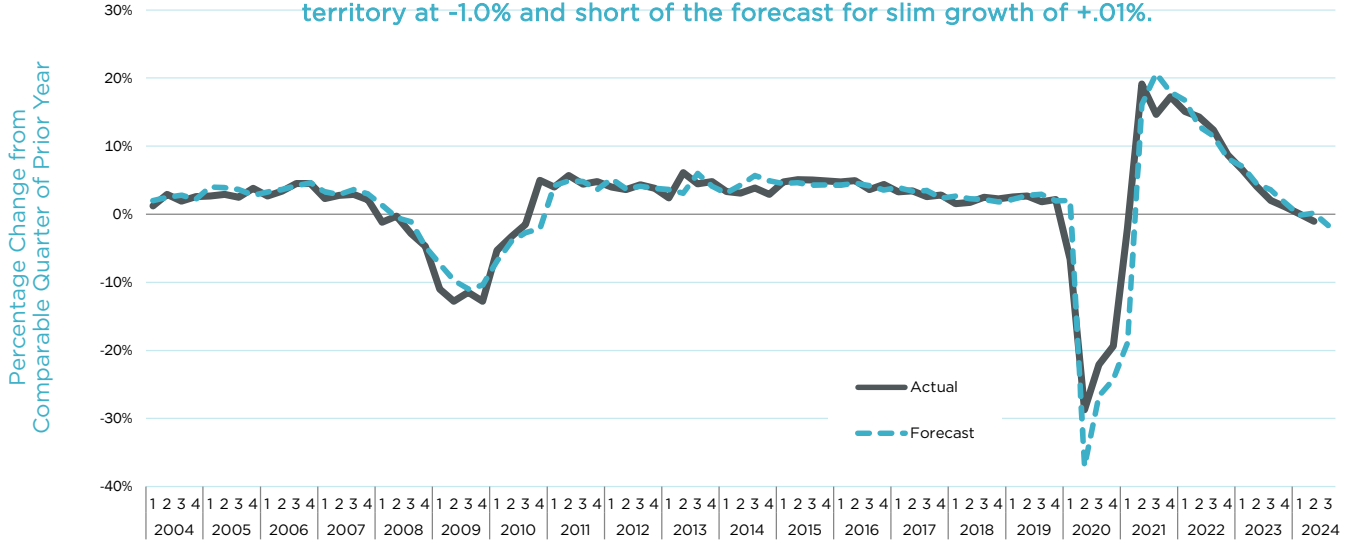




**Overall Commercial Foodservice Sales Per Quarter
 for North America
 2004 - 2024**

Overall, sales for Q2/24 declined for the 12th consecutive quarter, this time into negative territory at -1.0% and short of the forecast for slim growth of +.01%.



Foodservice Industry Sales Shrink for the 12th Consecutive Quarter

Overall, sales for Q2/24 declined for the 12th consecutive quarter, this time into negative territory at -1.0% and short of the forecast for slim growth of +.01%. In comparison, sales for Q2/23 showed a gain of +4.1%.

Whereas the industry consensus is for a second half rebound, MAFSI Reps are now forecasting further shrinkage for the third quarter at -1.6%. This is backed up by only 29% stating an increase in Quoting Activity versus 35% last quarter, and only 15% stating an increase in Consultant Activity versus 30% last quarter. Bear in mind, that Reps have "their feet on the street" and "their thumb on the pulse of the market" and have been 99% accurate in their forecasting throughout the history of the MBB.

All regions recorded shrinkage for the second quarter ranging from -0.5% Midwest, -0.8% Canada, -1.0% West, -1.1% South, and 1.5% Northeast.

At best, the industry has entered a period of stagflation (lower sales/higher prices) and is hopefully bottoming out.

As inflation lessens and interest rates come down, a recovery should start to come into our sights, perhaps in Q4/24 or Q1/25.

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

**Qtrly Sales Forecast for North America
 Q3/24 vs. Q3/23**
 -1.6%

**Yearly Sales Forecast for North America
 2024 vs. 2023**
 3.6%

Quoting Activity for Q2/24 vs. Q1/24

More	Less	No Change
29%	25%	46%

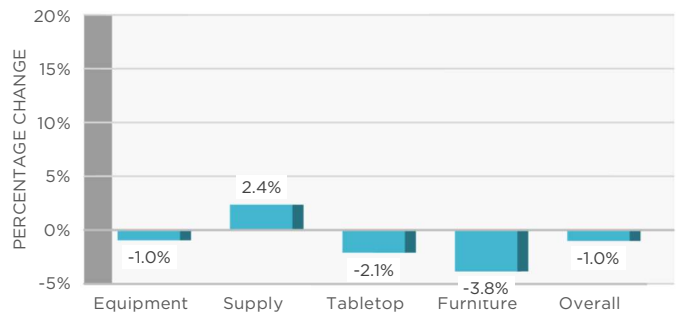
Consultant Activity for Q2/24 vs. Q1/24

More	Less	No Change
15%	21%	64%

Jan San Sales for Q2/24 vs. Q2/23

Equipment	Supplies	Disposables
1.9%	-0.4%	2.5%

**2nd Quarter 2024
 Overall Sales for North America
 Q2/2024 vs. Q2/2023 (Apr 1 - Jun 30)**

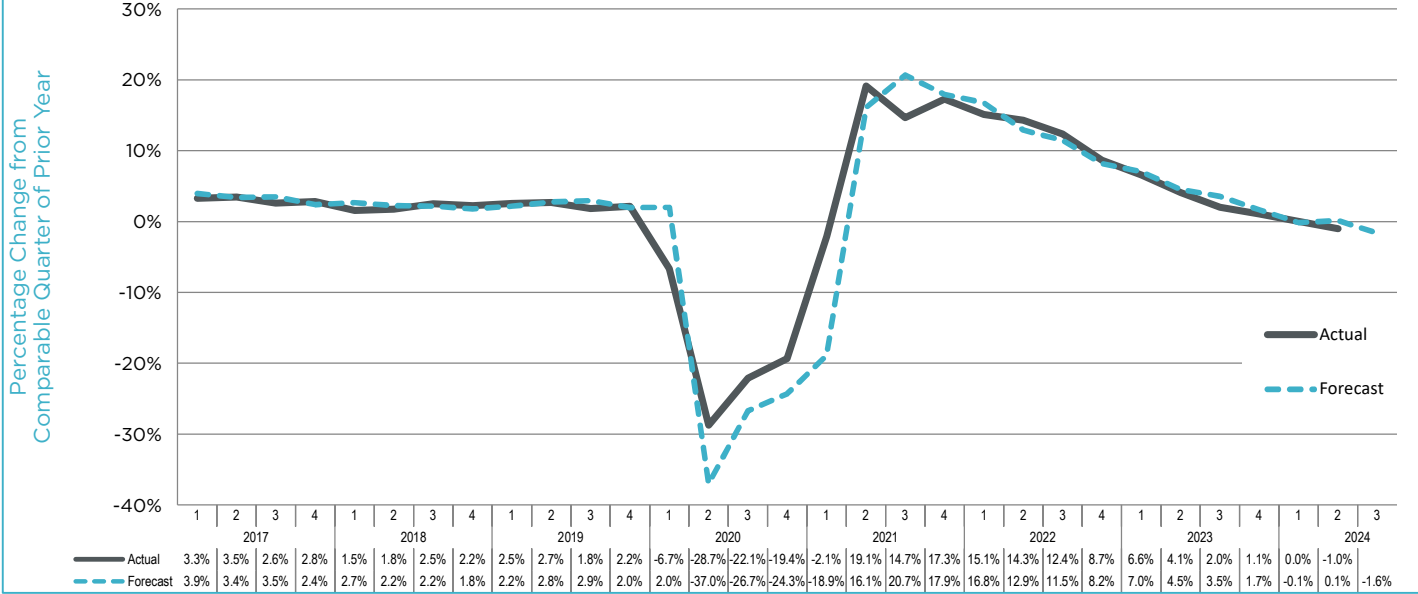


*The overall industry sales growth is calculated using a weighted average based on the percentage of the total sales volume for the overall industry represented by the various sales categories: Equipment (77%), Supplies (6%), Tabletop (11%), and Furnishings (6%). Market numbers are based on the North American Association of Food Equipment Manufacturers (NAFEM) biennial "Size & Shape of the Industry" study.



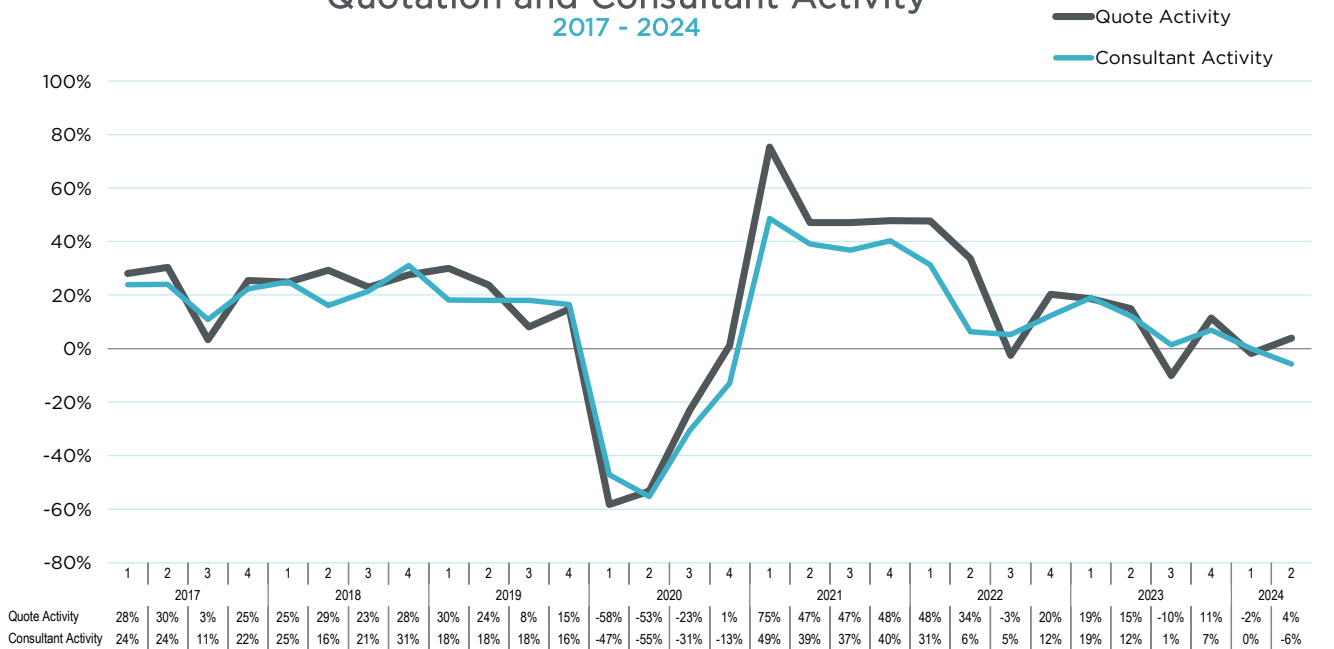
Overall Commercial Foodservice Sales Per Quarter for North America

2017 - 2024



Quotation and Consultant Activity

2017 - 2024



Note: This graph reports the difference between those reporting more activity vs. those reporting less activity.



Q3/24 vs. Q3/23 Sales Percentage Change Forecast by Region

3rd Quarter 2024 compared to 3rd Quarter 2023 (Jul 1 - Sep 30)

Northeast	South	Midwest	West	Canada
-1.2%	-0.8%	-2.0%	-2.8%	-1.7%

2024 vs. 2023 Overall Sales Forecast by Region

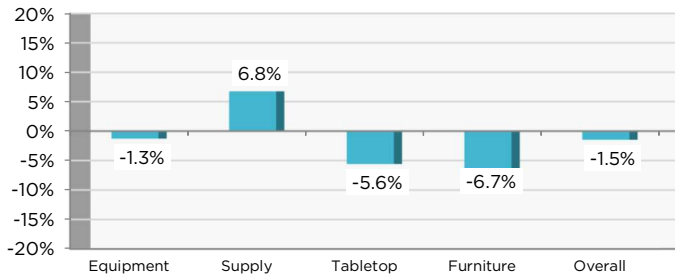
Compared to Overall Sales for 2023

Northeast	South	Midwest	West	Canada
3.9%	0.6%	7.7%	1.9%	2.9%

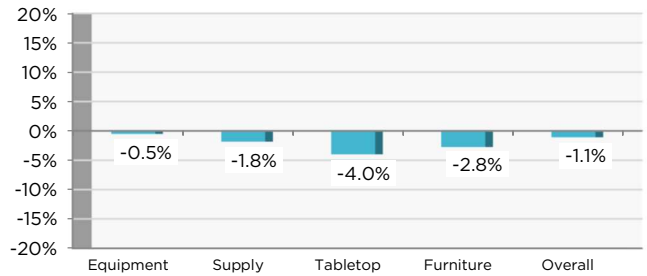
2nd Quarter 2024 Sales Percentage Change by Region

2nd Quarter 2024 compared to 2nd Quarter 2023 (Apr 1 - Jun 30)

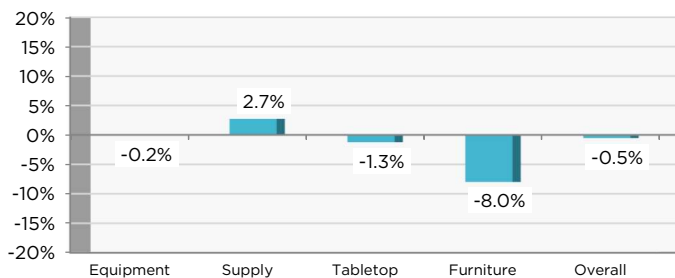
Northeast



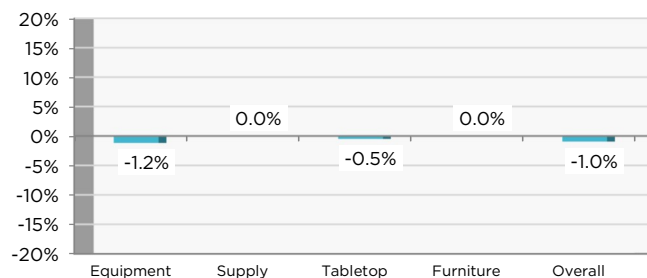
South



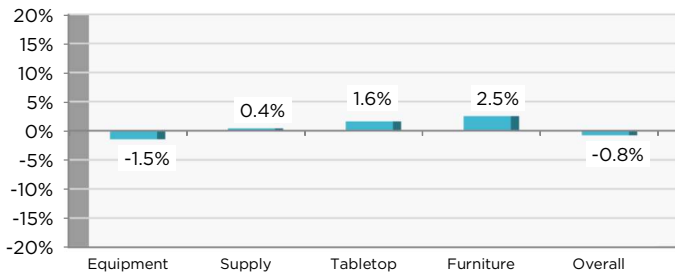
Midwest



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

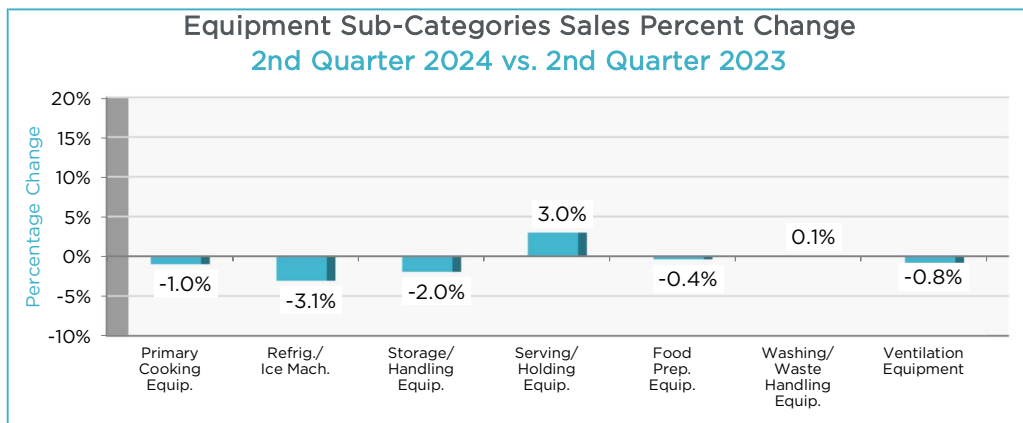
WEST includes the states:

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

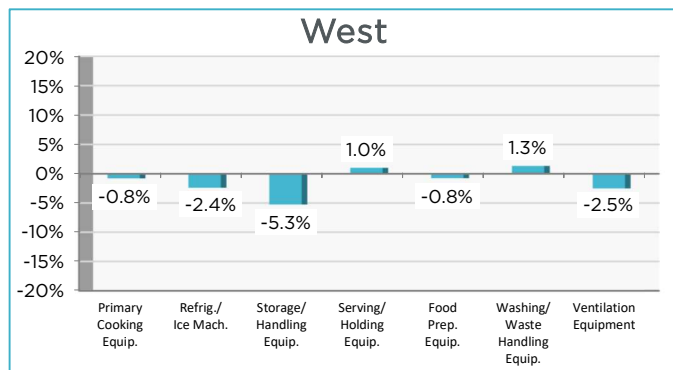
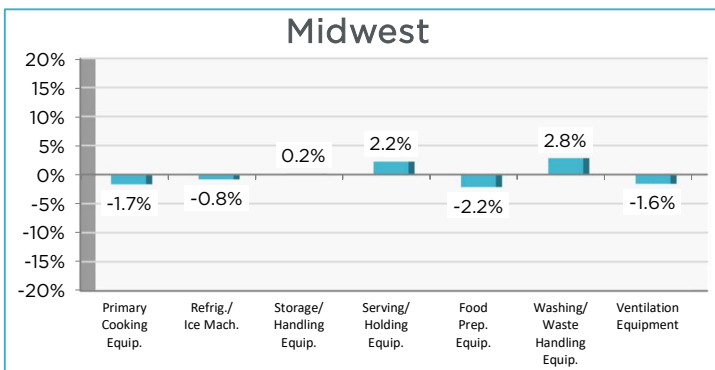
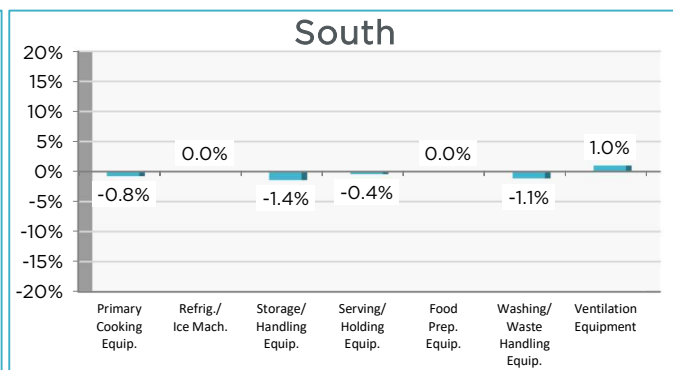
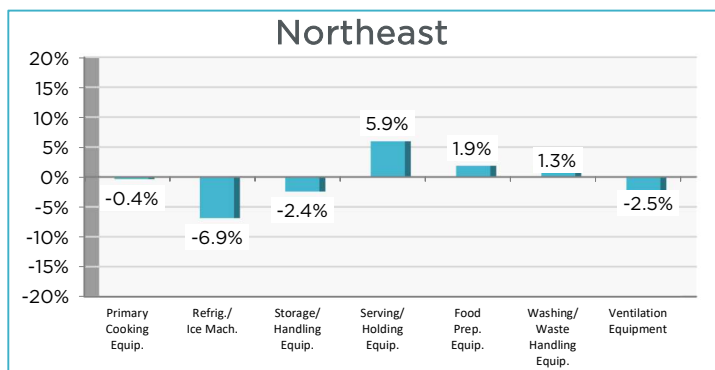
CANADA includes all provinces and territories in Canada.

*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 2nd Quarter 2024 compared to 2nd Quarter 2023 (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:

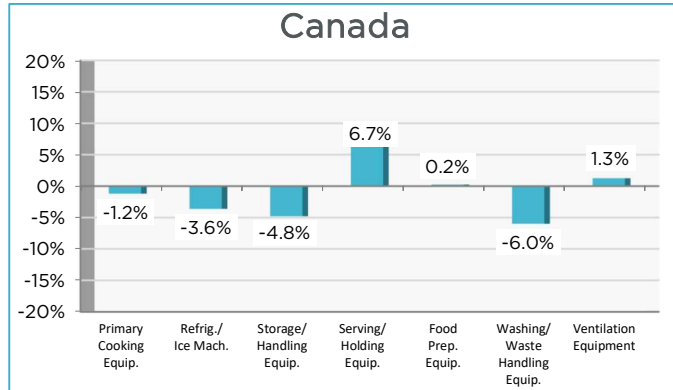
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

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.



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Huge 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 Manufacturers Representatives, Inc. (PMR)
Agences Hamilton Agencies	Kain McArthur	Pro-Quip Foodservice Equipment & Supplies Incorporated
B Square Enterprises	Kaufmann & Associates	R. Henry & Associates
Bob Waite & Associates	KBC Specialty Products, Inc.	Raleigh W. Johnson & Company
Burlis-Lawson Group	Kelly-Mincks	Schmid-Dewland Associates
CMA Foodservice Solutions	KLH Marketing, Inc.	Schmid-Wilson Group
Collis Group, Inc.	MAC Sales & Marketing LTD.	The Daly & DeRoma Group, Inc.
Copperfield Agencies Limited	Midwest Professional Reps, Inc.	The Pantano and Pinilla Agency, Inc.
DJ Marketing & Associates	ONE SOURCE REPS	Thormann Associates
Equipment Preference, Inc. (E.P.I.)	P3Reps-NNY/Lake Effect	Total Tabletop Plus
Equipment Solutions, Inc.	PB & J Commercial Agents	Tri-State Marketing Associates
Florida Agents, Inc.	PBAC & Associates LTD	Vader & Landgraf, Inc.
Food Equipment Representatives	Pecinka Ferri Associates	Viola Group
Food Service Solutions Inc.	Performance Reps Northwest, Inc.	W. D. Colledge Co., Ltd.
Gabriel Group LLC	Permul Ltd.	Walter Zebrowski Associates
Greenwald Sales & Marketing, LLC	Premier Foodservice Solutions	Wyllie Marketing
Hanna-Young & Associates - Region 18	Premier Marketing Group, Inc.	



Business Barometer Category Product List

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