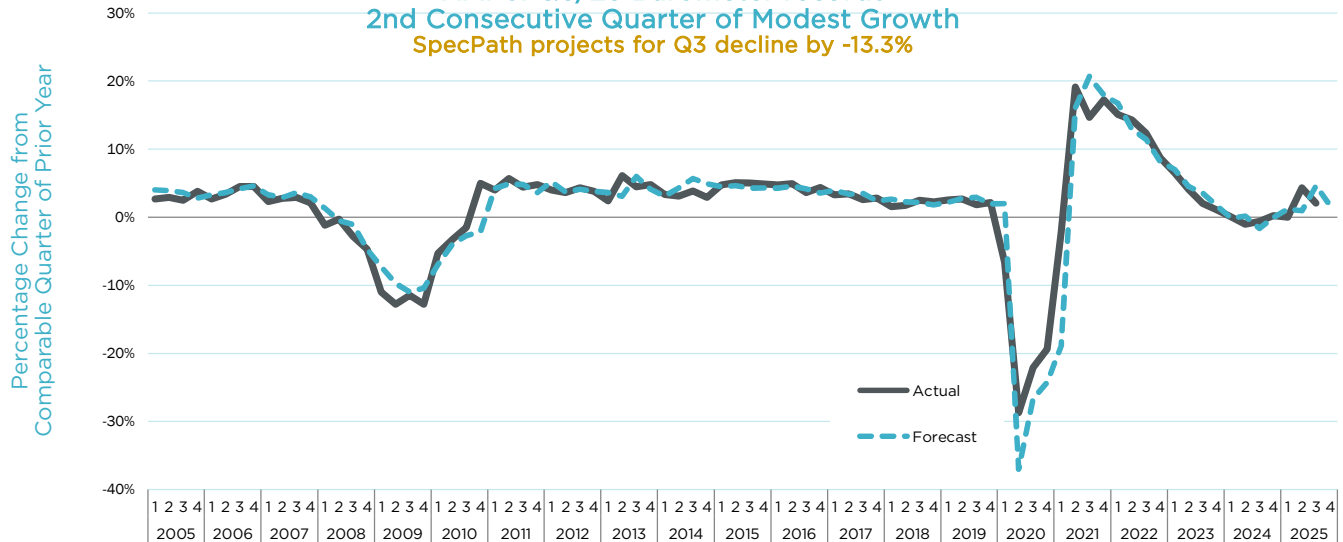


Overall Commercial Foodservice Sales Per Quarter for North America

2005 - 2025

**MAFSI Q3/25 Barometer records
2nd Consecutive Quarter of Modest Growth**
SpecPath projects for Q3 decline by -13.3%



MAFSI MBB records 2nd Consecutive Quarter of Modest Growth, SpecPath projects for Q3 decline by -13.3%

Q3/25 sales improved to +2.1% vs. +1.6% in Q2/25 and just short of the forecast of +2.7%. This was the second consecutive modest gain in quarterly sales.

Over the past 7 quarters, sales were 0.0%, -1.0%, -0.6%, +0.2%, 0.0%, +1.6%, and now +2.1%.

The market has moved to slightly positive ground after 15 months of negative growth.

By product category, sales were +3.3% Tabletop, +2.6% Furniture, +1.9% Equipment, and +1.5% Supply.

By region, Q3/25 Sales were Midwest +3.0%, South and Northeast +2.9%, Canada 0.7%, and West -1.4%.

Both Quoting and Consultant Activity declined as reps reported less volume. This dual decline is corroborated by data from MAFSI'S Spec Path which recorded 824 projects for Q3/25 vs. 950 in Q3/24, for a decline of -13.3%.

The forecast for Q4/25 is +1.7% and a preliminary forecast for calendar 2026 is optimistically set for +4.3%.

After a prolonged period of Stagflation, the market seems to be showing signs of modest growth. Fears of disruptive tariffs appear to be abating, the Energy Star Program looks like it might survive, and manufacturer's growth expectations are more modest.

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

Qtrly Sales Forecast for North America

Q4/25 vs. Q4/24

1.7%

Yearly Sales Forecast for North America

2026 vs. 2025

4.3%

2025 vs. 2024

2.7%

Quoting Activity for Q3/25 vs. Q2/25

More

27%

Less

39%

No Change

34%

Consultant Activity for Q3/25 vs. Q2/25

More

17%

Less

21%

No Change

62%

Jan San Sales for Q3/25 vs. Q3/24

Equipment

2.3%

Supplies

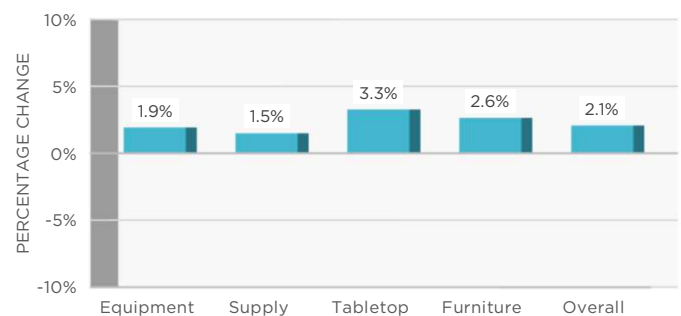
3.8%

Disposables

1.5%

3rd Quarter 2025 Overall Sales for North America

Q3/2025 vs. Q3/2024 (Jul 1 - Sep 30)



2026 vs. 2025 Sales Forecast by Product Category

Equipment

4.5%

Supply

5.0%

Tabletop

4.0%

Furniture

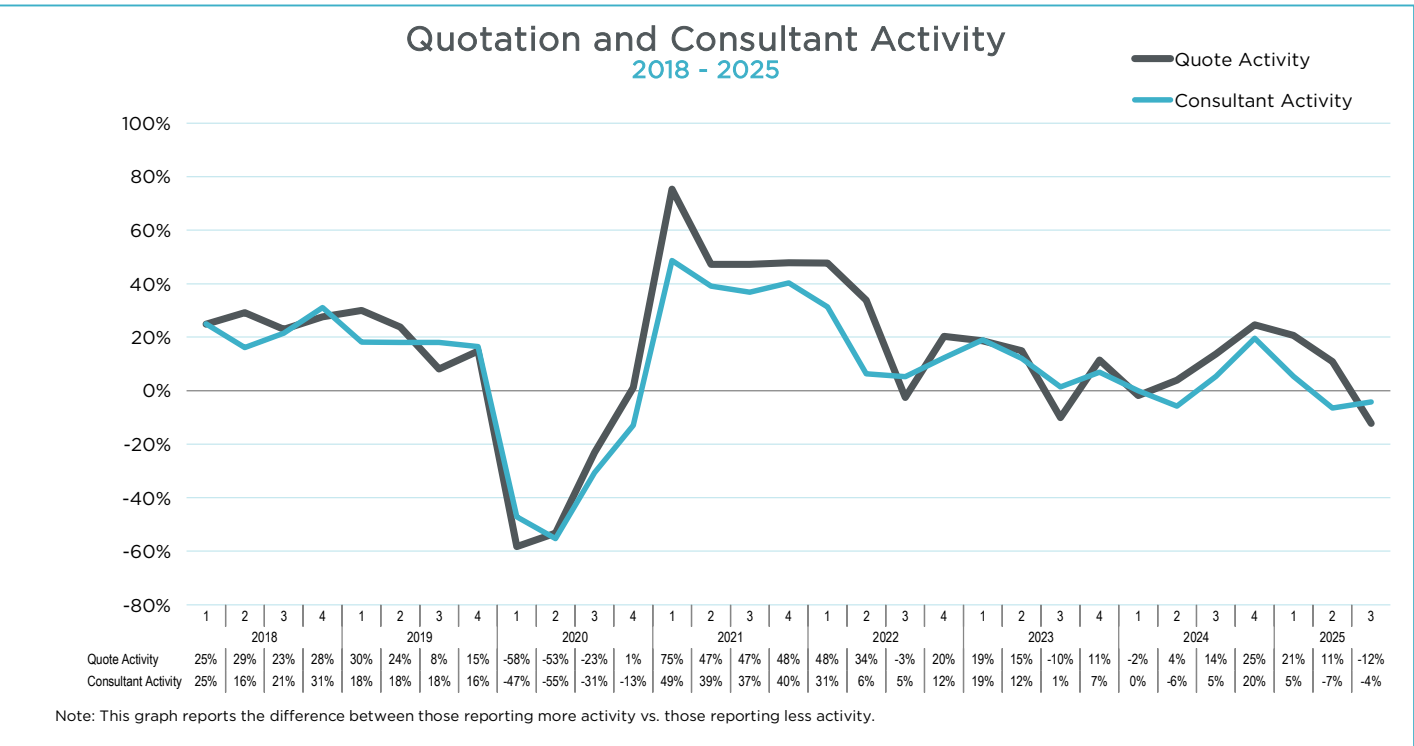
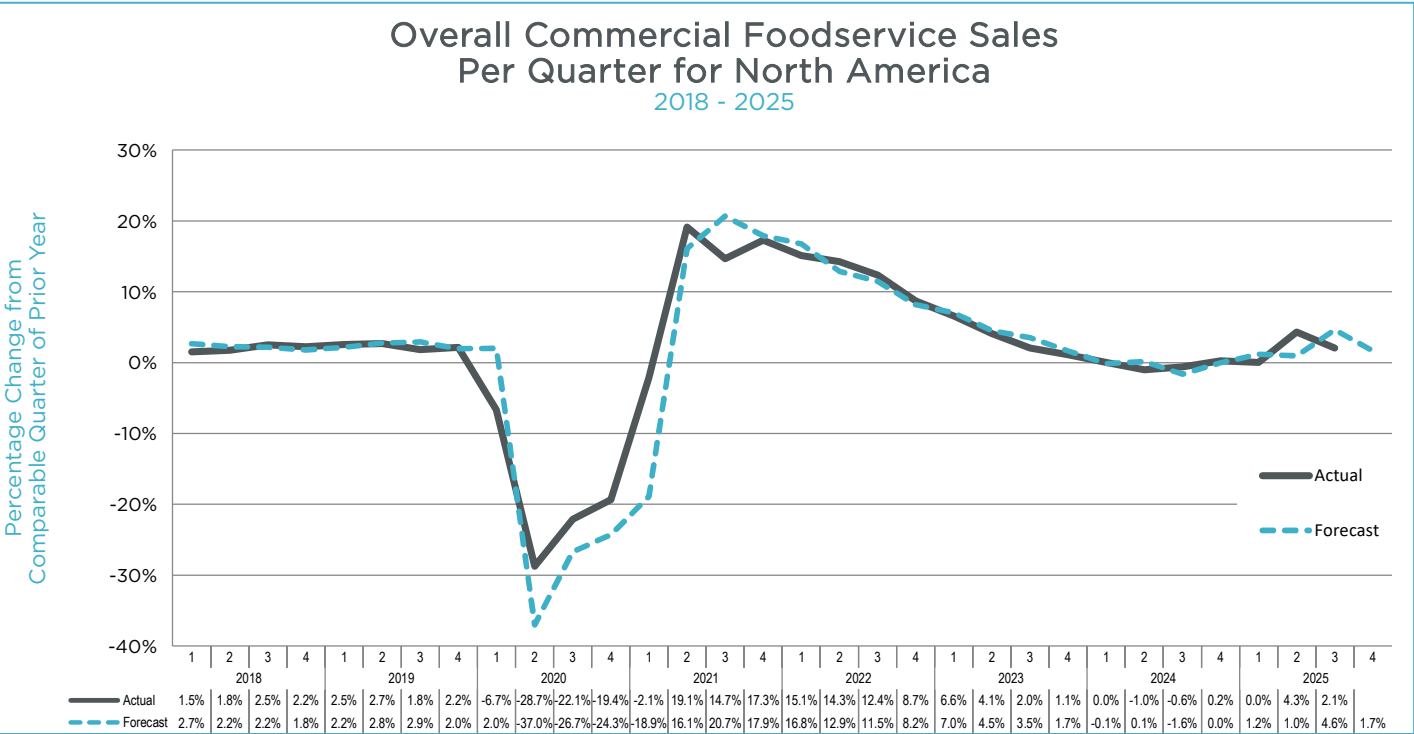
1.9%

*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.



Q3/2025 Foodservice Business Barometer

The commercial foodservice industry's most definitive non-food sales/trend indicator



Q4/25 vs. Q4/24 Sales Percentage Change Forecast by Region

4th Quarter 2025 compared to 4th Quarter 2024 (Oct 1 - Dec 31)

Northeast 1.6%	South 3.8%	Midwest 1.3%	West 1.1%	Canada 0.9%
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2026 vs. 2025 Overall Sales Forecast by Region

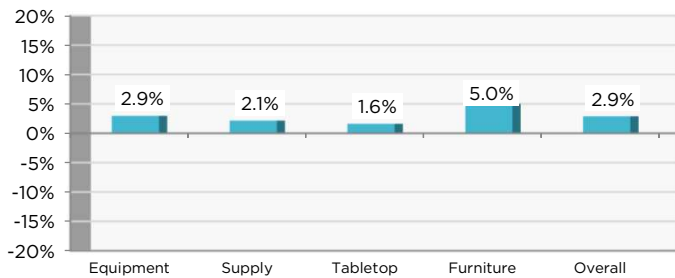
Compared to Overall Sales for 2025

Northeast 5.0%	South 1.3%	Midwest 5.3%	West 2.6%	Canada 6.4%
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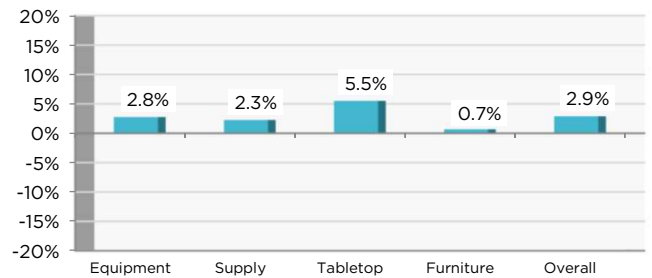
3rd Quarter 2025 Sales Percentage Change by Region

3rd Quarter 2025 compared to 3rd Quarter 2024 (Jul 1 - Sep 30)

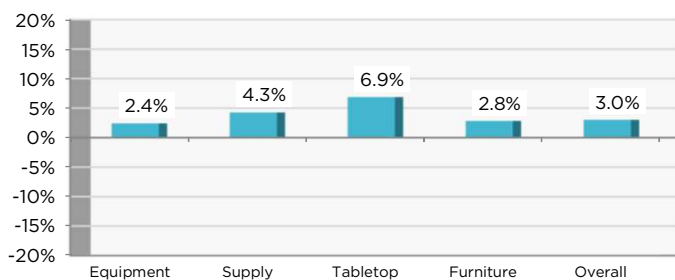
Northeast



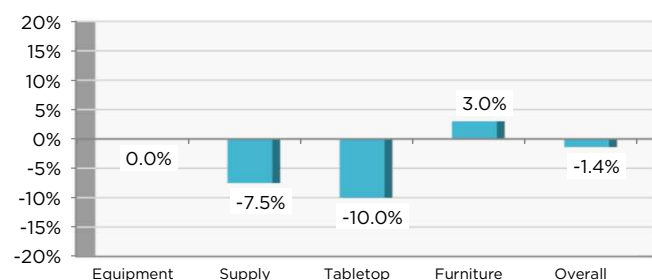
South



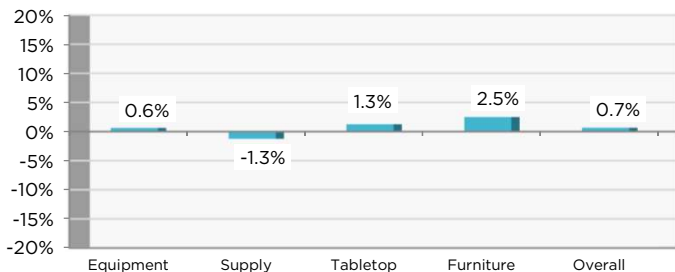
Midwest



West



Canada



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:

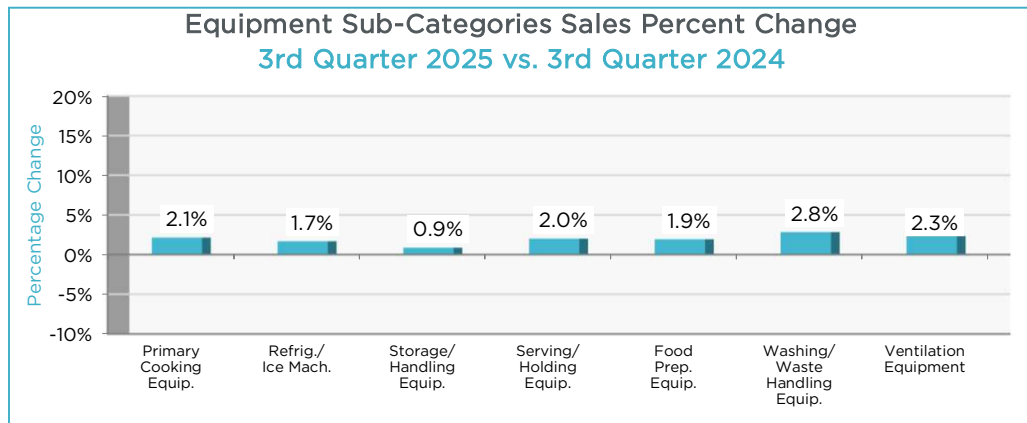
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

WEST includes the states:

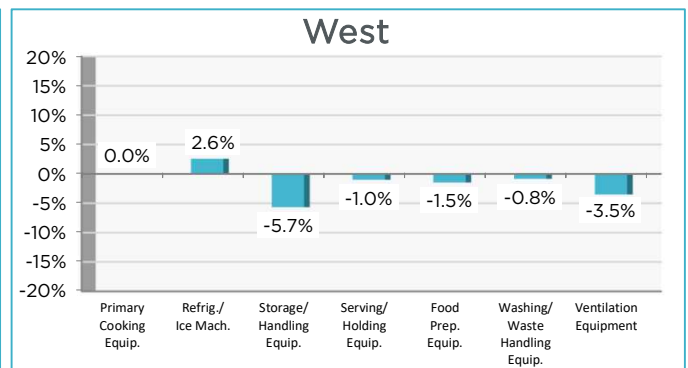
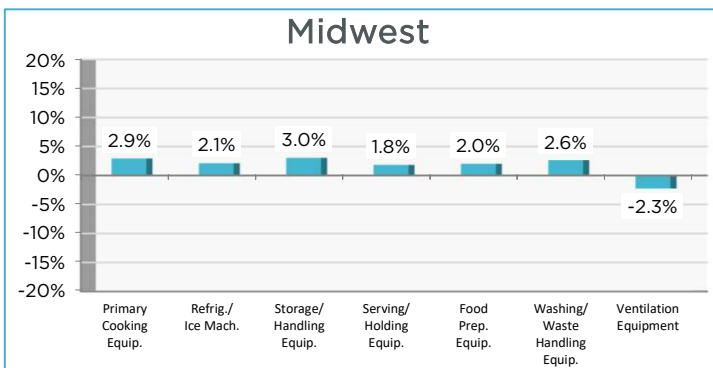
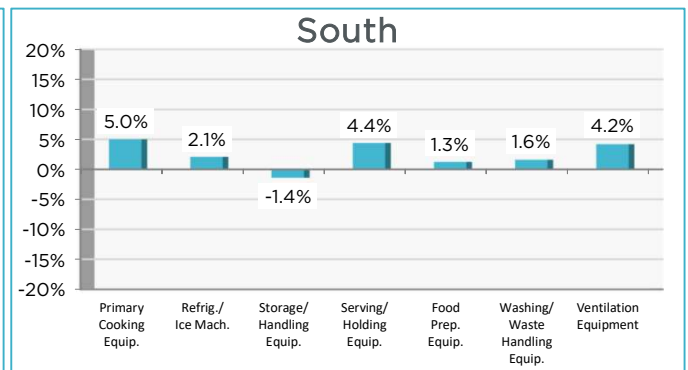
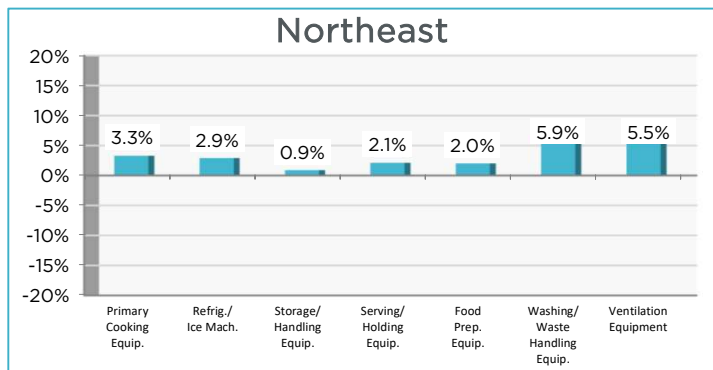
AK, AZ, CA, CO, HI, ID, MT, OR, NM, NV, UT, WA, WY

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 2025 compared to 3rd Quarter 2024 (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:

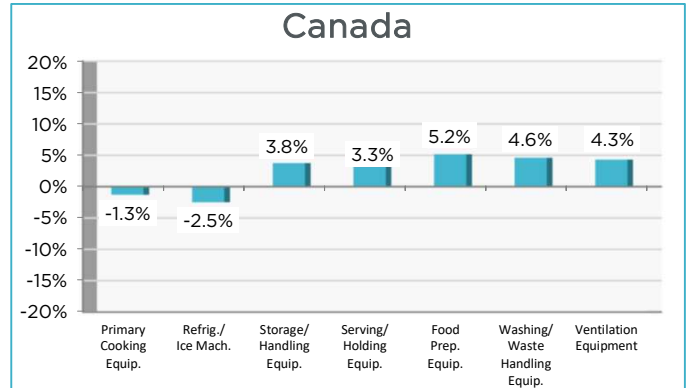
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

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.

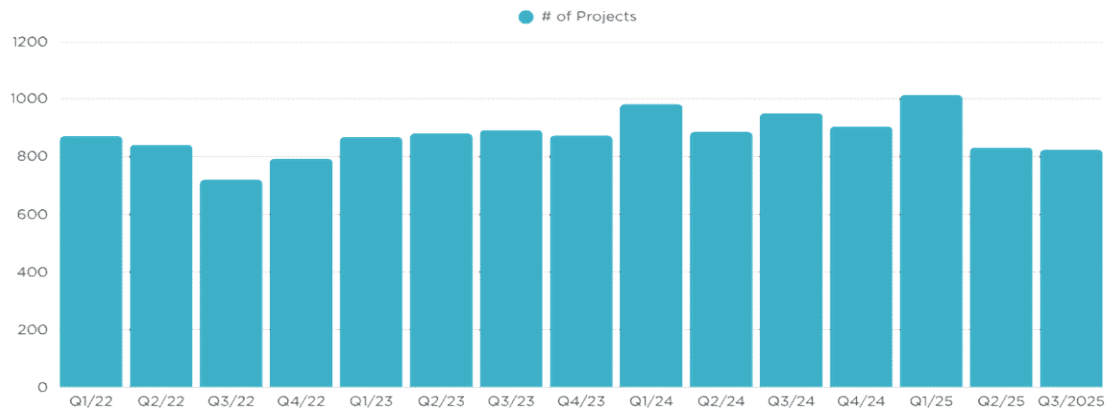
SPECPATH CONSTRUCTION PROJECTS

Q1/2022 to Q3/2025

mafsi.org/specpath



of Specified Projects by Quarter
2022-2025



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

4 Star Reps, Inc.	Hollander Company	Pro Reps West - Southern CA Office
AFS Anderson Foodservice Solutions	HRI, Inc.	Professional Reps
Agences Hamilton Agencies	Kain McArthur	R. Henry & Associates
Allied Technologies Food Equipment	Kelly-Mincks	Schmid-Dewland Associates
B Square Enterprises	Link2 Hospitality Solutions	Specialty Equipment Sales Company (SESCO)
Bob Waite & Associates	MAC Sales & Marketing LTD.	The Daly & DeRoma Group, Inc.
Chernoff Sales, Inc.	MarkeTeam Foodservice	The Pantano and Pinilla Agency, Inc.
Chrane Foodservice Solutions	Mid-West Associates	Thormann Associates
Collis Group, Inc.	Midwest Professional Reps, Inc.	Total Tabletop Plus
Copperfield Agencies Limited	ONE SOURCE REPS	Tri-State Marketing Associates
DJ Marketing & Associates	P3Reps-NNY/Lake Effect	Vader & Landgraf, Inc.
Elevate Foodservice Group	PB & J Commercial Agents	Viola Group
Equipment Preference, Inc. (E.P.I.)	PBAC & Associates LTD	Voeller & Associates, Inc.
Food Equipment Representatives	Performance Reps Northwest, Inc.	W. D. Colledge Co., Ltd.
Food Service Solutions Inc.	Permul Ltd.	Walter Zebrowski Associates
Greenwald Sales & Marketing, LLC	Preferred Marketing Agents, Inc.	Zink Foodservice
High Sabatino Associates		

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.

MAIN CATEGORIES	
Equipment Please note: 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
Supplies Please note: 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)
Tabletop	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
Furniture	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	
Primary Cooking Equipment	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
Refrigeration & Ice Machines	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
Storage & Handling Equipment	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.)
Serving & Holding Equipment	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
Food Preparation Equipment	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
Warewashing & Waste Handling Equipment Please Note, 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
Ventilation	Appliance Connectors, Grease/Exhaust Filters, Grease Interceptors, Fire Suppression Systems/Fire Extinguishers, HVAC - Exhaust Systems, Fans, Utility Distribution Systems, Ventilation & Hoods
Janitorial & Sanitation Lines	
Janitorial & Sanitation Equipment	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
Janitorial & Sanitation Supplies	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
Disposables	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