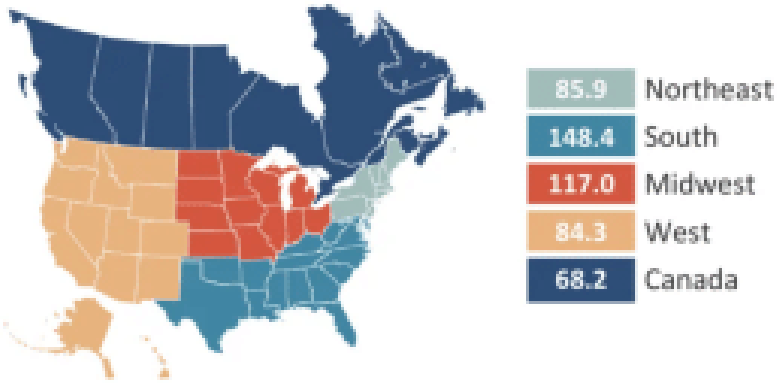
Distributor sentiment points to continued momentum heading into 2027

October 22, 2026, Bluffton, SC –Solomon Coyle, the leading provider of research, business analytics, and consulting for the commercial interiors industry, has released its**2026-Q3 to Q4 Market Outlook Report**. The report captures front-line sentiment from distributors across the U.S. and Canada on bookings, billings, backlog, and pipeline activity, along with their expectations for the quarters ahead.

Distributors outperformed their own expectations this quarter. Q3 bookings came in 0.6 points higher than dealers had forecast going into the quarter, a sign that the channel continues to deliver even as it navigates an uncertain economy. The report also reveals notable differences by region, sector, and product category that dealers will want to factor into their year-end planning.

"Bookings growth came in at a respectable 2.4% for Q3 and dealers expect ongoing slow-but-positive growth for Q4 and the start of the new year. We like this result given the macroeconomic and geopolitical headwinds the channel is selling into these days," says John Joseph, Solomon Coyle's Director of Business Analytics.



Bookings Index by Region

Changes in Bookings, Billings, and Backlog

Source: Solomon Coyle Market Outlook Report, 2026-Q3 to Q4

The report draws on responses from more than 140 distributors and covers:

- How actual Q3 results compared with what dealers had forecast
- Where pipeline activity is strengthening, and where it is slipping
- Which sectors and product categories are leading growth
- What distributors expect for Q4 and Q1 2027

The Market Outlook Report is designed to help distributors make better and better-timed decisions about strategy, budgets, and staffing.

To view the current report, visitQ3 to Q4 Market Outlook Report