

Solomon Coyle Releases 2020-Q4 Market Outlook Report

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### PIPELINE ACTIVITY POSITIVE IN ALL REGIONS FOR THE FIRST TIME

Bluffton, NC, February 2021 — Data collected in the latest Market Outlook Survey show encouraging trends toward stabilization and growth for the commercial furniture and modular wall industry.

“For the first time since the launch of the Market Outlook Survey (2020-Q2), pipeline activity in all regions is positive. Expected bookings is up significantly for Q2, at 3.49%. This is very encouraging and may be an indication that things are starting to turn around for the industry,” states David Solomon, managing principal at Solomon Coyle.

Paul Holland, principal at Solomon Coyle, adds, “This quarter’s survey aligns with what we are seeing in economic forecasts, influencer performance and BIFMA reporting. Sector activity is increasing, and bookings are forecasted for a lift in Q1 and Q2. We believe we are starting to see a slight tailwind with continued optimism looking beyond this year’s first half.”

In response to increasing participation and feedback from the distributor community, this quarter Solomon Coyle has added three new features to the report:

#### Index Trending

The report now includes index trending for both sector and regional pipeline activities, allowing for easier side-by-side comparison.

#### Pipeline Activity by Product Category

There is now a section to track current pipeline activity by product category. The categories are Furniture, Architecture, Floor and Wall Coverings and Technology/AV. It is important to note that not all distributors sell products in all categories.

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## **Sub-Regional Reports**

For areas with sufficient participation to maintain anonymity, more in-depth reporting will be available. Solomon Coyle will notify participants when the sub-region reports they submitted are available for download.

The Market Outlook Survey is open to all commercial furniture and modular wall distributors in North America. Solomon Coyle encourages multi-location distributors to submit a separate survey for each geographic location. Distributors can email [researchsupport@solomoncoyle.com](mailto:researchsupport@solomoncoyle.com) with any questions or to request a link for each of their branch locations, if needed.

To learn more about this research program and to get details on becoming a participant, please visit <https://solomoncoyle.com/dealer-market-outlook-report/>.

Learn how we can help you.

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