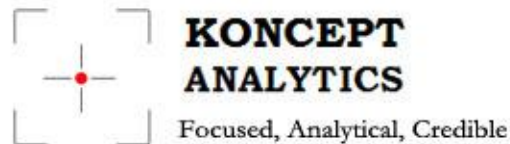


Foodservices Equipment – Focus on the US Market Report

2016



Executive Summary

Foodservice equipment industry is a prominent segment of the foodservice industry. The growth in the number of restaurants, hotels, fast food joints have led to the development of the foodservice equipment industry. Foodservice equipments help in maintaining the sanitary and hygiene standards which is a pivotal factor in today's environment and various rules are laid down by different food regulatory bodies in order to maintain and regulate the standards since hygiene has become a crucial issue in preserving a good health.

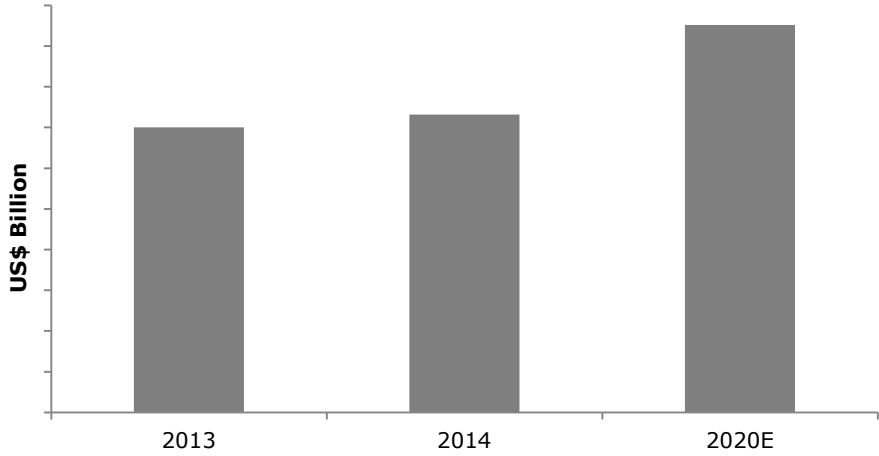
The Foodservice equipment industry in the US has benefitted from changing lifestyles of the people and the increasing tendency of the people to go out and eat. The demand of affordable dining is also expected to increase. There is enough space for innovation in the Foodservice equipment market because as new consumers look to experiment with variety of brands and experiences and with the rising population and an increase in the working class population there is an increase in the innovative products launched by companies.

The key factors driving the growth of the video surveillance market are decreasing unemployment, increasing population, increasing number of restaurants, globalization and liberalization of global trade, growing hygiene and sanitation standards, increasing urbanization, improved economic growth and changing lifestyle of the working population. Some of the noteworthy trends and developments of this industry are growth of fast casual restaurants, trend of small size equipments, designing of energy efficient products and introduction of technologically advanced products. However, the expansion of foodservice equipment in US can be affected by effect of seasonal changes, risk associated with product development, increased competition, operating cost and labor issues and political instability.

The report "Foodservice equipment Market- Focus on the US" provides an in-depth analysis of the market, with a focus on regional markets. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The major players in the industry, Manitowoc foodservice, Middleby, Illinois Tool works (ITW) and Rational are being profiled.

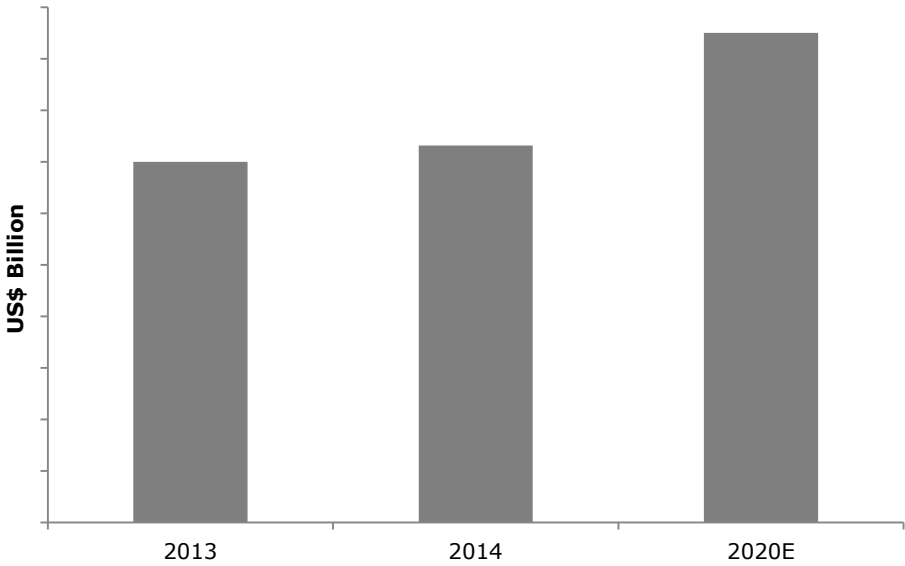
Increasing number of restaurants, fast food joints and hotels is the prominent factor affecting the growth of the foodservices equipment market.

Global Foodservice Equipment Market by Value (2013-2020E)

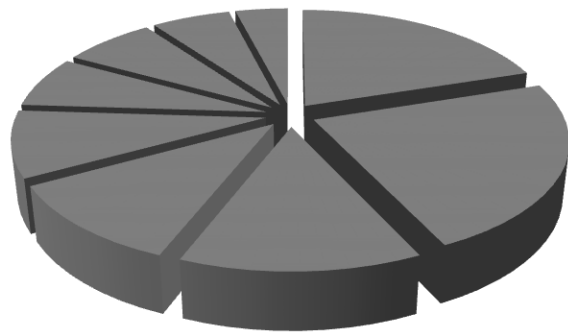


- The global foodservices equipment market was valued at US\$... billion in 2013 which increased to US\$... billion in 2014 and is estimated to increase to US\$..... billion by 2020.
- The US foodservices equipment market was valued at US\$.... billion in 2013 which increased to US\$.....billion in 2014 and is estimated to increase to US\$..... Billion by 2020. .
- As of 2014 ,% of the foodservice equipment market in the US by product is occupied by equipment followed byequipment, serving equipment; And with share of ...%,%,% and% respectively.

The US Foodservice Equipment Market by Value (2013-2020E)

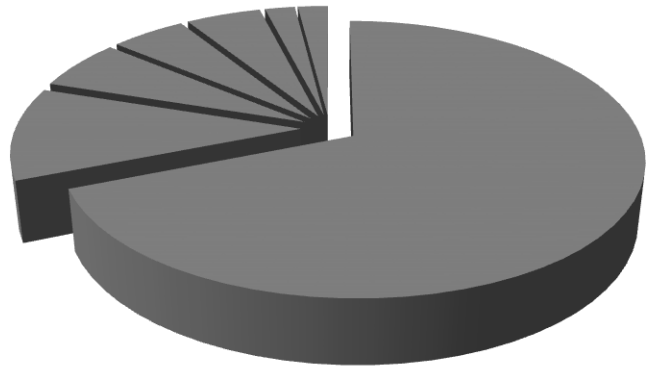


The US Foodservices equipment Market by Product (2014)



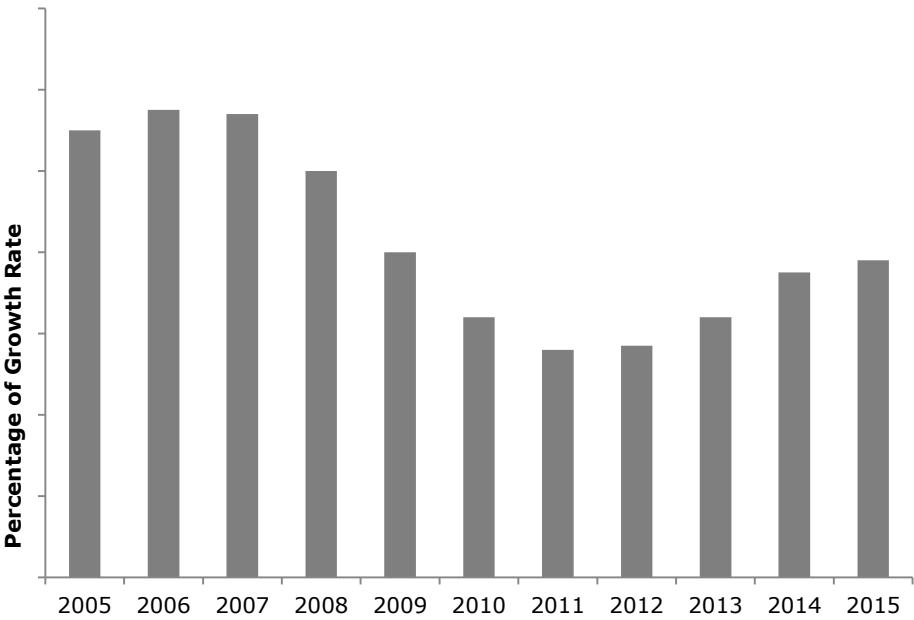
Growth of fast casual restaurants and small size equipment are the new trends in the foodservices equipment market.

The US Food Service Equipment Market by End Market (2015)

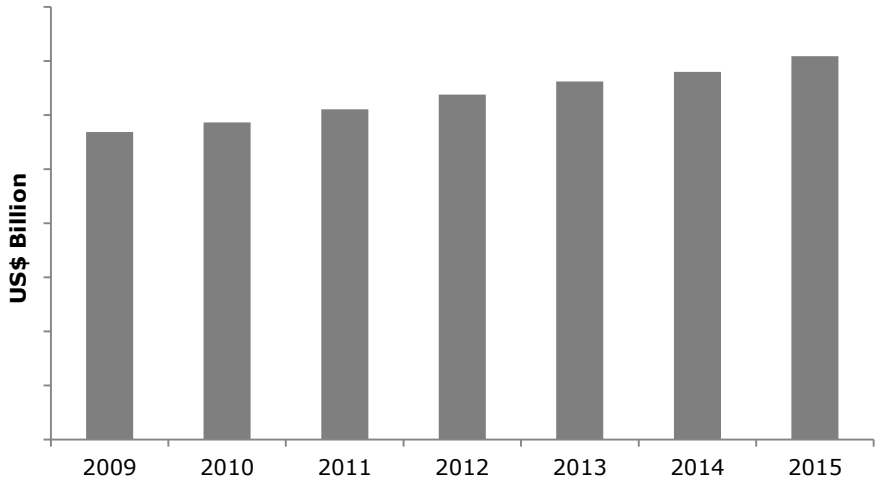


- As of 2015, ...% of the end market of the foodservice equipment in the US was occupied by followed bywith%. held ...% share followed education & healthcare with share ..%.
- As of 2014 the growth rate of foodservice industry in the US was% which increased to% in 2015.
- As of 2015 the restaurant industry sales in the US was recorded at US\$.... billion while it was US\$.... billion in the year 2014.
-% of the restaurants have an average age of up to 5 years while% of the restaurants have an average lying between 5 to 10 years.

The US Foodservice Industry Growth Rate(2005-2015)

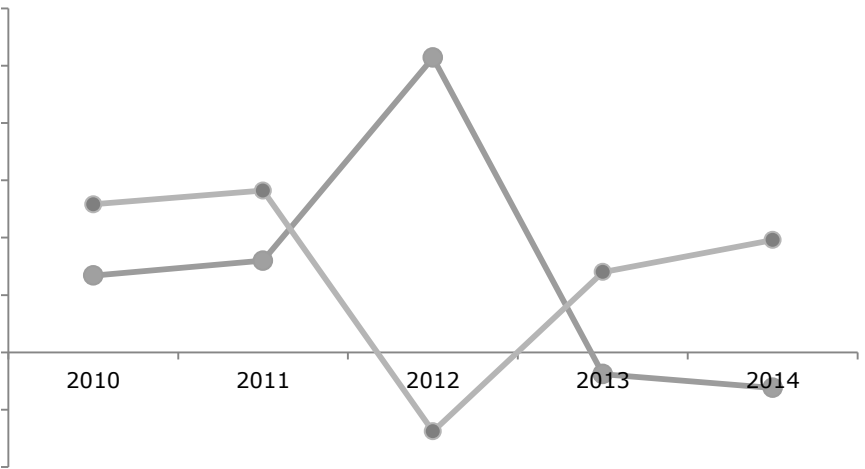


The US Restaurant Sales by Value (2009-2015)



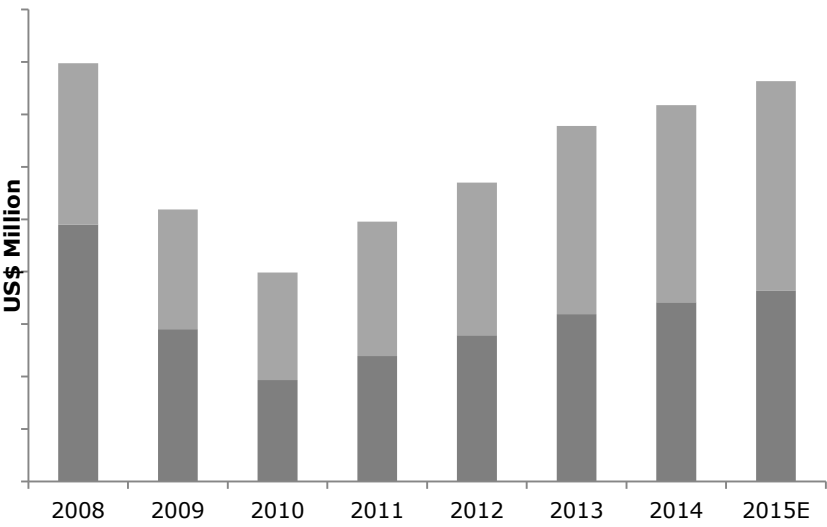
Seasonal changes and increased competition are the main threats to the industry.

The US Foodservice Machinery Industry Shipment Data(2010-2014)



- The shipment of the ...products in the US has seen a since the last two years. In 2014, the decline was% while in case of cold products the situation is much better and there is an ascent of%.
- The investment in equipments was US\$.... million in 2013 increased to US\$.... in 2014 and is estimated to increase to US\$..... million in the year 2015 .
- The number of restaurant units was in the year 2014 and increased to units in 2015 and is estimated to increase to units in the year 2016.

The US Foodservices Investment in Equipments (2008-2015E)



The US Total Number of Restaurants (2011-2016E)

