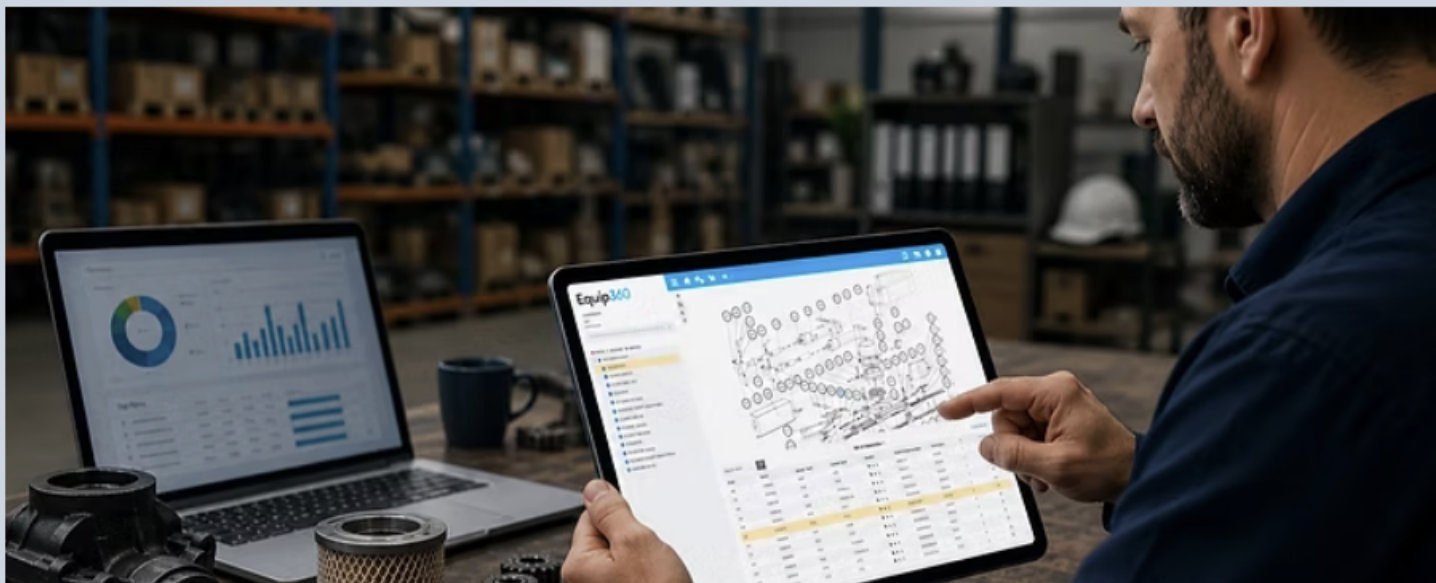




Why Aftermarket Revenue Is More Important During Economic Uncertainty

When economic uncertainty impacts equipment sales and capital spending, aftermarket revenue often becomes one of the most stable parts of the business.

Even when customers delay large purchases, equipment still needs maintenance, replacement parts, and ongoing service support. In many cases, businesses become even more dependent on existing equipment during uncertain markets because replacing assets simply isn't realistic.

That shift is forcing many manufacturers and distributors to rethink how they approach aftermarket sales, customer support, and digital accessibility.

In this blog, we break down why aftermarket revenue becomes so critical during uncertain markets and what companies are doing to strengthen this side of the business.

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