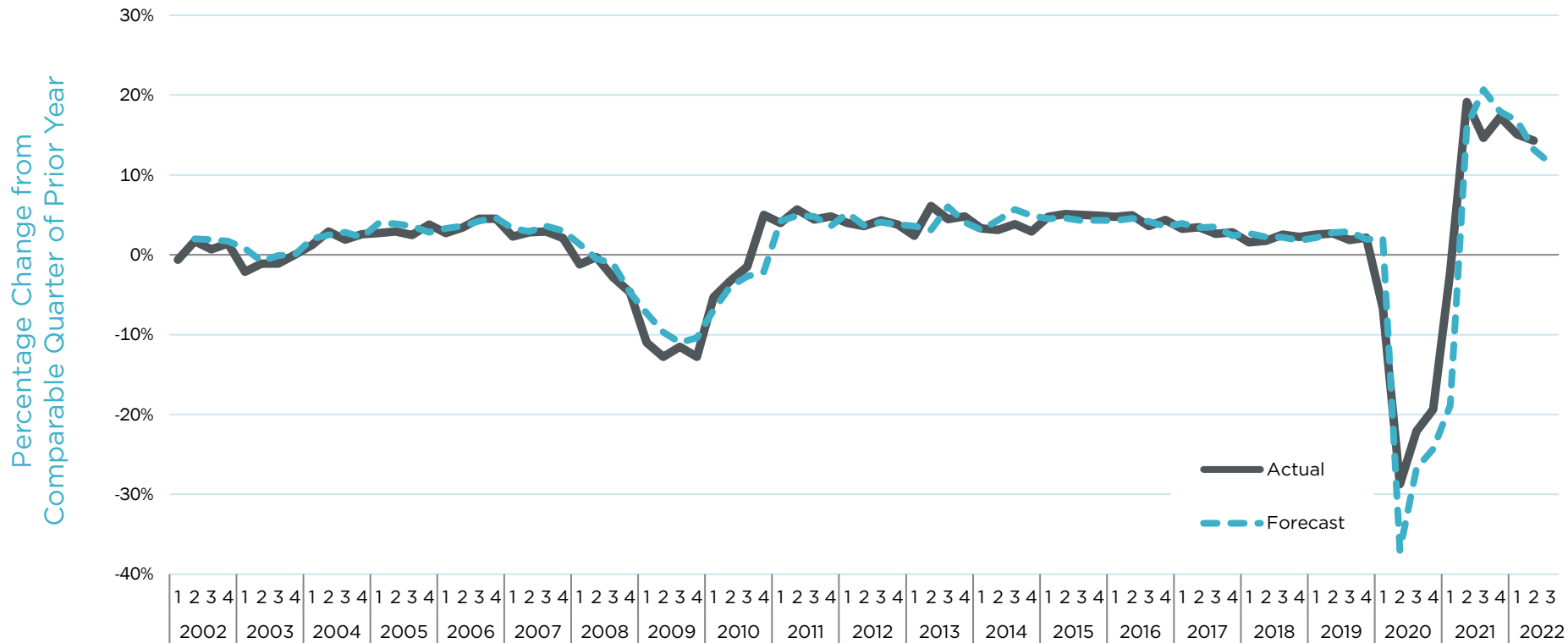




# Q2/2022 Foodservice Business Barometer Report

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

## Overall Commercial Foodservice Sales Per Quarter for North America Q2/22 Sales Continue Strong but Moderating; Industry Normalizing as COVID Impact Abates



### Q2/22 Sales Continue Strong but Moderating; Industry Normalizing as COVID Impact Abates

Overall sales for Q2/22 continued strong with an increase of +14.3%. This represents the third consecutive quarter of ebbing growth, while still double-digit, having receded from +17.3% in Q4/21, +15.2% in Q1/22, +14.3% in Q2/22, and down from a record high of +19.1% in Q2/21.

The forecast for the past 5 quarters has declined from +20.7%, +17.9%, +16.8%, +13.2% and now to +11.5%. Clearly the exuberance of the Foodservice Equipment & Supply climate is continuing to "normalize". For reference, the industry has historically operated within a range of 1% to 5% growth over the long run.

The breakdown for Q2/22 overall sales was +15.5% Tabletop, +14.8% Equipment, +13.3% Supplies, and +7.1% Furniture. By Region Canada led the way with +17.9% growth, the Northeast at +15.2%, Midwest +14.2%, the West at +12.9%, and the South at +10.3%.

Softening at the Consultant Specification level has once again been noted as "More Consultant Activity" has declined from 57% to 49% to 27% over the past

Clearly what is occurring is that the "COVID Bubble" is gradually passing through the system, both in terms of the initial shutdown of our marketplace and the subsequent surge of unprecedented demand and resultant depressed comparable when the market reopened.

Advanced ordering of projects and attempts to place large stock orders for products in short supply as well as to beat large and frequent price increases have subsided as lead times have improved and demand for products slowed down.

Rising interest rates intended by the Fed to cool inflation, lowered gasoline prices, full employment, continued labor shortages, improving supply chain matters, and lowering concerns of a recession are all issues to watch as we gradually return to stability.

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

#### Qtrly Sales Forecast for North America

Q3/22 vs. Q3/21

11.5%

#### Yrly Sales Forecast for North America

2022 vs. 2021

11.3%

2021 vs. 2020

6.0%

#### Quoting Activity for Q2/22 vs. Q1/22

More

47%

Less

14%

No Change

39%

#### Consultant Activity for Q2/22 vs. Q1/22

More

23%

Less

16%

No Change

61%

#### Jan San Sales for Q2/22 vs. Q2/21

Equipment

9.6%

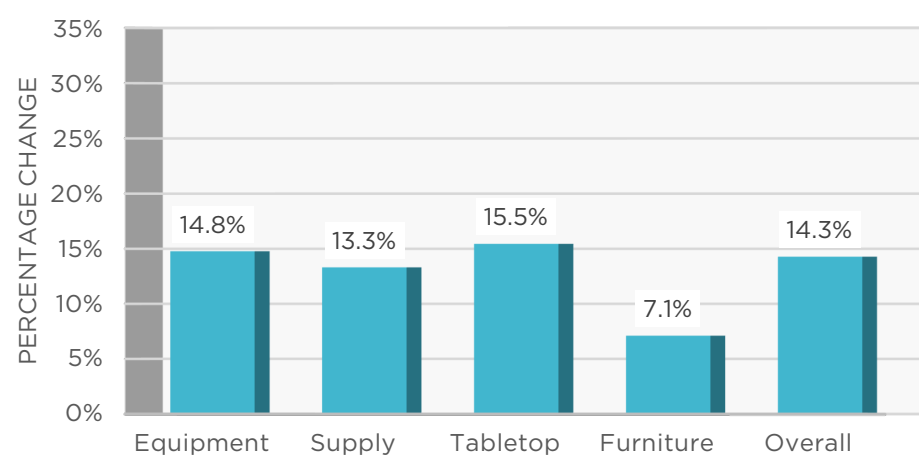
Supplies

10.6%

Disposables

7.0%

### 2nd Quarter 2022 Overall Sales for North America Q2/2022 vs. Q2/2021 (Apr 1 - Jun 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.

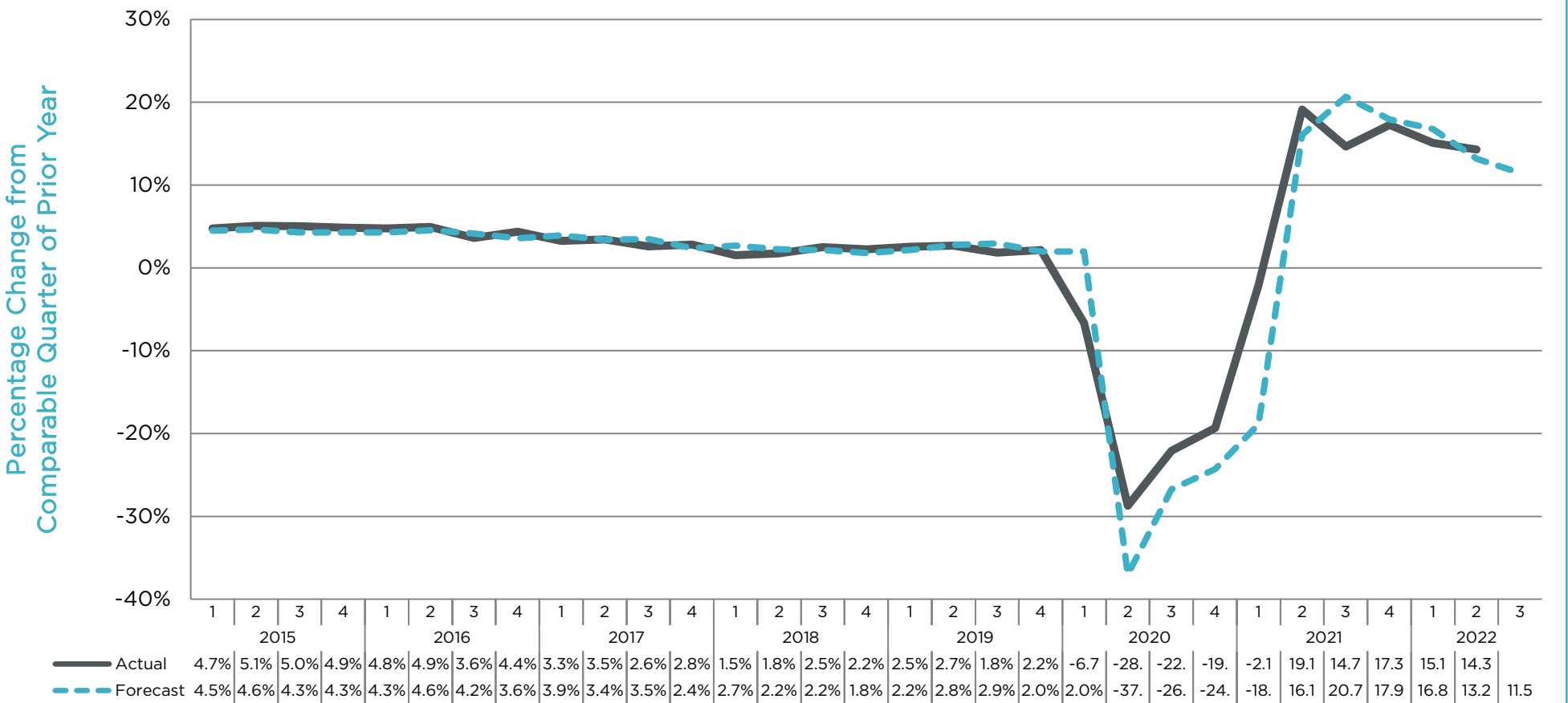




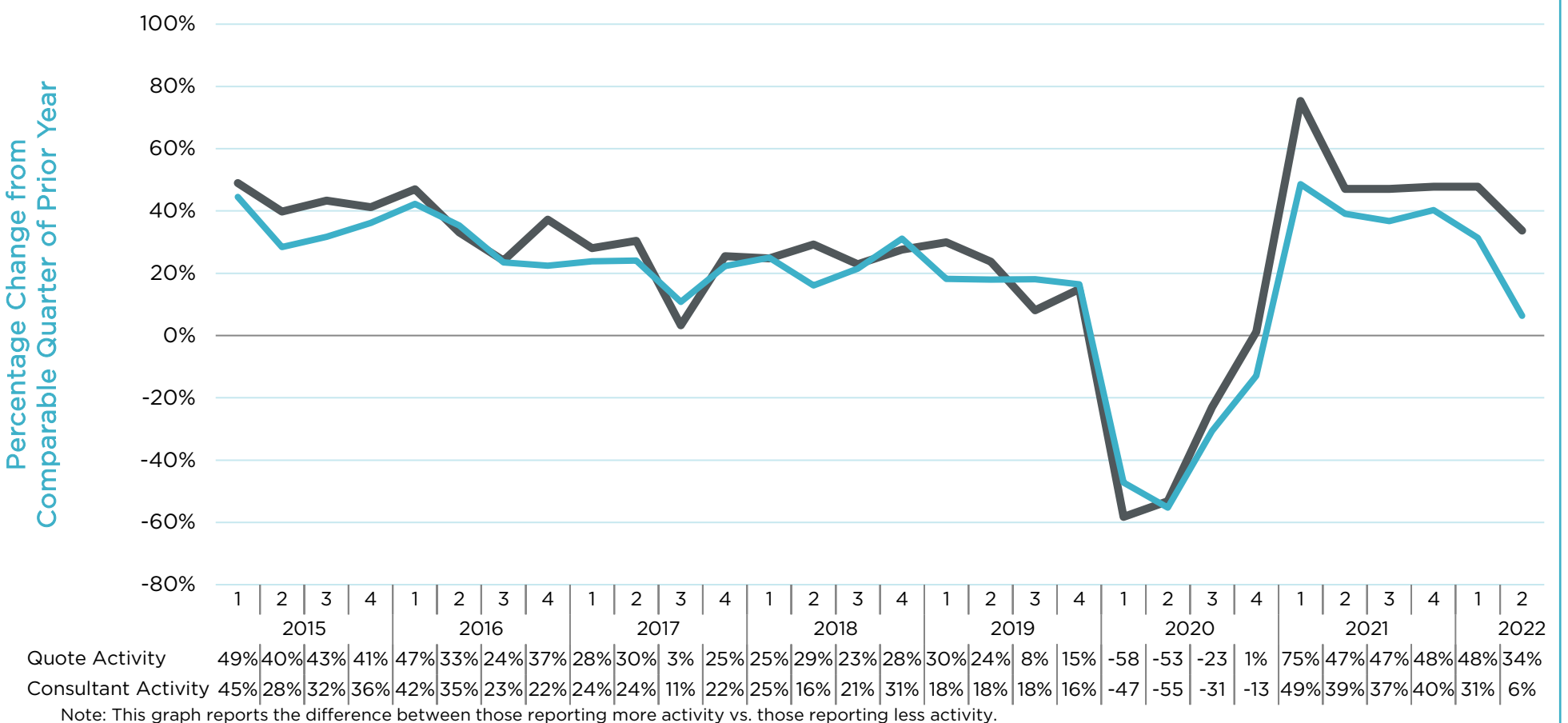
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## Overall Commercial Foodservice Sales Per Quarter for North America 2014 - 2021



## Quotation and Consultant Activity



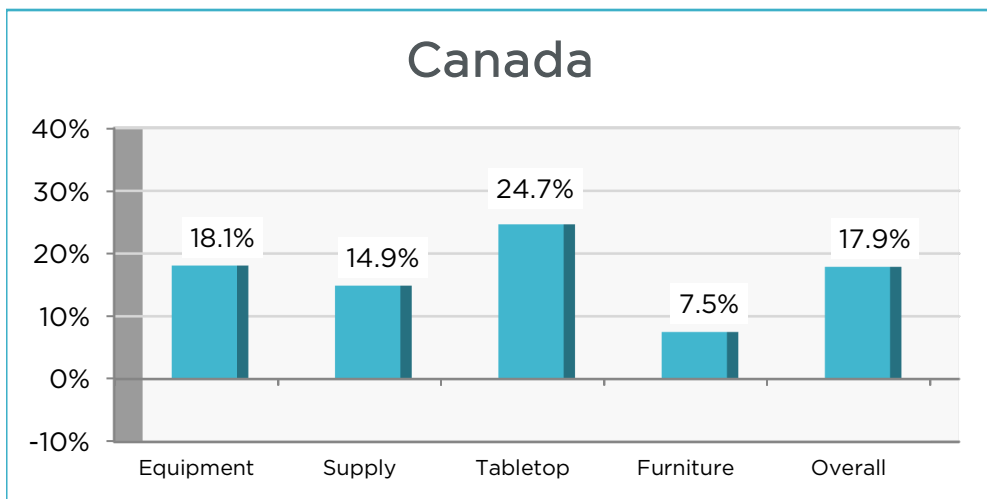
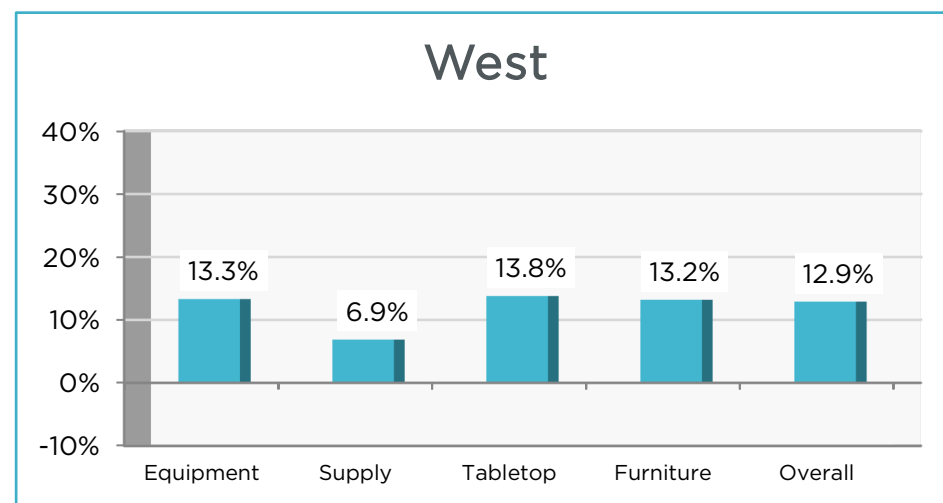
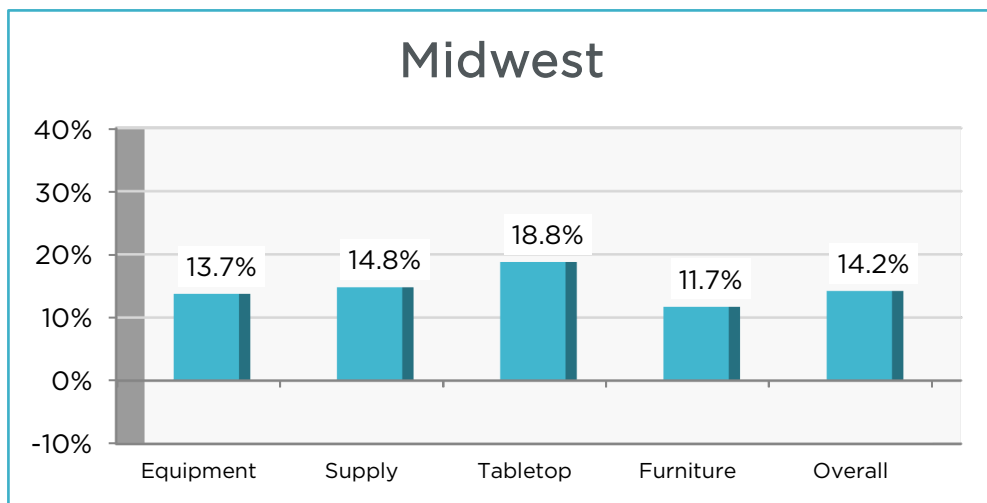
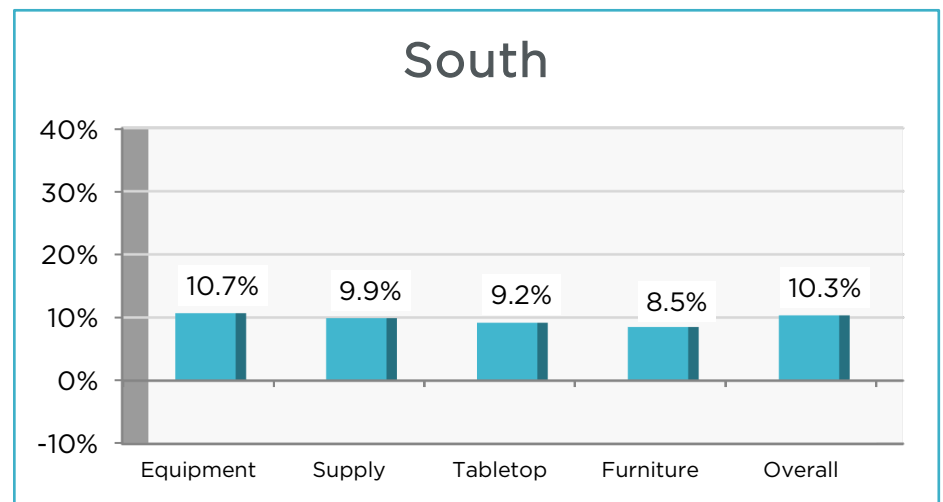
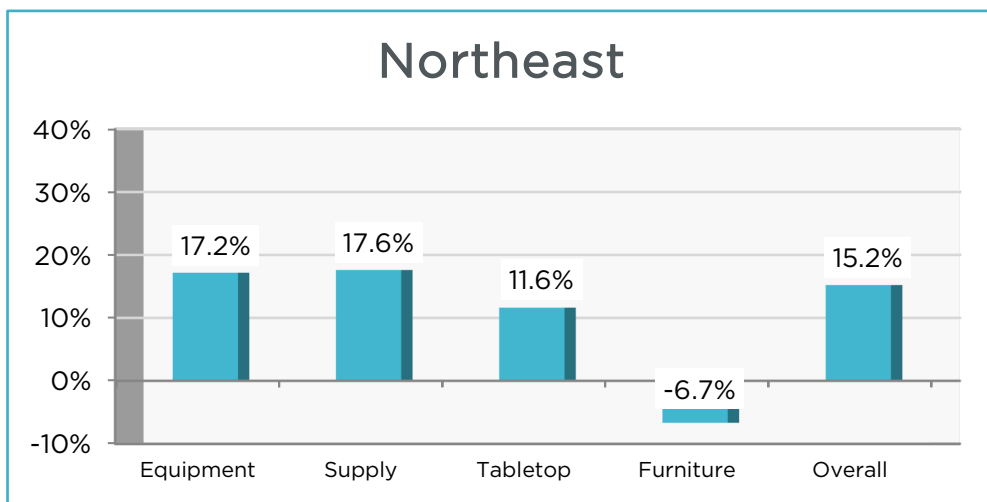
## Q3/22 vs. Q3/21 Sales Percentage Change Forecast by Region 3rd Quarter 2022 compared to 3rd Quarter 2021 (Jul 1 - Sep 30)

<b>Northeast</b> 6.7%	<b>South</b> 9.8%	<b>Midwest</b> 13.1%	<b>West</b> 9.4%	<b>Canada</b> 19.1%
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## 2022 vs. 2021 Overall Sales Forecast by Region Compared to Overall Sales for 2021

<b>Northeast</b> 10.3%	<b>South</b> 10.9%	<b>Midwest</b> 13.3%	<b>West</b> 9.1%	<b>Canada</b> 12.8%
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## 2nd Quarter 2022 Sales Percentage Change by Region 2nd Quarter 2022 compared to 2nd Quarter 2021 (Apr 1 - Jun 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:**

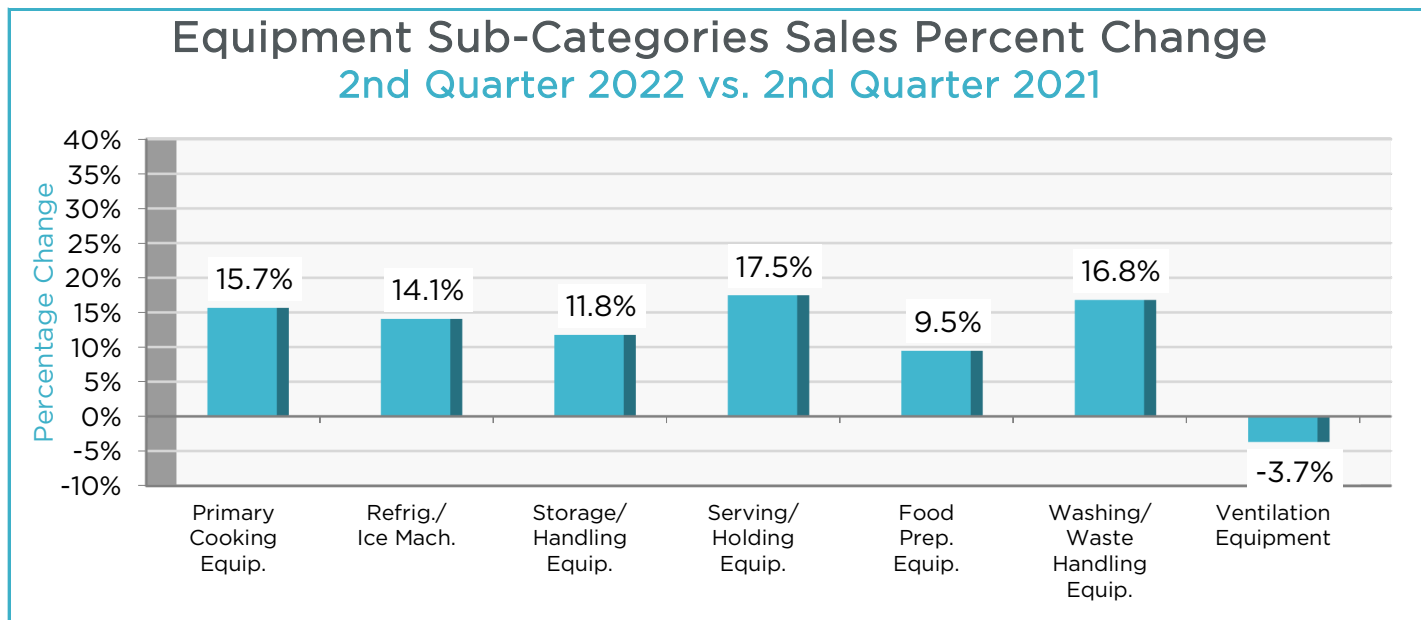
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

**WEST includes the states:**

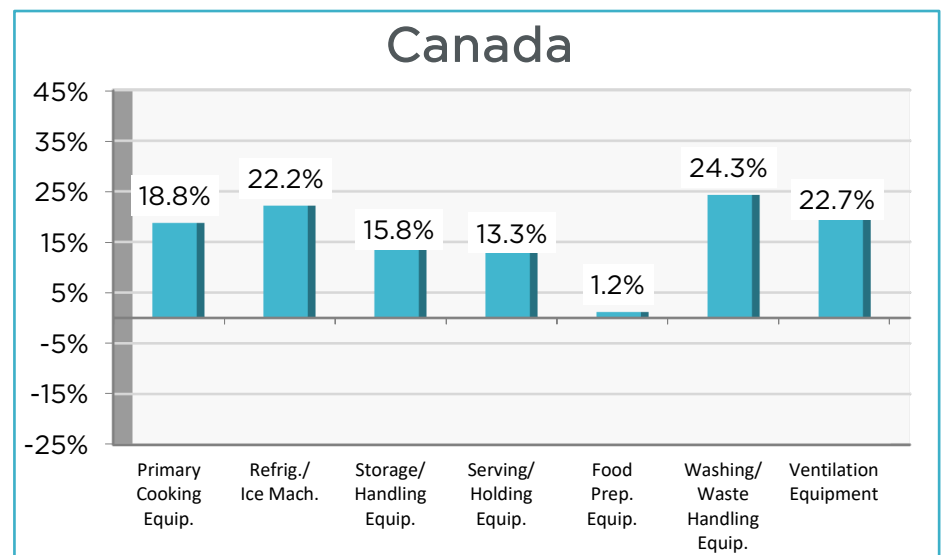
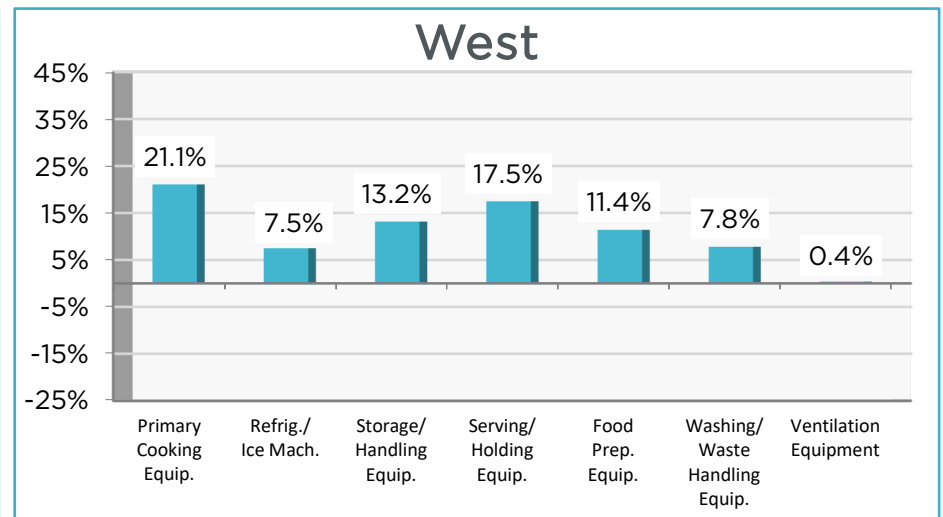
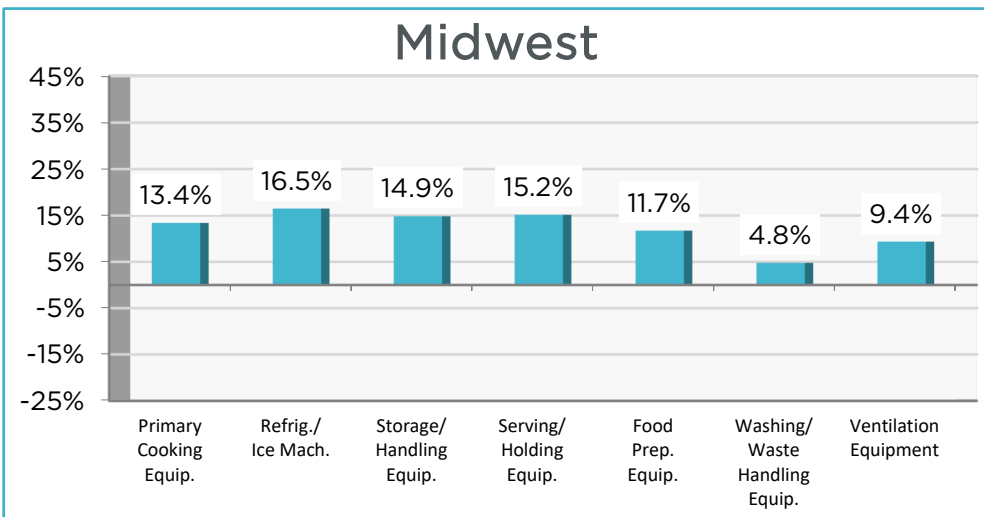
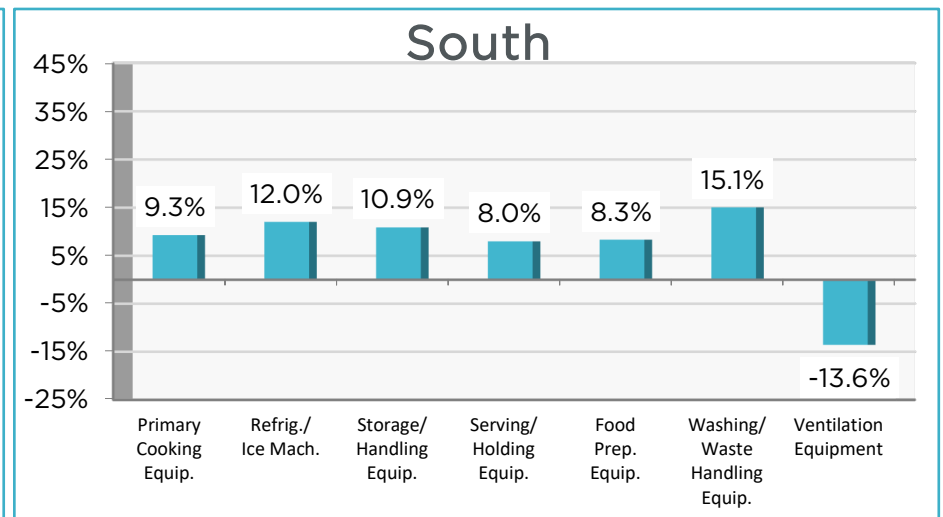
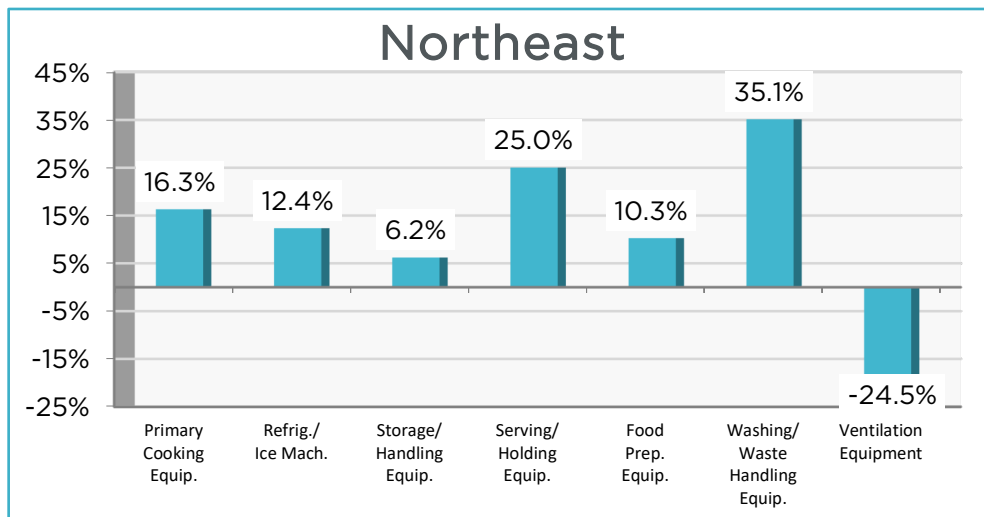
AK, AZ, CA, CO, HI, ID, MT, OR, NM, NV, UT, WA, WY

**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 2nd Quarter 2022 compared to 2nd Quarter 2021 (Apr 1 - Jun 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.



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## Product Category List

MAIN CATEGORIES	
<b>Equipment</b> 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
<b>Supplies</b> 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)
<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> 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
<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>New!</b> <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>New!</b> <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>New!</b> <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





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

4 Star Reps, Inc.	HRI, Inc.	R. Henry & Associates
AFS Anderson Foodservice Solutions	Johnson Pike & Associates, Inc.	Redco Foodservice Equipment, LLC
Agences Hamilton Agencies	Kain McArthur	Schmid-Dewland Associates
Allied Technologies Food Equipment	Kaufmann & Associates	Schmid-Wilson Group
B Square Enterprises	KBC Specialty Products, Inc.	Shamrock Foodservice Equipment Reps. Inc
Bob Waite & Associates	Kelly-Mincks	Southwest Foodservice Equipment Marketing
Celco Inc.	Ken W. Thomson Associates Ltd.	stage KOLSTAD associates
Chrane Foodservice Solutions	KLH Marketing, Inc.	Stiefel Associates, Inc.
CLV Marketing	Link2 Hospitality Solutions	The 2Market Group, Inc.
CMA Foodservice Solutions	LRM Rep Group	The Fischer Group
Collis Group, Inc.	MAC Sales & Marketing LTD.	The Pantano and Pinilla Agency, Inc.
Copperfield Agencies Limited	Marjon & Associates, Inc.	The Redstone Group
Cowan Associates	Mid-West Associates	Thormann Associates
Daly & DeRoma Group	Midwest Professional Reps, Inc.	TLC Marketing Inc.
DJ Marketing & Associates	ONE SOURCE REPS	Total Source Equipment & Supply
E. Ruff & Associates, Inc.	P3Reps-NNY/Lake Effect	Total Tabletop Plus
Encore Hospitality Sales, Inc.	Paglio & Associates, Inc.	Tri-State Marketing Associates
Equipment Preference, Inc. (E.P.I.)	PB & J Commercial Agents	Vader & Landgraf, Inc.
Florida Agents, Inc.	PBAC & Associates LTD	Viola Group
FOCUS Hospitality Sales	Pecinka Ferri Associates	Voeller & Associates, Inc.
Food Equipment Representatives	Performance Food Equipment Group	W. D. Colledge Co., Ltd.
Food Service Solutions Inc.	Performance Reps Northwest, Inc.	Wallin Foodservice Resources
Forbes, Hever & Wallace, Inc.	Permul Ltd.	Walter Zebrowski Associates
Gabriel Group LLC	Preferred Marketing Group	Wyllie Marketing
Greenwald Sales & Marketing, LLC	Pro Reps West - Southern CA Office	YBR Marketing, Inc.
High Sabatino Associates	Professional Manufacturers Representatives, Inc. (PMR)	YES Group, Inc
Hollander Company	Pro-Quip Foodservice Equipment & Supplies Incorporated	Zink Foodservice