

NEW

US industry forecasts for 2012 & 2017

Commercial Refrigeration Equipment

Study # 2365

July 2008

\$4500

Demand to rise more than 4% annually through 2012

Demand for commercial refrigeration equipment in the US is forecast to grow more than four percent per year through 2012, exceeding \$9 billion. Gains will result from the growing number of foodservice operators and food retailers. However, these firms face narrow margins due to high food prices and intense competition for the consumer dollar, thereby limiting replacement opportunities at existing locations.

Foodservice is expected to be the most rapidly growing market through 2012. About 48 percent of all consumer food expenditures in 2007 occurred outside the home at foodservice outlets such as restaurants, bars and cafeterias. Growth in the number of foodservice operators will continue to increase, benefitting commercial refrigeration equipment demand. The food and beverage retail market will post gains, due to the rising number of food retailers in the US. In addition, consumers' growing appetite for a widening range of refrigerated foods will increase the amount of equipment per store.

Cryogenic equipment, display cases to exhibit best growth

Commercial refrigeration products expected to experience the best growth are cryogenic equipment and display cases. Cryogenic equipment will benefit from the rising level of expenditures on health care in the US, as well as from



increasing medical and scientific research. Display cases will benefit from the need of retailers to maintain new, aesthetically pleasing displays to encourage impulse purchasing. In addition, the number of display cases per store is expected to rise.

Transportation refrigeration equipment is the largest product segment, due to the high unit cost of this equipment and to the rising level of refrigerated food shipped in the US. Gains in this segment will be adversely affected by high fuel prices, which will continue to affect profit margins for fleet operators.

Industry structure

Manufacturers of commercial refrigeration equipment for the US market range

from small privately held concerns to multinational corporations with billions of dollars in annual sales. Many commercial refrigeration equipment manufacturers are also involved in the broader heating, air conditioning or residential refrigeration industries.

Study coverage

Commercial Refrigeration Equipment, a new Freedonia industry study, is now available for \$4500. It offers historical demand data for 1997, 2002 and 2007, as well as forecasts for 2012 and 2017 by product and market. In addition, this study also assesses market environment factors, evaluates company market share and profiles 38 US industry participants such as Enodis, Ingersoll-Rand, Manitowoc and United Technologies.

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Commercial Refrigeration Equipment

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 Low Temperature Display Cases
Walk-In Refrigerators & Freezers
Refrigerated Vending Machines

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This study can help you:

- Determine your market & sales potential
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Complement your research & planning
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions

COMPANY PROFILES
 Profiles for 38 competitors such as Enodis, Ingersoll-Rand, Manitowoc and United Technologies

SAMPLE PAGE
 Explanations that support each table's data and forecasts

MARKETS

The foodservice industry, like the food retail industry, utilizes a wide range of refrigeration products. Beverage refrigeration equipment is used to dispense soda, beer, milk or other beverages, as well as to provide cooling for other products. Display cases are used by many establishments to display cakes and pies, and vending machines are used for snack sales. Reach-in and walk-in freezers and coolers are used for food preparation. Reach-in and walk-in units are usually preferred in situations where multiple refrigeration levels are needed.

SAMPLE TEXT
 Data illustrated with the aid of 50 tables and charts

TABLE III-6
FOODSERVICE MARKET DEMAND FOR COMMERCIAL REFRIGERATION EQUIPMENT BY SECTOR & TYPE (million dollars)

Item	1997	2002	2007	2012	2017
Eating & Drink Establishments (000)					
\$ refrig equip/ establishment					
Foodservice Refrig Equip Demand					
By Sector:					
Restaurants & Bars					
Other					
By Type:					
Reach-Ins					
Beverage Refrigeration					
Ice Machines					
Other					
% food service Comm Refrig Equip Demand					

SAMPLE TABLE
 Historical data for 1997, 2002 and 2007 as well as Freedonia forecasts for 2012 and 2017

Source: The Freedonia Group, Inc.

PRODUCTS

Display Cases

Display cases are expected to grow annually through 2012, reaching \$1.2 billion. Growth is being driven by the sluggish capital investment environment, which is prompting retailers from a growing number of refrigeration manufacturers to offer a wider range of products. Retailers are looking for an attractive display case that helps sell product. Unlike shipping equipment, which can be used until obsolete, display cases need to be attractive to keep customers coming to a store. Growth will also result from the development of more efficient and attractive models, which retailers will seek as a means of improving sales and profit margins. Steady growth in the number of food stores will also provide opportunities, as will the rising number of eating and drinking establishments.

Shipments of display cases are expected to remain flat through 2012, at 1.2 million units. This is being driven by competition from overseas producers and Western Europe, tripled from 2002 to 2007. This trend is expected to continue as the industry moves from a net exporter to a net importer, a trend that is expected to continue through 2017.

There are two basic types: low temperature and normal temperature. Low temperature display cases have historically comprised about 30 percent of display case shipments, but are expected to trend toward low temperature cases due to the growing popularity of frozen foods. Normal temperature cases will benefit from the continued popularity of home meal replacements (HMRs), since these products are usually held at normal temperatures. Both open and closed low temperature cases are expected to post gains. Small stores tend to prefer closed cases because they generally occupy less floor space and save energy when used in small numbers. Larger stores tend to prefer open display cases, which are

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Freedonia's methods involve:

- Establishing consistent economic and market forecasts
- Using input/output ratios, flow charts and other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts and end-users
- Researching a proprietary database that includes trade publications, government reports and corporate literature

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World Pumps

The global pump market is analyzed in this study. It presents historical demand data (1997, 2002, 2007) and forecasts for 2012 and 2017 by pump product (e.g., centrifugal, positive displacement); market (e.g., process manufacturers, utilities); world region (e.g., Asia/Pacific, North America, Western Europe); and major country. The study also considers market environment and regulatory factors, details industry composition, evaluates company market share and identifies and profiles major industry players worldwide.

#2349..... 05/2008.....\$5800

Filters in China

Demand for filters in China will jump 14.4% annually through 2011. Air filters will post the fastest gains, spurred by rising output of products that include filters or are made in clean-air factories. The motor vehicle market will remain dominant while the water and waste treatment segment of the utilities and consumer markets grows the fastest. This study analyzes the ¥20.9 billion Chinese filter industry, with forecasts for 2011 and 2016 by product and market. It also evaluates company market share and profiles major players.

#2310..... 05/2008.....\$5100

HVAC Equipment

US HVAC equipment demand will rise 3.2% annually through 2011, driven mainly by robust growth in nonresidential construction and ongoing strength in residential replacement. Heat pumps are now the largest heating type and will continue to leads gains. Unitary air conditioners will remain the leading type of cooling equipment. This study analyzes the \$14.3 billion US HVAC equipment industry, with forecasts for 2011 and 2016 by fuel, type and market. It also details market share and profiles major players.

#2259..... 11/2007.....\$4500

Industrial Valves

US industrial valve demand will top \$16 billion in 2011, driven by the construction and public utilities markets. Imports will approach 60% of demand. Key export markets include Canada, Mexico, Western Europe, and the Asia/Pacific and Africa/Mideast regions. Steel and alloys will remain the dominant valve material. This study analyzes the \$13.9 billion US industrial valve industry, with forecasts for 2011 and 2016 presented by type and market. It also evaluates market share and profiles major manufacturers.

#2205..... 05/2007.....\$4400

World Commercial Refrigeration Equipment

World commercial refrigeration equipment demand will rise 4.8% yearly through 2010. Developing Asian countries will outpace the global average, led by China and India. Prospects are also favorable in Eastern Europe. Reach-in and walk-in coolers and freezers will be the fastest growing types. This study analyzes the \$21.3 billion world commercial refrigeration equipment industry for 2010 and 2015 by product, world region and for 27 countries. It also evaluates market share and profiles major players.

#2141..... 01/2007.....\$5400

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