

MAFSI Foodservice Industry Market Forecast Report for 2021

All numbers reported are for North America



For 2021, Reps are forecasting an increase of +6.0%, with the brunt of this gain largely achieved in the second half of the year, assuming Covid abatement and relative normalization of the Hospitality Industry.

As to be expected, more dollars will be expended “front of the house” with the return to indoor dining and special events, with forecasted 2021 gains of +10.7% Tabletop, +10.6% Furniture, +7.3% Supplies, and +4.9% Equipment.

Quoting Activity is forecasted at 68% of Reps reporting more versus 16% less and 16% no change. Consultant Activity is forecasted at 50% of Reps reporting more versus 19% less and 31% no change.

As part of our annual survey, Reps have identified the top market segments to be: Healthcare, Education, Retail food, and Chains (Quick Serve/Takeout). Lagging markets are Cruise Ships, Sports and Entertainment, and Contract Feeding.

39% of Reps report a shrinking of staffing in 2020, while only 3% forecast shrinking of staff in 2021 and 48% have increased their representation of lines in 2020.

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

Overall Sales Forecast 2021 vs. 2020	
Equipment	4.9%
Supplies	7.3%
Tabletop	10.7%
Furniture	10.6%
Overall Sales	6.0%

Equipment Sub-Categories Sales Forecast 2021 vs. 2020	
Primary Cooking Equipment	4.4%
Refrigeration & Ice Machines	6.1%
Storage & Handling Equipment	4.1%
Serving Equipment	5.2%
Food Preparation Equipment	3.2%
Warewashing	4.0%
Ventilation	1.6%

Jan/San Sales Forecast 2021 vs. 2020	
Janitorial & Sanitation Equipment	7.1%
Janitorial & Sanitation Supplies	8.8%
Disposables	17.7%

Quoting Forecast 2021 vs. 2020	
More activity	68.0%
No change	16.0%
Less activity	16.0%

Consultant Forecast 2021 vs. 2020	
More activity	50.0%
No change	31.0%
Less activity	19.0%

Rep Firm Lines Increase or Decrease in the last 12 Months	
More lines	48.0%
No change	26.0%
Less Lines	26.0%

2021 Fastest Growing Segments ranking order of most growth to least growth	
Healthcare	1
Schools (K-12)	2
Convenience Stores	3
Chain Accounts	4
Supermarkets	5
Independent Operators	6
Colleges and Universities	7
Commissaries/Food Process	8
Business and Industry	9
Country Clubs	10
Hotel/Motel	11
Fine Dining	12
Contract Feeders	13
Corrections	14
Casinos/Gaming	15
Theme Parks	16
Sports Venues	17
Military	18
Cruise Ships	19
Bakeries	20
International/Export	21

Rep Firm Staff Change Actual 2020	
Added staff in 2020	14.0%
No staff change in 2020	47.0%
Decreased staff in 2020	39.0%

Rep Firm Staff Change Forecast 2021	
Adding staff in 2021	45.0%
No staff change in 2021	52.0%
Decrease in staff in 2021	3.0%

MAFSI is a 72 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.