

Commercial Foodservice Equipment

MARKET FACTS

- ▶ U.S. manufacturers of commercial food preparation equipment used in restaurants and commercial kitchens to cook and heat foods and to prepare beverages -- including stoves, ovens, warming units, coffee makers, water heating units, toasters and fryers -- have excellent market potential to supply the large and growing Canadian foodservice industry.
- ▶ Sales in the Canadian foodservice equipment market grew 8 percent in 2004, reaching US\$95 million -- of which U.S. brands accounted for 75 to 80 percent. During 2005-2006, the market is projected to sustain growth of 8-10% annually.
- ▶ Imports of commercial foodservice equipment from the United States in 2004 were up 20 percent from 2003, growing from US \$46 million to US \$59 million.
- ▶ The Canadian foodservice industry represents 4 per cent of Canada's gross domestic product with annual sales of US \$36 billion, and employs over 1 million Canadians -- 6.6 percent of the workforce.
- ▶ Sixty-three percent of Canada's 63,000 foodservice establishments are independently owned and operated, and do their own equipment procurements.

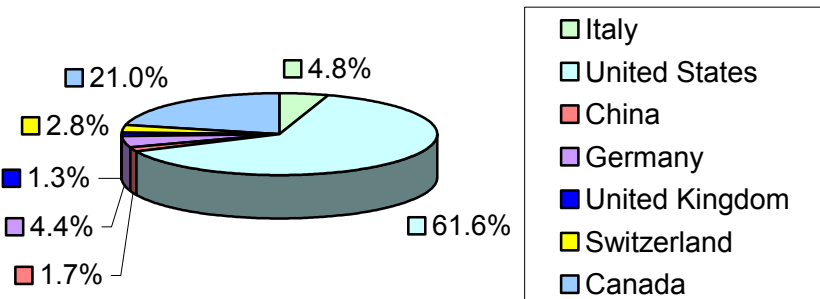
U.S. SUPPLIERS

- ▶ U.S. suppliers' technology, brand recognition and product reliability are important factors in the equipment purchasing decisions by restaurant and other commercial food establishments.
- ▶ Promoting brand recognition will become an even more important marketing tool as foodservice chain establishments heat up competition in the foodservice industry.
- ▶ Among the better-known U.S. brands are those of Welbilt, Middleby and Premark.

COMPETITION

Canadian production accounted for 21 percent of the total Canadian market, in 2004. Imports account for the remainder of the market. Italy, Germany, and Switzerland combined account for 15 percent of total imports, with China, the United Kingdom Taiwan and Japan accounting for most of the remaining 5 percent. Low-cost imports from China and Taiwan, however, have shown strong increases in sales.

**Canadian Foodservice Equipment Market
Sources of Supply**



THINK CANADA FIRST!

For more information and guidance regarding the Canadian Foodservice Equipment industry, contact Connie Irrera, commercial specialist at the U.S. Commercial Service in Montreal at (514) 398-9695, ext. 2262 or e-mail your comments and request to: connie.irrera@mail.doc.gov.

We hope that you find this information useful. For further information, please contact connie.irrera@mail.doc.gov the CS Canada commercial foodservice equipment specialist. Visit our website <http://www.buyusa.gov/canada/en/> to discover other export opportunities in Canada.