



2022

MAFSI **COMMERCIAL FOODSERVICE MARKET FORECAST REPORT**



MAFSI Foodservice Industry Market Forecast Report for 2022



All numbers reported are for North America

Forecasting Foodservice Equipment and Supply Sales during these unprecedented times is akin to measuring the speed and direction of the wind during a cyclone, as there are counterbalancing events, swirling in all directions at the same time.

Given that confused backdrop, MAFSI Reps have projected an overall sales increase of +11.4% for 2022 which is nearly triple the traditional growth rate of the Hospitality Industry. Stronger gains will be realized earlier in the year when compared to the weaker data of the first half of 2021. Gains are expected to temper off as business normalizes later in the year.

The demand for Foodservice products has surged as business recovers while supply has lagged due to issues with labor, materials, and transportation. This imbalance has led to hyper-inflation and extraordinarily long lead times.

Growth by region is somewhat uniform ranging from +9.1% in the West, +10.3% in the Northeast, +11.3% in the South, +12.8% in Canada, and +13.3% in the Midwest. Front of the House is expected to fare better than Back of the House, led by +16.5% in Tabletop, +15.2% in Furniture, and then +11.6% in Supplies and +10.4% in Equipment.

MAFSI Reps plan to add both lines and employees to handle the projected increases in Consultant Activity and Quoting. The strongest market gains in order are expected from Chain Restaurants, Schools (K-12), Healthcare, Independent Restaurants, and Business and Industry. Enjoy the ride and hold on to your hat.

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

Overall Sales Forecast 2022 vs. 2021	
Equipment	10.4%
Supplies	11.6%
Tabletop	16.5%
Furniture	15.2%
Overall Sales	11.4%

Equipment Sub-Categories Sales Forecast 2022 vs. 2021	
Primary Cooking Equipment	11.6%
Refrigeration & Ice Machines	11.5%
Storage & Handling Equipment	7.4%
Serving Equipment	9.8%
Food Preparation Equipment	9.4%
Warewashing	7.5%
Ventilation	8.6%

Jan/San Sales Forecast 2022 vs. 2021	
Janitorial & Sanitation Equipment	9.9%
Janitorial & Sanitation Supplies	16.2%
Disposables	13.3%

Quoting Forecast 2022 vs. 2021	
More activity	62.5%
No change	27.8%
Less activity	9.7%

Consultant Forecast 2022 vs. 2021	
More activity	58.6%
No change	31.4%
Less activity	10.0%

Rep Firm Lines Increase or Decrease in the last 12 Months	
More lines	54.9%
No change	23.9%
Less Lines	21.1%

2022 Fastest Growing Segments ranking order of most growth to least growth	
Chain Accounts	1
Schools (K-12)	2
Healthcare	3
Independent Operators	4
Business and Industry	5
Convenience Stores	6
Supermarkets	7
Colleges and Universities	8
Hotel/Motel	9
Casinos/Gaming	10
Commissaries/Food Process	11
Country Clubs	12
Contract Feeders	13
Sports Venues	14
Fine Dining	15
Theme Parks	16
Cruise Ships	17
Bakeries	18
Corrections	19
Military	20
International/Export	21

Rep Firm Staff Change Actual 2021	
Added staff in 2020	33.8%
No staff change in 2020	60.6%
Decreased staff in 2020	5.6%

Rep Firm Staff Change Forecast 2022	
Adding staff in 2021	67.6%
No staff change in 2021	32.4%
Decrease in staff in 2021	0.0%

MAFSI is a 73 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.