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2026

MAFSI FOODSERVICE INDUSTRY MARKET FORECAST REPORT



MAFSI Foodservice Industry Market Forecast Report for 2026



All numbers reported are for North America

Overall Sales Forecast 2026 vs. 2025	
Equipment	4.5%
Supplies	5.0%
Tabletop	4.0%
Furniture	1.9%
Overall Sales	4.3%

Equipment Sub-Categories Sales Forecast 2026 vs. 2025	
Primary Cooking Equipment	4.1%
Refrigeration & Ice Machines	4.3%
Storage & Handling Equipment	4.5%
Serving Equipment	4.9%
Food Preparation Equipment	5.0%
Warewashing	4.9%
Ventilation	3.3%

Jan/San Sales Forecast 2026 vs. 2025	
Janitorial & Sanitation Equipment	1.0%
Janitorial & Sanitation Supplies	4.5%
Disposables	4.2%

Quoting Forecast 2026 vs. 2025	
More activity	46.2%
No change	33.3%
Less activity	20.5%

Consultant Forecast 2026 vs. 2025	
More activity	30.8%
No change	53.8%
Less activity	15.4%

Rep Firm Lines Increase or Decrease in the last 12 Months	
More lines	62.2%
No change	21.6%
Less Lines	16.2%

2026 Fastest Growing Segments ranking order of most growth to least	
Schools (K-12)	1
Healthcare	2
Chain Accounts	3
Convenience Stores	4
Colleges and Universities	5
Country Clubs	6
Business and Industry	7
Hotel/Motel	8
Supermarkets	9
Sports Venues	10
Contract Feeders	11
Corrections	12
Independent Operators	13
Bakeries	14
Commissaries/Food Process	15
Fine Dining	16
Casinos/Gaming	17
Military	18
Cruise Ships	19
Theme Parks	20
International/Export	21

Rep Firm Staff Change Actual 2025	
Added staff in 2025	52.8%
No staff change in 2025	36.1%
Decreased staff in 2025	11.1%

Rep Firm Staff Change Forecast 2026	
Adding staff in 2026	63.9%
No staff change in 2026	36.1%
Decrease in staff in 2026	0.0%

MAFSI is a 78 year-old non-profit trade association comprised of 220+ 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.