NATIONAL CENTER FOR
THE MIDDLE MARKET

MANUFACTURING

MIDDLE MARKET INDICATOR

Mid-Year | 2023

IN COLLABORATION WITH

The Ohio State University
Fisher College of Business

CHUBB

VISA

Manufacturing's Revenue Growth vs. National

MANUFACTURING'S MIDDLE MARKET
PAST 12 MO.
11.4%

MANUFACTURING'S MIDDLE MARKET
NEXT 12 MO.
11.9%

11.8% Past 12 Months National

9.6% Next 12 Months National

Manufacturing's Employment Growth vs. National

MANUFACTURING'S MIDDLE MARKET
PAST 12 MO.
9.6%

MANUFACTURING'S MIDDLE MARKET
NEXT 12 MO.
10.4%

10.1% Past 12 Months National

10.0% Next 12 Months National

Manufacturing's Top Internal Challenges Over The Next 12 Months

TALENT MANAGEMENT
49%

TECHNOLOGY
19%

BUSINESS GROWTH
17%

VS. NATIONAL MIDDLE MARKET

TALENT MANAGEMENT	FINANCIAL	BUSINESS GROWTH
54%	20%	20%

Preparing For Growth Through Capital Investment

WILLINGNESS TO INVEST INCREASES AMONG MIDDLE MARKET MANUFACTURING COMPANIES COMPARED TO 69% REPORTED IN 4Q'22.

78%
WILL INVEST

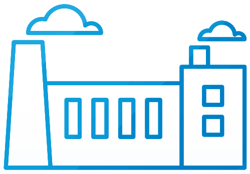
Most Difficult Aspects of Running a Business in the Current Environment

	ALL MIDDLE MARKET COMPANIES	BUSINESS SERVICES	MANUFACTURING	RETAIL TRADE	CONSTRUCTION	FINANCIAL SERVICES	HEALTHCARE	TECHNOLOGY*
CONTINUITY OF OPERATIONS	22%	20%	28%	18%	17%	23%	23%	25%
ONGOING UNCERTAINTY	24%	21%	21%	27%	20%	17%	25%	30%
EMPLOYEE COMMUNICATION, ENGAGEMENT, AND PRODUCTIVITY	30%	31%	30%	26%	22%	34%	40%	28%
MAINTAINING CUSTOMER RELATIONSHIPS AND ENGAGEMENT	26%	27%	23%	24%	38%	27%	25%	25%
WORKING CAPITAL MANAGEMENT/CASH	22%	22%	23%	18%	26%	28%	17%	20%
FOSTERING COMPANY CULTURE	16%	17%	17%	16%	9%	12%	15%	18%
TRANSFORMING TO BE A MORE DIGITALIZED COMPANY	22%	24%	23%	19%	21%	27%	25%	20%
STAYING CURRENT WITH TECH AND DIGITAL SOLUTIONS	29%	28%	33%	32%	27%	31%	19%	26%
INCREASED RISKS (E.G. CYBER, CLIMATE/WEATHER)	23%	29%	20%	32%	25%	28%	23%	15%
AVOIDING LAYOFFS	21%	21%	18%	22%	21%	16%	28%	22%
MAINTAINING SALES/ REVENUE LEVELS	32%	30%	29%	34%	34%	30%	30%	31%
SKILLS GAP OR WORKFORCE CONSTRAINTS	29%	25%	33%	29%	32%	25%	25%	30%

Percent of respondents ranking these as first, second, or third most difficult
*Includes companies also represented in other industries, e.g., computer manufacturers, IT services, healthtech, fintech.

Manufacturing's Middle Market Defined

ANNUAL REVENUE
$10 MM–$1 B

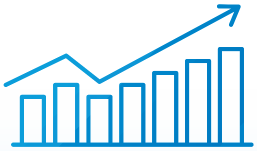


REPRESENTS
3.6%
OF ALL MANUFACTURING COMPANIES

MORE THAN
22,200
BUSINESSES

EMPLOYS
29.9%
OF THE MANUFACTURING WORKFORCE

GENERATING
$1.1T
IN ANNUAL REVENUE



GENERATES
15.2%
OF ALL MANUFACTURING BUSINESS REVENUE

Source: 2014 D&B Data