Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Jan. 12, 2026






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Ignite Company

Rising wages across Canada in 2026

In 2025, Canada saw several minimum wage increases, and the trend is set to continue in 2026 with further hikes announced in two provinces.

Nova Scotia raised its minimum wage to $16.50 in October 2025, and has scheduled two additional increases in April and October 2026, which will bring the rate to $17.00 per hour.

Similarly, Prince Edward Island is on track to reach the $17.00 benchmark by April 2026.

Several provinces execute automatic minimum wage increases in relation to the consumer price index and some will be announced later in the year. Food prices hovered around a 3% increase for much of the year but surpassed 4% growth in November 2025.

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Source: Technomic Ignite Company and Government of Canada

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MINIMUM WAGES PER HOUR BY PROVINCE

Province	Effective Date	Minimum Wage Rate
Alberta	June 26, 2019	$15.00
British Columbia	June 1, 2025	$17.85
Manitoba	Oct. 1, 2025	$16.00
New Brunswick	April 1, 2025	$15.65
Newfoundland and Labrador	April 1, 2025	$16.00
Northwest Territories	Sep. 1, 2025	$16.95
Nova Scotia	Oct. 1, 2025	$16.50
Nova Scotia	April 1, 2026	$16.75
Nova Scotia	Oct. 1, 2026	$17.00
Nunavut	Sep. 1, 2025	$19.75
Ontario	Oct. 1, 2025	$17.60
Prince Edward Island	Oct. 1, 2025	$16.50
Prince Edward Island	April 1, 2026	$17.00
Quebec	May 1, 2025	$16.10
Saskatchewan	Oct. 1, 2025	$15.35
Yukon	April 1, 2025	$17.94

Ignite Menu

Innovation for spring menu pipeline

Technomic's recently published *Canada Season's Eatings* report predicts how spring flavours and ingredients will be used, as well as providing recommendations. For example, operators can incorporate scallions into classic sandwiches, such as grilled cheese, tuna salad sandwiches or chicken salad sandwiches, for a seasonal, vibrant addition that elevates both taste and texture.

Here are some themes for spring 2026:

Integrate powders as menu enhancers

Turn to plant powders to diversify menu items, whether through functional ginger dust to rim beverages or pea powder as a protein boost in smoothies.

Plate creative low-carb options

Provide lighter vegetable-based alternatives to carb-heavy offerings, such as asparagus fries or zucchini pasta shells.

Introduce spring ingredients into hearty menu fare

Add spring produce into more transitional items for a spring-forward take, such as scallions in cheesy sandwiches and artichoke hearts in calzones.

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Source: Technomic Ignite Menu
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Ignite Consumer

Healthy eating at restaurants on the rise

Inevitably, health and wellness become top of mind for many with the arrival of the new year. However, data from Ignite Consumer reveals that the focus on healthy eating has been steadily growing year-round.

More than half of consumers (54%) now agree with the statement, "I actively seek out nutritious foods that are good for me," marking a 2 percentage-point increase compared to two years ago. Additionally, when asked to describe their primary need state or reason for visiting a restaurant on a recent occasion, one-quarter of consumers selected better-for-you need states—a 5 percentage-point increase from Q4 2023.

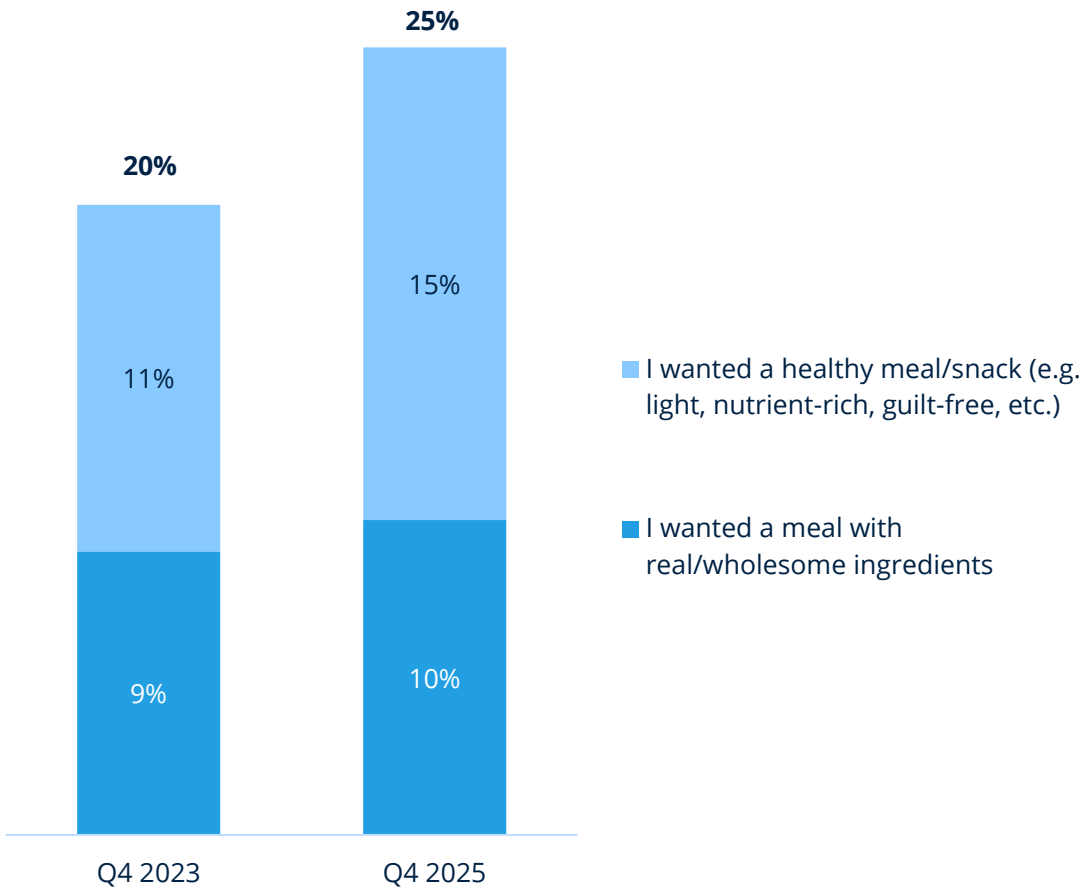
For the restaurant industry, this shift underscores the importance of offering healthier menu options and transparently communicating nutritional benefits. Restaurants that prioritize better-for-you choices and cater to health-conscious diners are well-positioned to capture this growing demand and build loyalty among consumers seeking nutritious dining experiences.

Ignite Consumer clients: Click here for more

Base: 6,500 Canada consumers ages 18+
Source: Technomic Ignite Consumer

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PRIMARY REASON FOR RESTAURANT OCCASION
% OF RECENT CHAIN GUESTS



Global Foodservice Navigator Program

The state of beverages around the world

As part of its recently released *Global Beverage Category Report*, Technomic's Global Foodservice Navigator Program details the size of beverages relative to total foodservice and restaurant sales in each of the 25 markets it tracks. Below are a few fascinating highlights:

With beverages constituting about 26% of overall foodservice sales, MENA and Latin America represent the two regions where this mealpart is strongest.

Additionally, estimated two-year CAGR indicates that these regions both exceed or approximate the average 11.6% growth in sales seen worldwide since 2023, at 13.73% and 11%, respectively.

However, markets in Asia-Pacific make up nearly half of the top 10 markets where beverages claim the highest share of sales, including the top 10 positions.

In both Malaysia and the Philippines, this mealpart is about 29% of the total restaurant/foodservice size.

Similarly, half of the top 10 fastest-growing markets for beverages, again including the top two, are found in Asia-Pacific, with Indonesia notching an eye-popping 37.8% growth.

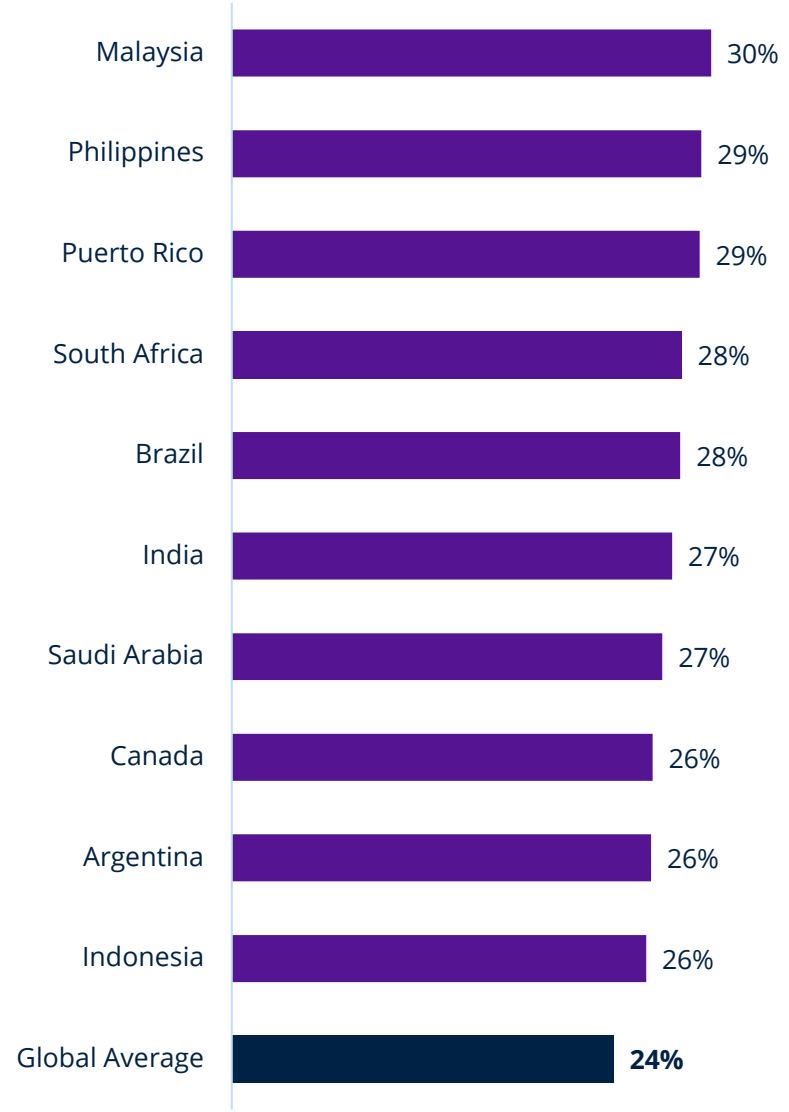
The other half consists of three Latin American markets—Argentina, Mexico and Brazil—and both tracked markets in the Middle East (Saudi Arabia and the UAE).

Global Navigator clients: Click here for more

Source: Technomic Global Foodservice Navigator Program

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BEVERAGE SHARE OF TOTAL RESTAURANTS AND FOODSERVICE SIZE



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Our team of experts helps leaders in the industry make complex business decisions, set strategy and stay ahead of the curve.

Have questions?
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