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# North America MRO Market Snapshot

ESTIMATED END-USER DEMAND BY REGION & END-MARKET

RESEARCHED  
& PRODUCED BY:

mdm analytics

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# MRO Market Snapshot

*This analysis of the U.S., Canadian and Mexican markets for MRO product consumption is being made available exclusively to MDM Premium subscribers as a bonus in partnership with MDM's data division, MDM Analytics. Read more about MDM Analytics and its capabilities on page 11 of this report.*

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## About This Report

The U.S. market size for 122 MRO product groups in 2014 is estimated at \$469 billion, according to the MDM and MDM Analytics' annual analysis of MRO markets. In Canada, the market size for MRO products is estimated to be \$55 billion, and in Mexico, the MRO market is estimated at \$58 billion. This is a broad calculation that includes product categories that fall outside the typical spectrum of what most industrial distributors sell. The total list of products included in this analysis appears on page 9 of this report.

On page 3, this report breaks down the total U.S. market figure into four macro categories to provide more perspective:

- Industrial MRO
- Electrical MRO
- Construction/Facility MRO
- Other

Editor's Note: Due to slight variations in product groups included, as well as updates to the U.S. government database, data previously published by MDM on the size of the MRO market are not directly comparable to the data in this report.

The data in this MRO Market Analysis uses MDM Analytics' proprietary predictive modeling, which starts with a public aggregate market size estimate by product category for a given geography. MDM Analytics then uses a combination of public and private databases to allocate estimated demand to deeper geographic levels and to specific customer segments, as defined by the six-digit North American Industry Classification System (NAICS). This approach provides a total market size estimate without regard to market channels.

All estimates in this report are in U.S. dollars and represent the end-user market demand that includes an estimated average distributor margin by product category in the calculations.

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## Estimated Consumption of MRO Products by Product Category

The following data provide an overview of MRO product categories and their share in dollars of the total MRO market in the U.S.

### Total Estimated MRO Product Consumption in U.S.:

**\$469 Billion**

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**Core Industrial  
Distribution Products:  
\$240 Billion**

**Other:  
\$229 Billion**

**Industrial MRO  
\$184B**

**Electrical MRO  
\$56B**

**Construction/  
Facility MRO  
\$46B**

**Other MRO  
\$183B**

- Abrasives
- Brushes
- Chemicals
- Controls
- Cutting Tools
- Fasteners
- Fluid Power
- Hand Tools
- Industrial PVF
- Machine Tool Accessories
- Material Handling
- Power Transmission
- Rubber Products
- Safety
- Saws

- Contractor Supplies
- HVACR
- Janitorial Supplies
- Plumbing Supplies

- Computer/Telecom
- Electronics
- Packaging
- Plastics
- Steel

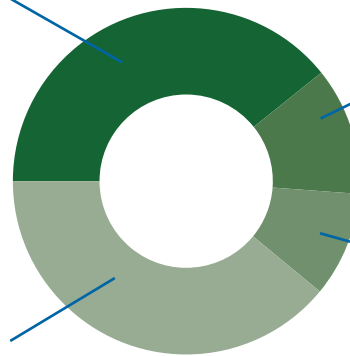
Welding Equipment & Gases

**Industrial MRO  
39%**

**Electrical MRO  
12%**

**Construction/  
Facility MRO  
10%**

**Other MRO  
39%**



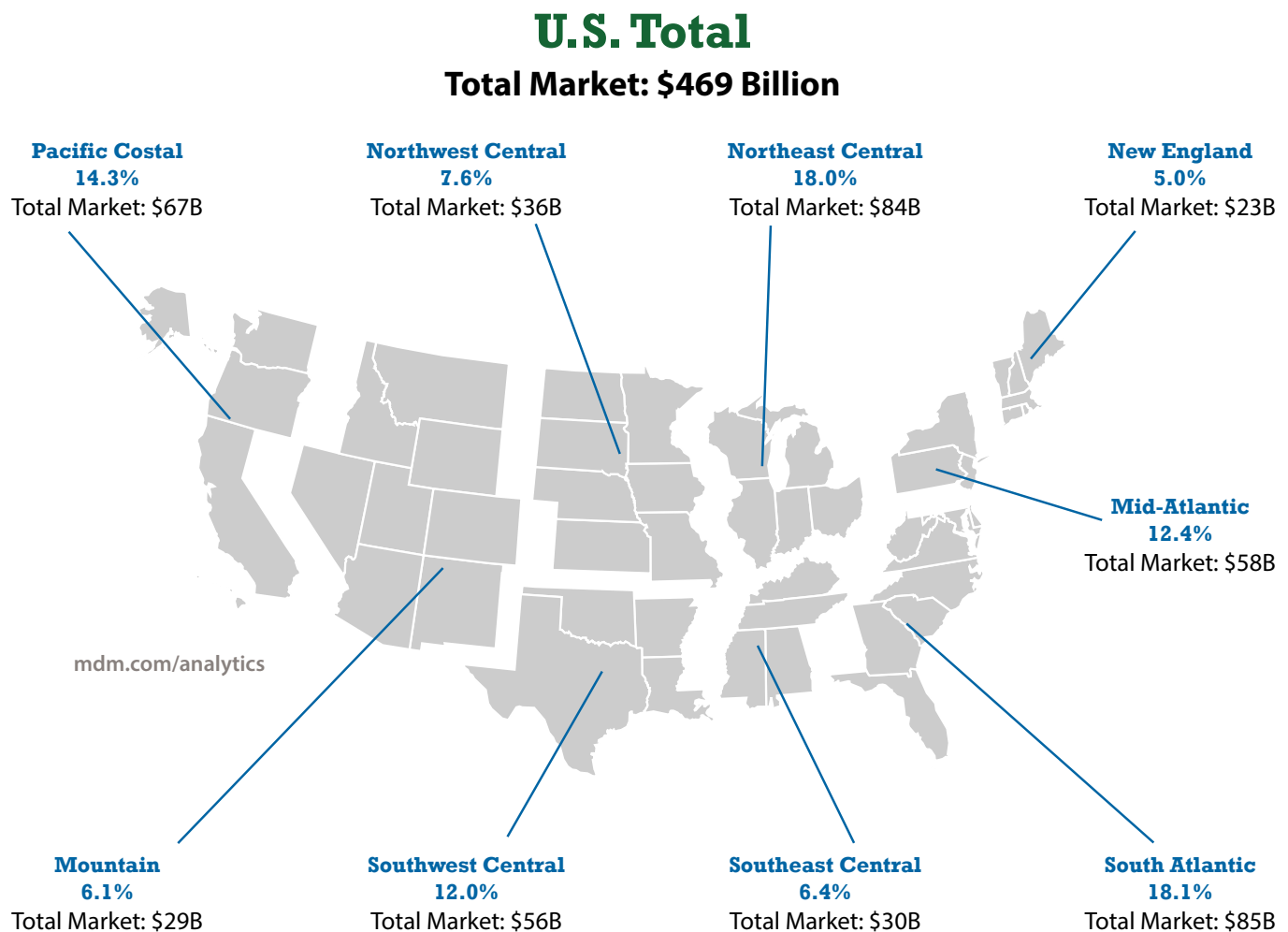
#### DATA METHODOLOGY NOTE:

The data on this page and the following pages represent estimated total consumption at the end-user level of MRO products in North America, according to MDM Analytics. These estimates represent purchases at the end-user level in U.S. dollars and include the distributor margin. MDM Analytics estimates market demand at the end-user level using its proprietary predictive market model and a combination of government, private and industry databases.

## U.S. Market

## Estimated Consumption of MRO Products by Region

The following data represent estimated consumption at the end-user level of MRO products in the U.S. based on the total market size of \$469 billion, according to MDM Analytics. These estimates represent purchases at the end-user level in U.S. dollars and include the distributor margin. MDM Analytics estimates market demand at the end-user level using its proprietary predictive market model and a combination of government, private and industry databases.



### States included in each of the nine U.S. regions, according to the U.S. Census Bureau:

**NORTHEAST CENTRAL:** Illinois, Indiana, Michigan, Ohio, Wisconsin

**SOUTH ATLANTIC:** Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia

**SOUTHWEST CENTRAL:** Arkansas, Louisiana, Oklahoma, Texas

**PACIFIC:** Alaska, California, Hawaii, Oregon, Washington

**MID-ATLANTIC:** New Jersey, New York, Pennsylvania

**NORTHWEST CENTRAL:** Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

**SOUTHEAST CENTRAL:** Alabama, Kentucky, Mississippi, Tennessee

**MOUNTAIN:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

**NEW ENGLAND:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

## U.S. Market

This page represents the top 10 products consumed in the three largest end-markets by 2-digit NAICS in the U.S. and are ranked by demand. These estimates represent purchases at the end-user level and include the distributor margin. MDM Analytics estimates market demand at the end-user level using its proprietary predictive market model and a combination of government, private and industry databases.

## Top 10 Products Consumed by Manufacturing End-Markets

### NAICS 31-33

Rank	Product
1	MRO Packaging
2	MRO Power Transmission
3	MRO Chemicals
4	MRO Electrical
5	MRO Fluid Power
6	MRO Plastics
7	MRO Electronics
8	MRO Industrial Pipes, Valves, Fittings
9	MRO Material Handling
10	MRO Computer Telecom

## Top 10 Products Consumed by Construction End-Markets

### NAICS 23

Rank	Product
1	MRO Electrical
2	MRO Electronics
3	MRO Power Transmission
4	MRO Plastics
5	MRO Chemicals
6	MRO Industrial Pipes, Valves, Fittings
7	MRO Packaging
8	MRO Safety
9	MRO Steel
10	MRO Material Handling

## Top 10 Products Consumed by Other End-Markets

Rank	Product
1	MRO Packaging
2	MRO Computer Telecom
3	MRO Janitorial Supplies
4	MRO HVACR
5	MRO Electrical
6	MRO Plumbing Products
7	MRO Plastics
8	MRO Welding Equipment-Gases
9	MRO Power Transmission
10	MRO Material Handling

### 2-digit NAICS codes that comprise the Other End-Markets:

NAICS	Description
42	Wholesale Trade
22	Utilities
21	Mining, Quarrying, and Oil and Gas Extraction
44-45	Retail Trade
11	Agriculture, Forestry, Fishing and Hunting
54	Professional, Scientific, and Technical Services
56	Administrative and Support and Waste Management and Remediation Services
48-49	Transportation and Warehousing
72	Accommodation and Food Services
62	Health Care and Social Assistance
51	Information
52	Finance and Insurance
61	Educational Services
81	Other Services (except Public Administration)
92	Public Administration
55	Management of Companies and Enterprises
53	Real Estate and Rental and Leasing
71	Arts, Entertainment, and Recreation

## Canada: Estimated Consumption of MRO Products by Province

The estimates on this page represent the market size for the 10 Canadian provinces and three territories. Demands shown are in U.S. dollars, not Canadian dollars.



Total Estimated  
Demand in Canada:  
**\$55 billion**

Province	Est. Demand (US \$ Millions)
Ontario	\$21,770
Quebec	\$13,064
Alberta	\$6,661
British Columbia	\$6,608
Manitoba	\$1,767
Saskatchewan	\$1,586
New Brunswick	\$1,237
Nova Scotia	\$1,158
Newfoundland and Labrador	\$690
Prince Edward Island	\$245
Northwest Territories	\$42
Yukon	\$38
Nunavut	\$12

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## Canada: Top 10 End-Markets Consuming MRO Products

The following data represent consumption at the 6-digit NAICS end-user level for the top 10 industries consuming MRO products in Canada, according to MDM Analytics estimates. These estimates represent purchases at the end-user level and include the distributor margin. MDM Analytics estimates market demand at the end-user level using its proprietary predictive market model and a combination of government, private and industry databases. The MDM Analytics model uses U.S. Census Bureau NAICS categories applied to the Canadian market.

NAICS	End-Market	Est. Demand (US \$ Millions)
238210	Electrical Contractors and Other Wiring Installation Contractors	\$2,950
238220	Plumbing, Heating and Air-Conditioning Contractors	\$1,556
325412	Pharmaceutical Preparation Manufacturing	\$1,382
322110	Pulp Mills	\$1,253
312120	Breweries	\$1,199
322121	Paper (except Newsprint) Mills	\$1,043
236220	Commercial and Institutional Building Construction	\$1,032
622110	General Medical and Surgical Hospitals	\$1,013
311611	Animal (except Poultry) Slaughtering	\$826
322122	Newsprint Mills	\$815

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## Mexico Market

## Mexico: Estimated Consumption of MRO Products in the Top 10 States

The estimates on this page represent the market size for the top 10 Mexican states. Demands shown are in U.S. dollars, not Mexican pesos.



Total Estimated  
Demand in Mexico:  
**\$58 billion**

State	Est. Demand (US \$ Millions)
Distrito Federal	\$12,122
Mexico	\$7,628
Jalisco	\$5,882
Nuevo Leon	\$4,824
Guanajuato	\$3,093
Chihuahua	\$2,451
Baja California	\$1,987
Veracruz Llave	\$1,975
Coahuila De Zaragoza	\$1,927
Puebla	\$1,794

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## Mexico: Top 10 End-Markets Consuming MRO Products

The following data represent consumption at the 6-digit NAICS end-user level for the top 10 industries consuming MRO products in Mexico, according to MDM Analytics estimates. These estimates represent purchases at the end-user level and include the distributor margin. MDM Analytics estimates market demand at the end-user level using its proprietary predictive market model and a combination of government, private and industry databases. The MDM Analytics model uses U.S. Census Bureau NAICS categories applied to the Mexican market.

NAICS	End-Market	Est. Demand (US \$ Millions)
312111	Soft Drink Manufacturing	\$3,962
236220	Commercial and Institutional Building Construction	\$2,445
311421	Fruit and Vegetable Canning	\$1,848
336390	Other Motor Vehicle Parts Manufacturing	\$1,578
325180	Other Basic Inorganic Chemical Manufacturing	\$1,439
312120	Breweries	\$1,376
311314	Cane Sugar Manufacturing	\$1,331
325412	Pharmaceutical Preparation Manufacturing	\$1,316
322121	Paper (except Newsprint) Mills	\$1,266
326199	All Other Plastics Product Manufacturing	\$1,256

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## MRO Product Profile

### Products Included in This Analysis

How big is the market for MRO products? The answer depends on what you include in the market basket. MDM Analytics provided data for this report based on 122 MRO products.

#### Construction/Facility

##### Contractor Supplies

##### HVACR

- HVACR Maintenance/MRO
- Refrigeration Comm/Ind Maint

##### Janitorial Supplies

##### Plumbing Products

- Plumbing Maintenance/MRO

#### Industrial Markets

##### Abrasives

- Abrasives Grain-Grit-Shot
- Abrasives Coated
- Abrasives Super
- Abrasives Bonded

##### Brushes

- Brushes General Maintenance
- Brushes Industrial
- Brushes Painting/Prep

##### Chemicals

- Adhesives MRO
- Packaging-Adhesives
- Paint Maintenance MRO
- Paint Spray Equipment MRO
- Petro Refined Lubricants
- Petro Hydraulic Oils
- Petro Industrial Oil & Grease
- Petro Metal Cutting
- Petro Metal Forming
- Petro Surface Coatings
- Sealants MRO

##### Controls

- Controls Process Instruments MRO

##### Cutting Tools

- Tools Cutting-Carbide
- Tools Cutting-High Speed Steel

##### Fasteners

- Fasteners Non-Threaded MRO
- Fasteners Threaded MRO

##### Fluid Power

- Hydraulic Pumps-Motors MRO
- Hydraulic Cylinders MRO
- Hydraulic Valves-Filters-Misc MRO
- Pneumatic Cylinders MRO
- Pneumatic Valves-FRLs MRO
- Pumps Industrial MRO

##### Hand Tools

- Tools Files
- Tools General Hand
- Tools Hand-Precision Measurement

##### Industrial Pipes, Valves, Fittings

- PVF Metal MRO

##### Machine Tool Accessories

##### Material Handling

- Conveyors-Conveying Equipment
- Casters Industrial MRO
- Shelving Racks-Lockers-Benches
- Wire Rope and Slings

##### Power Tools

- Compressors Industrial All
- Tools Power-Air
- Tools Power-Electric

##### Power Transmission

- Bearings Ball MRO
- Bearings Mounted MRO
- Bearings Roller MRO
- Chain Link MRO
- Chain Roller MRO
- Clutches & Brakes MRO
- Controls Gen-Indst Eqpt MRO
- Controls Gen-Indst PLCs MRO
- Controls Specialty Indst MRO
- Controls Motor & Drive MRO
- Controls Variable Speed Drives MRO
- Couplings Flexible MRO
- Gauges Industrial Instrument MRO
- Gear Drives & Speed Reducers MRO
- Linear Accessories MRO



**Power Transmission Cont.**

Linear Actuators & Positioners MRO  
 Motors Fractional HP MRO  
 Motors Integral HP MRO  
 Sprockets MRO

**Rubber Products**

Belting Conveyor Flat MRO  
 Gaskets & Packings MRO  
 Hose Hydraulic MRO  
 Hose Industrial MRO  
 O-Rings MRO  
 Pneumatic Tube & Ftgs  
 Seals Mechanical-Automotive MRO  
 Seals Mechanical-Industrial MRO  
 Sheaves MRO  
 Belts Transmission MRO

**Safety**

Safety PPE  
 Safety Test-Eqpt and Respirators

**Saws**

Saw Blades

**Welding Equipment & Gases**

Gases Industrial Non-Welding  
 Gases Industrial Welding  
 Welding Eqp Cstn&Maint MRO

**Electrical**

Circuit Protection Devices MRO  
 Generator Set-Power Supply MRO  
 Light Bulbs MRO  
 Light Bulbs Transprtn MRO  
 Light-Fxtr Transprtn MRO  
 Light Fixtures MRO  
 Switchgear Equipment MRO  
 Test Instruments Prtbl/Bench  
 Transformers Power MRO  
 Wire DataComm MRO  
 Wire & Cable MRO  
 Wire Small Diameter MRO  
 Wiring Devices Current MRO  
 Wiring Devices Non-Current MRO

**Other MRO****Computer/Telecom**

Computers Business MRO  
 Computers Processing MRO  
 DataComm Equipment MRO

**Electronics**

Components Modules MRO  
 Tools Assembly-Electrical/Electronic

**Packaging**

Packaging-Bags Industrial  
 Packaging-Bottles Cans&Drums All  
 Packaging-Containers Plastic  
 Packaging-Containers Paper  
 Packaging-Containers Paper Specialty  
 Tape

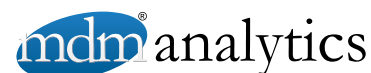
**Plastics**

Plastic Flex-Film&Sht MRO  
 Packaging-Plastic Film&Sht  
 Plastic Flex-Tube MRO  
 PVF Plastic Maintenance/MRO  
 Plastic Rigid-Sht&Plate MRO  
 Plastic Rigid-Sht&Plate Pkg  
 Plastic Shapes-Tube\_Rod\_Bar MRO  
 Plastic Shapes-Tube\_Rod\_Bar Pkg

**Steel**

Steel Alloy MRO  
 Steel Carbon Bars MRO  
 Steel Carbon Pipe MRO  
 Steel Carbon Plate MRO  
 Steel Carbon Sheet MRO  
 Steel Carbon Tube MRO  
 Steel Carbon-Strctl MRO  
 Steel Stainless MRO

MDM Analytics offers data on more than 200 MRO/OEM product profiles. For a full list, visit [www.mdm.com/analytics](http://www.mdm.com/analytics).



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MDM Analytics, formerly Industrial Market Information, is the leading market analytics firm for industrial and construction products in North America. Since 1987, MDM Analytics has helped clients reach their full market potential with data services, dashboards and sales force management tools to target high-potential customers and markets.

MDM Analytics is an essential resource for clients seeking to:

- identify market penetration & untapped potential;
- target the highest potential geographic regions, customer segments & product categories;
- assess individual customer & prospect potential;
- more effectively deploy resources; and
- improve sales growth, margins and return on capital.

MDM Analytics' capabilities are built on a team of seasoned professionals and a unique database delivering reliable market size and segmentation services for more than 200 MRO/OEM products.



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