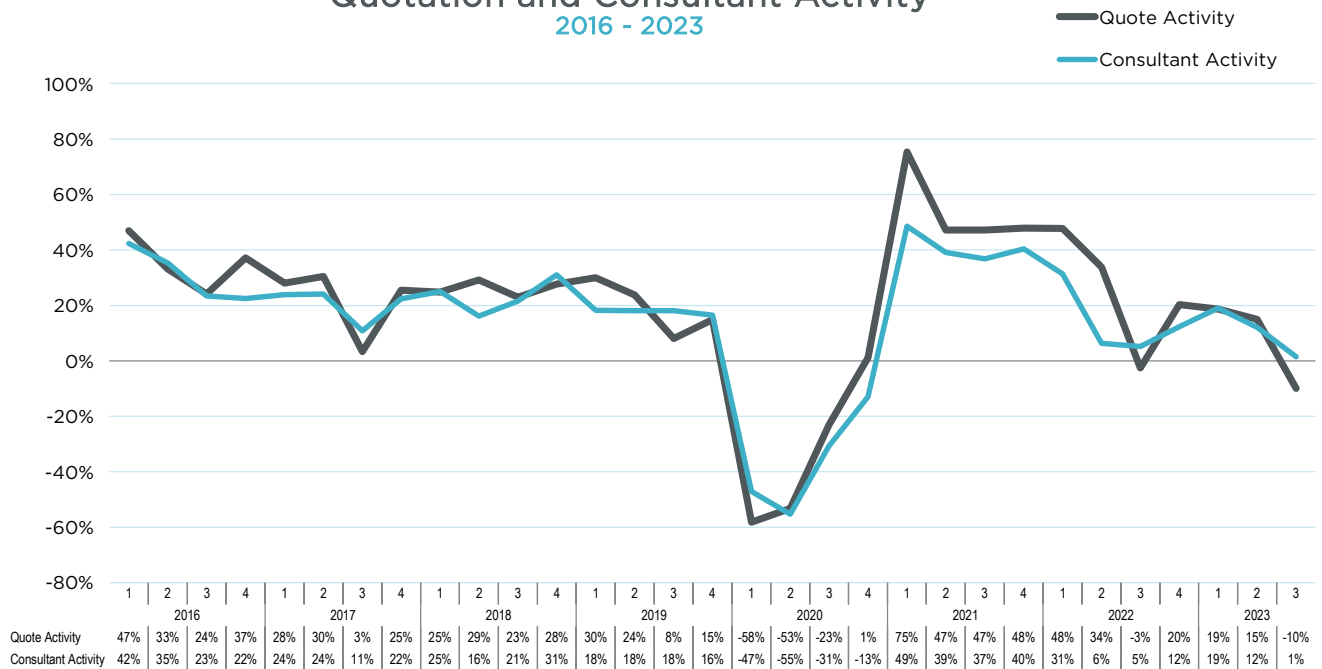


\*The overall industry sales growth is calculated using a weighted average based on the percentage of the total sales volume for the overall industry represented by the various sales categories: Equipment (77%), Supplies (6%), Tabletop (11%), and Furnishings (6%). Market numbers are based on the North American Association of Food Equipment Manufacturers (NAFEM) biennial "Size & Shape of the Industry" study.

## Overall Commercial Foodservice Sales Per Quarter for North America 2016 - 2023



## Quotation and Consultant Activity 2016 - 2023



Note: This graph reports the difference between those reporting more activity vs. those reporting less activity.



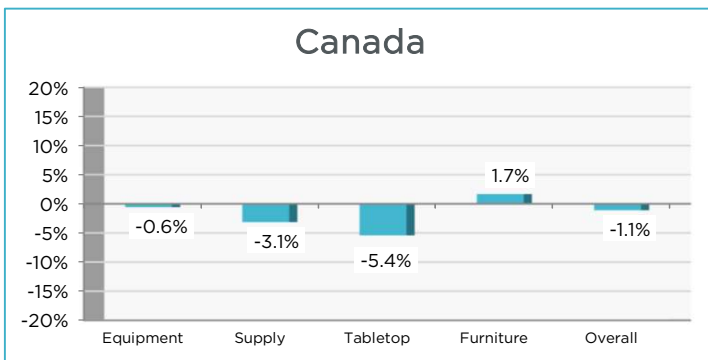
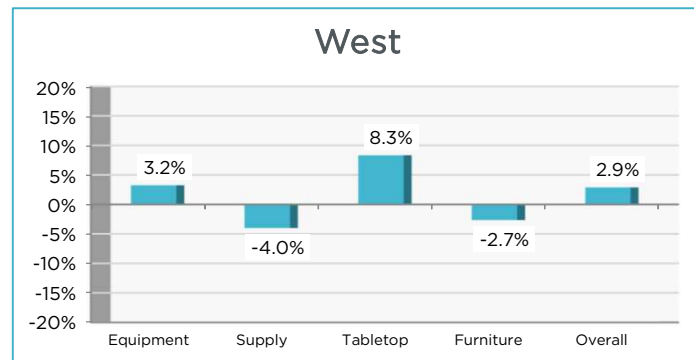
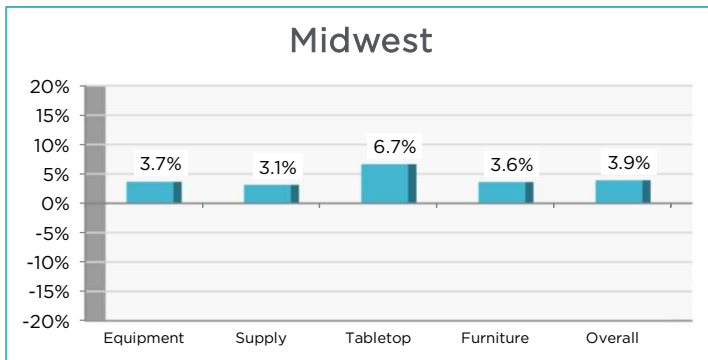
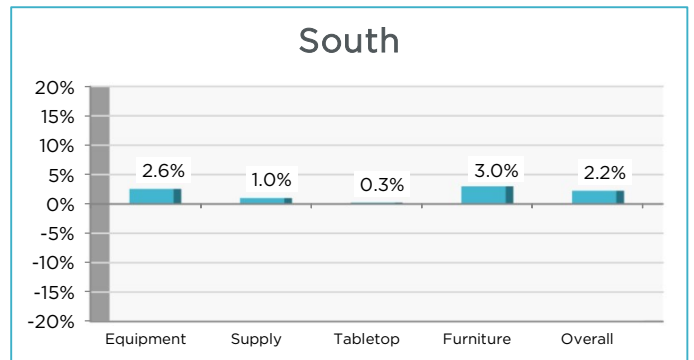
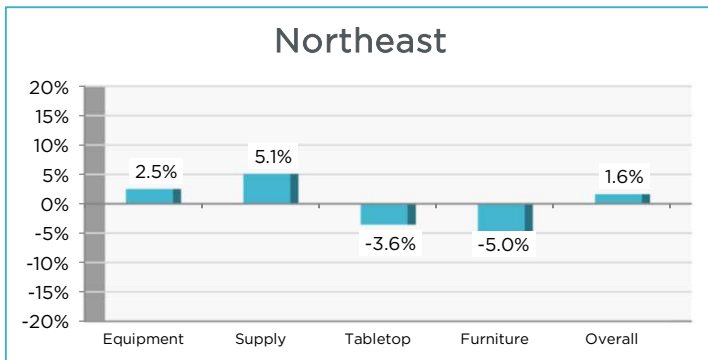
Q4/23 vs. Q4/22 Sales Percentage Change Forecast by Region  
 4th Quarter 2023 compared to 4th Quarter 2022 (Oct 1 - Dec 31)

Northeast	South	Midwest	West	Canada
2.6%	5.2%	2.4%	0.2%	-2.3%

2023 vs. 2022 Overall Sales Forecast by Region  
 Compared to Overall Sales for 2022

Northeast	South	Midwest	West	Canada
6.4%	6.4%	4.8%	4.5%	7.9%

3rd Quarter 2023 Sales Percentage Change by Region  
 3rd Quarter 2023 compared to 3rd Quarter 2022 (Jul 1 - Sep 30)



**NORTHEAST includes the states:**

CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT

**SOUTH includes the states:**

AL, AR, FL, GA, LA, MS, NC, OK, SC, TN, TX

**MIDWEST includes the states:**

IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

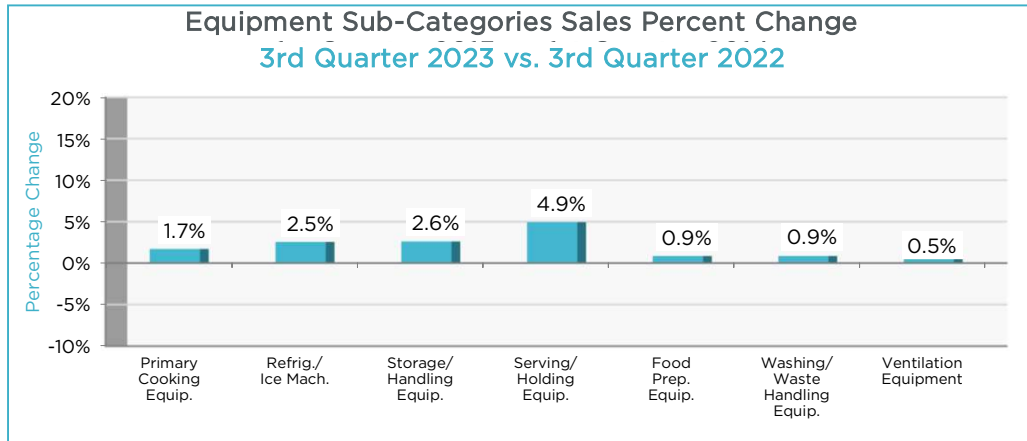
**WEST includes the states:**

AK, AZ, CA, CO, HI, ID, MT, OR, NM, NV, UT, WA, WY

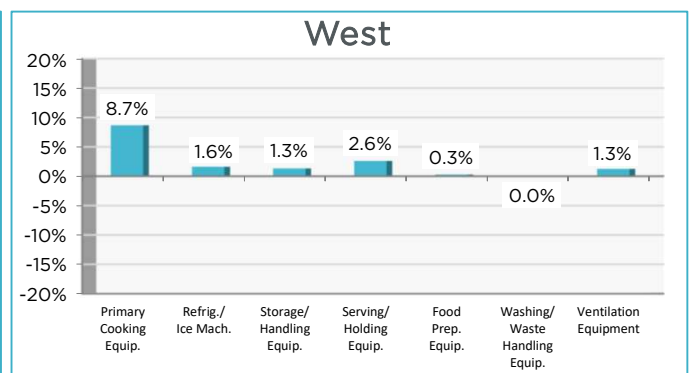
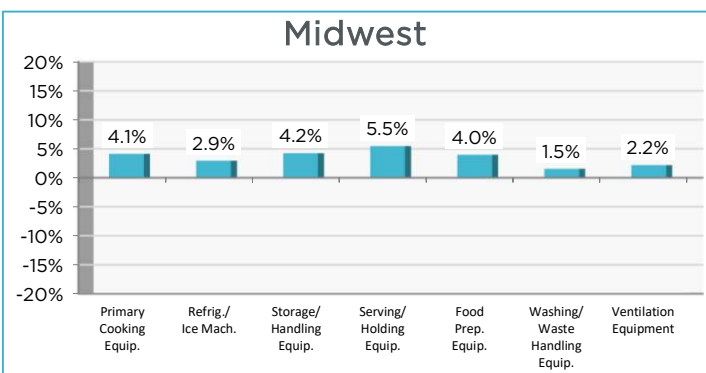
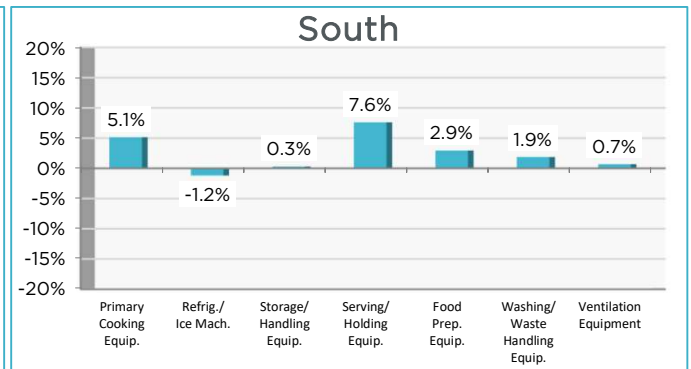
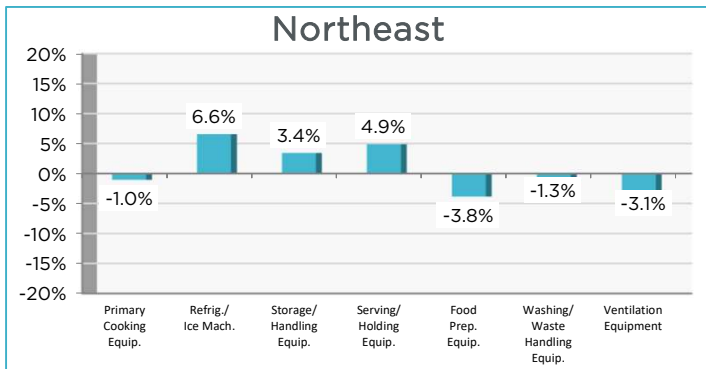
**CANADA includes all provinces and territories in Canada.**

\*The overall industry sales growth is calculated using a weighted average based on the percentage of the total sales volume for the overall industry represented by the various sales categories: Equipment (77%), Supplies (7%), Tabletop (10%), and Furnishings (6%). Market numbers are based on the North American Association of Food Equipment Manufacturers (NAFEM) biennial "Size & Shape of the Industry" study.





### Equipment Sub-Categories Sales Percent Change by Region 3rd Quarter 2023 compared to 3rd Quarter 2022 (Jul 1 - Sep 30)



**NORTHEAST includes the states:**

CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT

**SOUTH includes the states:**

AL, AR, FL, GA, LA, MS, NC, OK, SC, TN, TX

**MIDWEST includes the states:**

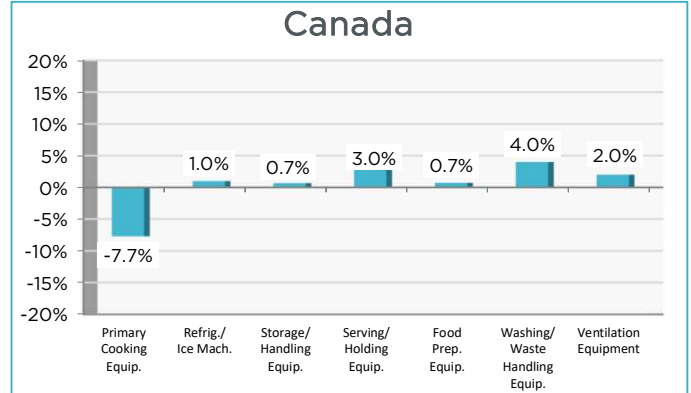
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

**WEST includes the states:**

AK, AZ, CA, CO, HI, ID, MT, OR, NM, NV, UT, WA, WY

**CANADA includes all provinces and territories in Canada.**

\*The equipment sub-category sales growth is calculated using a weighted average based on the percentage of the equipment sub-category sales volume represented by the various sales categories: Primary Cooking (25%), Refrigeration/Ice Machines (32%), Storage/Handling (9%), Serving (16%), Food Prep (7%), Warewashing (11%) from the (NAFEM) biennial "Size & Shape of the Industry" study. Ventilation not weighted.



PLEASE NOTE: The Business Barometer Report is compiled for the exclusive use of the participating companies and MAFSI members. Oral or written disclosure or publication of the confidential aggregate report, in whole or in part, by the participating companies or MAFSI staff to anyone other than authorized participating companies is expressly prohibited.





Many thanks to the firms that participated in this quarter's MAFSI Business Barometer:

4 Star Reps, Inc.	HRI, Inc.	Professional Reps
AFS Anderson Foodservice Solutions	Johnson Pike & Associates, Inc.	R. Henry & Associates
Agences Hamilton Agencies	Kain McArthur	Raleigh W. Johnson & Company
Allied Technologies Food Equipment	Kaufmann & Associates	Schmid-Dewland Associates
Beacon Sales Group LLC	KBC Specialty Products, Inc.	Schmid-Wilson Group
Bob Waite & Associates	Kelly-Mincks	Simpson-Wilson, Ltd.
Celco Inc.	KLH Marketing, Inc.	Southwest Foodservice Equipment Marketing
CMA Foodservice Solutions	Link2 Hospitality Solutions	stage KOLSTAD associates
Collis Group, Inc.	LRM Rep Group	The Daly & DeRoma Group, Inc.
Copperfield Agencies Limited	Lund-Iorio, Inc.	The Pantano and Pinilla Agency, Inc.
Dedicated Foodservice Solutions LLC	Mirk Group	The Redstone Group
DJ Marketing & Associates	ONE SOURCE REPS	Thormann Associates
DRC Marketing Group	P3Reps-NNY/Lake Effect	TLC Marketing Inc.
Equipment Preference, Inc. (E.P.I.)	Paglio & Associates, Inc.	Total Tabletop Plus
Equipment Solutions, Inc.	PB & J Commercial Agents	Tri-State Marketing Associates
Ettinger-Rosini / Waypoint	PBAC & Associates LTD	Vader & Landgraf, Inc.
Finn Foodservice	Pecinka Ferri Associates	Viola Group
Florida Agents, Inc.	Performance Reps Northwest, Inc.	Voeller & Associates, Inc.
FOCUS Hospitality Sales	Permul Ltd.	W. D. Colledge Co., Ltd.
Food Service Solutions Inc.	Preferred Marketing Agents, Inc.	Walter Zebrowski Associates
Gabriel Group LLC	Pro Reps West - Southern CA Office	Wyllie Marketing
Greenwald Sales & Marketing, LLC	Pro-Quip Foodservice Equipment & Supplies Incorporated	YES Group, Inc
Hanna-Young & Associates - Region 18	Professional Manufacturers Representatives, Inc. (PMR)	Zink Foodservice
Hollander Company		





# Business Barometer Category Product List

MAIN CATEGORIES	
<b>Equipment</b> <b>Please note:</b> as of Q315, "Thermometers and Temperature Monitoring Devices" (previously in Food Preparation Equipment) are now in Supplies.	Food Preparation Equipment, Janitorial & Sanitation Equipment, Primary Cooking Equipment, Refrigeration & Ice Machines, Serving & Holding Equipment, Storage & Handling Equipment, Ventilation, Warewashing, Waste Handling Equipment
<b>Supplies</b> <b>Please note:</b> as of Q315, "Menu and Message Boards" (previously calculated in Supplies) are now in Furniture.	Barware, Bakeware, Bins, Bus/Tote Boxes, Buckets (Ice & Wine), Buffetware, Can Openers, Chef Apparel/Shoes, Cleaning Tools, Colanders, Cookware/Pans/Pots, Cutting Boards, Knives/Cutlery Blocks/Sharpeners, Mixing Bowls, Storage Containers, Thermometers/Temperature Measurement/Food Safety, Textiles (Kitchen), Utensils/Tools (Kitchen)
<b>Tabletop</b>	Baskets, Beverage Pitchers/Servers, Candle Holders/Lamps, Candle & Chafing Fuel, Carafes/Decanters, Chafers, Covers, Dinnerware, Drinkware, Flatware, Glassware/Stemware, Linens (Napkins & Tablecloths/Covers), Menu Covers, Salt & Pepper Shakers, Serving Bowls/Plates, Servingware, Trays, Tray Stands
<b>Furniture</b>	Bars (Stationary & Mobile), Benches, Booths, Cabinets (Decor), Chairs, Coat Racks, Drive -Thru/Pass-Thru Windows, Heaters (Patio/Outdoor), Hostess Stands, Menu/Message Boards, Railings & Railings Fittings, Signs/Signage, Stools, Tables, Table Bases, Table Tops, Umbrellas
SUB-CATEGORIES	
<b>Primary Cooking Equipment</b>	Braising Pans, Broilers, Charbroilers, Cook-Chill Systems, Fryers, Griddles, Grills, Hot Dog Grills/Rollers, Microwaves, Oil Filtration Systems, Ovens, Panini Grills, Pasta Cookers, Ranges, Rice Cookers, Smokers, Steam Jacketed Kettles, Steamers, Tilting Skillets, Toasters, Waffle Bakers/Crepe Equipment
<b>Refrigeration &amp; Ice Machines</b>	Air Curtains, Blast Chillers, Compressors, Condensers & Evaporators, Coolers, Doors (Walk-In/Insulated), Drop-In Pan Chillers, Freezers, Ice Cream Cabinets, Ice Machines, Refrigeration, Slush/Smoothie Machines, Soft-Serve Ice Cream/Yogurt Machines, Water Filter Systems
<b>Storage &amp; Handling Equipment</b>	Cabinets, Carts, Conveyor Systems, Covers, Dispensers (non-food), Dollies (Can, Dish, Rack), Food & Ingredient Canisters & Containers, Hand Trucks/Utility Trucks, Meal Delivery Systems, Racks, Receiving Scales, Shelving, Work Tables (Bakers, Cooks, Makeup, Prep, etc.)
<b>Serving &amp; Holding Equipment</b>	Beer Systems, Beverage Dispensers, Carving Stations, Coffee Equipment, Display/Merchandisers, Food Dispensers, Food Shields, Heat Lamps, Kiosks/Mobile Serving Units, Salad/Food Bars, Serving/Buffer Lines, Serving Carts, Soda Fountains, Soup Kettles/Servers, Steam Tables/Hot-Food Tables/Bain Marie, Tea Brewers, Warmers
<b>Food Preparation Equipment</b>	Blenders, Breaders, Bread Slicers, Choppers (Dicers, Graters, Peelers, Non-Bread Slicers), Dough Preparation Equipment, Food Processors, Juice Extractors/Juicing Equipment, Meat Saws, Meat Tenderizers/Marinators, Mixers, Mixer Stands & Tables, Pasta Makers, Popcorn Carts/Machines, Salad/Vegetable Washers & Dryers, Scales, Slicers, Timers, Vacuum-Pack Machines
<b>Warewashing &amp; Waste Handling Equipment</b> <b>Please Note,</b> as of Q416, Sanitation Equipment is included under Janitorial and Sanitation Equipment.	Booster Heaters, Can & Bottle Crushers, Can Washers, Drainboards, Faucets/Spray Units/Washers/Hoses, Flatware-Handling/Recovery Systems, Floor Troughs & Drains, Mats (Anti-Fatigues, Bar, Rubber, etc.), Pulpers & De-Water Equipment, Racks (Warewashing/Dishwashing Racks), Sinks, Tables (Dish), Warewashing/Dishwashing Machines, Waste Bins/Recycling, Waste Compactors, Waste Disposal Systems
<b>Ventilation</b>	Appliance Connectors, Grease/Exhaust Filters, Grease Interceptors, Fire Suppression Systems/Fire Extinguishers, HVAC - Exhaust Systems, Fans, Utility Distribution Systems, Ventilation & Hoods
Janitorial & Sanitation Lines	
<b>Janitorial &amp; Sanitation Equipment</b>	Air Blowers/Carpet Dryers, Air Filtration Equipment, Bathroom Faucets and Faucet Systems, Bathroom Stall Doors, Dehumidifying Equipment, Eye Wash Stations, Pressure Washing Systems, Restroom Partitions/Stalls, Floor Scrubbers, Sinks, Toilets, Toilet Flushing Systems, Urinals
<b>Janitorial &amp; Sanitation Supplies</b>	Baby Changing Stations, Brooms, Dusts Mops, etc., Brushes (Equipment Cleaning Brushes, Scouring Pads, etc.), Carpet Sweepers, Vacuums, Floor & Carpet Care Products, Carts (Janitorial), Cloths Microfiber, Hand Dryers, Mops, Buckets & Pails, Odor Control Chemicals & Devices, Paper Towel Dispensers, Soaps and Hand Sanitizers, Soap Dispensers, Stall Storage Systems, Toilet Paper and Sanitary Dispensers
<b>Disposables</b>	Disposable: Catering Trays and Serving Ware, Cloths Non-Woven, Concession Food Bags, Eco-Friendly Cups, Bowls, Flatware, Lids and Plates, Deli Food Safety Labels, Food Trays & Lids, Foam Food Cups, Bowls and Plates, Gloves, Garbage Bags, Paper Napkins, Paper Cups, Lids and Plates, Placemats (Disposable), Plastic Barware, Plastic Cups, Plates and Lids, Plastic Flatware, Take-Out Containers, Trash Can Liners