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# 2025

MAFSI **FOODSERVICE INDUSTRY MARKET FORECAST REPORT**



# MAFSI Foodservice Industry Market Forecast Report for 2025

All numbers reported are for North America



Overall Sales Forecast 2025 vs. 2024	
Equipment	2.8%
Supplies	3.0%
Tabletop	2.5%
Furniture	1.3%
Overall Sales	2.7%

Equipment Sub-Categories Sales Forecast 2025 vs. 2024	
Primary Cooking Equipment	1.7%
Refrigeration & Ice Machines	2.8%
Storage & Handling Equipment	2.3%
Serving Equipment	3.9%
Food Preparation Equipment	3.9%
Warewashing	3.1%
Ventilation	3.2%

Jan/San Sales Forecast 2025 vs. 2024	
Janitorial & Sanitation Equipment	1.9%
Janitorial & Sanitation Supplies	4.4%
Disposables	2.5%

Quoting Forecast 2025 vs. 2024	
More activity	53.2%
No change	21.0%
Less activity	25.8%

Consultant Forecast 2025 vs. 2024	
More activity	44.3%
No change	37.7%
Less activity	18.0%

Rep Firm Lines Increase or Decrease in the last 12 Months	
More lines	55.9%
No change	30.5%
Less Lines	13.6%

2025 Fastest Growing Segments ranking order of most growth to least	
Schools (K-12)	1
Healthcare	2
Chain Accounts	3
Convenience Stores	4
Independent Operators	5
Colleges and Universities	6
Business and Industry	7
Hotel/Motel	8
Contract Feeders	9
Casinos/Gaming	10
Sports Venues	11
Commissaries/Food Process	12
Country Clubs	13
Supermarkets	14
Fine Dining	15
Military	16
Corrections	17
Theme Parks	18
Cruise Ships	19
Bakeries	20
International/Export	21

Rep Firm Staff Change Actual 2024	
Added staff in 2024	55.0%
No staff change in 2024	38.3%
Decreased staff in 2024	6.7%

Rep Firm Staff Change Forecast 2025	
Adding staff in 2025	60.0%
No staff change in 2025	36.7%
Decrease in staff in 2025	3.3%

MAFSI is a 77 year-old non-profit trade association comprised of 240+ independent manufacturers' representative sales companies and 200+ manufacturing companies in North America selling, marketing, and producing commercial foodservice equipment, supplies, tabletop, and furnishings.

Representing over 2,400 sales and marketing professionals and manufacturing executives across North America; MAFSI provides market forecasting, networking and partnership opportunities, industry stewardship, education and resources, and member advocacy for the \$14.5 billion commercial non-foods industry. MAFSI is everywhere food is. And everywhere you are. Spanning North America, feeding 300 million people and changing an industry.

We thank our representative members not only for their contributions to this report, but for the hard work and pride they bring to this industry each and every day.