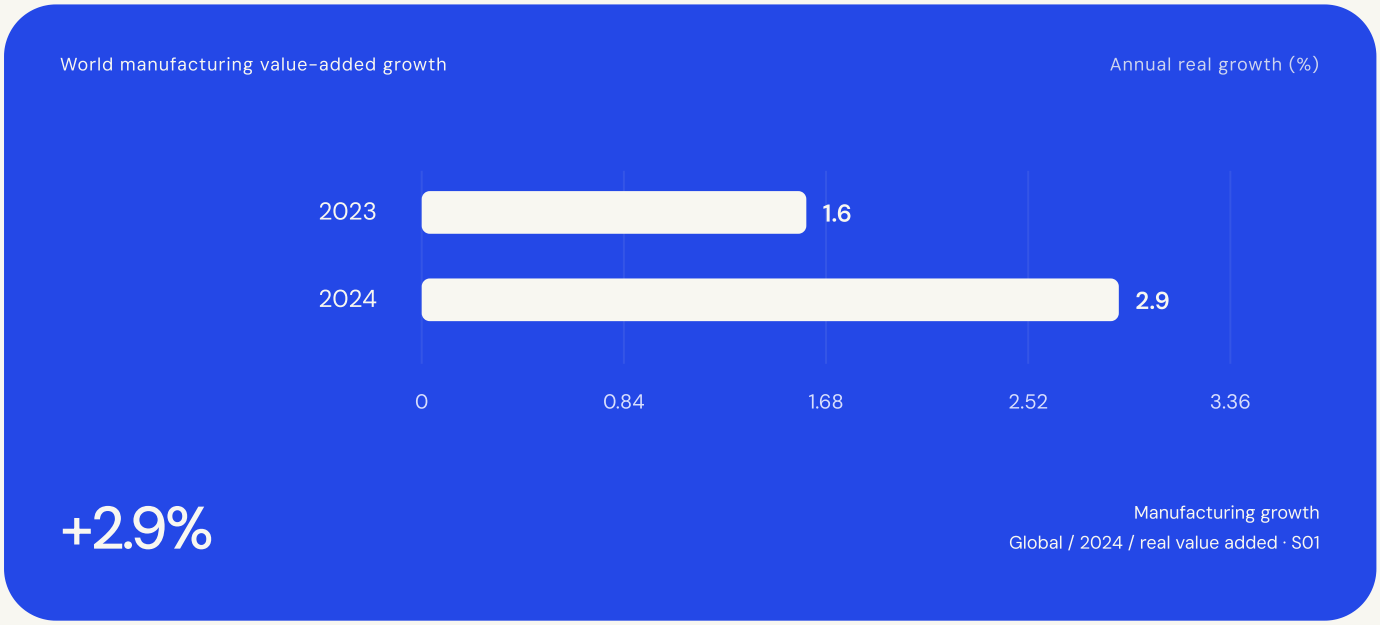
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Industrial maintenance providers

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Industrial maintenance prospects should use equipment you can service. A general factory list does not identify the right technical assignment.

+2.9%
Manufacturing growth
Global / 2024 / real value added [S01]

+1.6%
Previous-year growth
Global / 2023 / same edition [S01]

20.9%
Industry share of GDP
Global / 2024 / incl. mining, utilities [S01]

01 What you can offer

Offer maintenance for equipment you know, with a defined scope and understood site conditions.

02 Where to start

Choose the equipment or process you support first.

03 What to ask

Discuss the asset and service request with the technical owner.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Manufacturing growth provides broad context for industrial activity. A specific sales opportunity still requires information about the plant's equipment, workforce tasks or planned work.

Manufacturing growth

Global / 2024 / real value added [S01]

+2.9%

Previous-year growth

Global / 2023 / same edition [S01]

+1.6%

Industry share of GDP

Global / 2024 / incl. mining, utilities [S01]

20.9%

What these figures cover

Growth rates measure real manufacturing activity. Industry's GDP share also includes mining and utilities. These are not maintenance or workwear spending totals.

Consider international customers

Foreign-owned plants and equipment makers may need local service partners; foreign projects need staffed on-site delivery.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

World manufacturing value-added growth

Annual real growth (%)

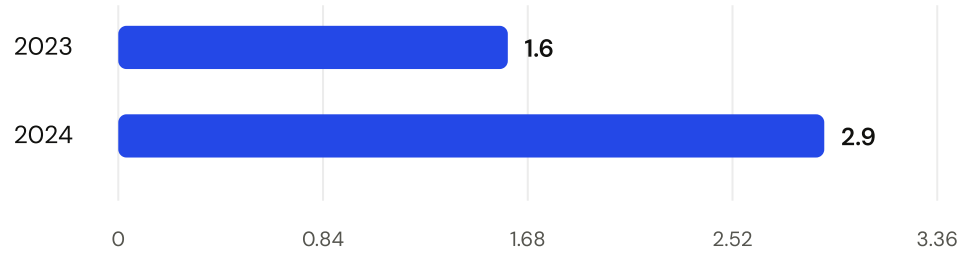


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose the equipment or process you support first. Research plants and operators that could use it.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Foreign-owned plants and equipment makers may need local service partners; foreign projects need staffed on-site delivery.

Growth rates measure real manufacturing activity. Industry's GDP share also includes mining and utilities. These are not maintenance or workwear spending totals.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Manufacturing plants

What to discuss
Speak with plant maintenance teams about the machine groups within your expertise.

Who to speak with
Maintenance or engineering lead

PROFILE 02
Potential buyer

Warehouse operators

What to discuss
Focus on warehouse areas using the handling or facilities equipment you support.

Who to speak with
Maintenance or engineering lead

PROFILE 03
Potential buyer

Utilities contractors

What to discuss
Offer technical contractors specialist maintenance support for their own projects.

Who to speak with
Maintenance or engineering lead

PROFILE 04
Potential buyer

Exporting factories

What to discuss
Ask exporting factories how maintenance work must fit their production schedule.

Who to speak with
Maintenance or engineering lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose the equipment or process you support first. Research plants and operators that could use it.

Next step

Research a small group of relevant firms.

02

Define the work together

Discuss the asset and service request with the technical owner. Review site access, downtime and parts before confirming a price.

Next step

Write down the agreed requirements.

03

Look across borders

Foreign-owned plants and equipment makers may need local service partners; foreign projects need staffed on-site delivery.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 International Yearbook of Industrial Statistics 2025

UNIDO · November 2025

www.unido.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/industrial-maintenance-providers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION