

# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Jan. 13, 2025

Image Source: Shutterstock



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# Restaurant price gaps across Canada

Although food costs in Canada have gradually softened over the past year, some provinces are still seeing higher prices in restaurants than others.

Prince Edward Island paced all provinces, with foodservice prices still increasing by more than 5% compared to the prior year. Some larger provinces, including Quebec and British Columbia, have seen restaurant prices sit at just above 2% growth.

As a whole, food prices at restaurants in Canada rose 3.4% year over year, a mark relatively constant since August 2024.

National food away from home prices peaked in January 2023, spiking to more than 8% growth year over year.

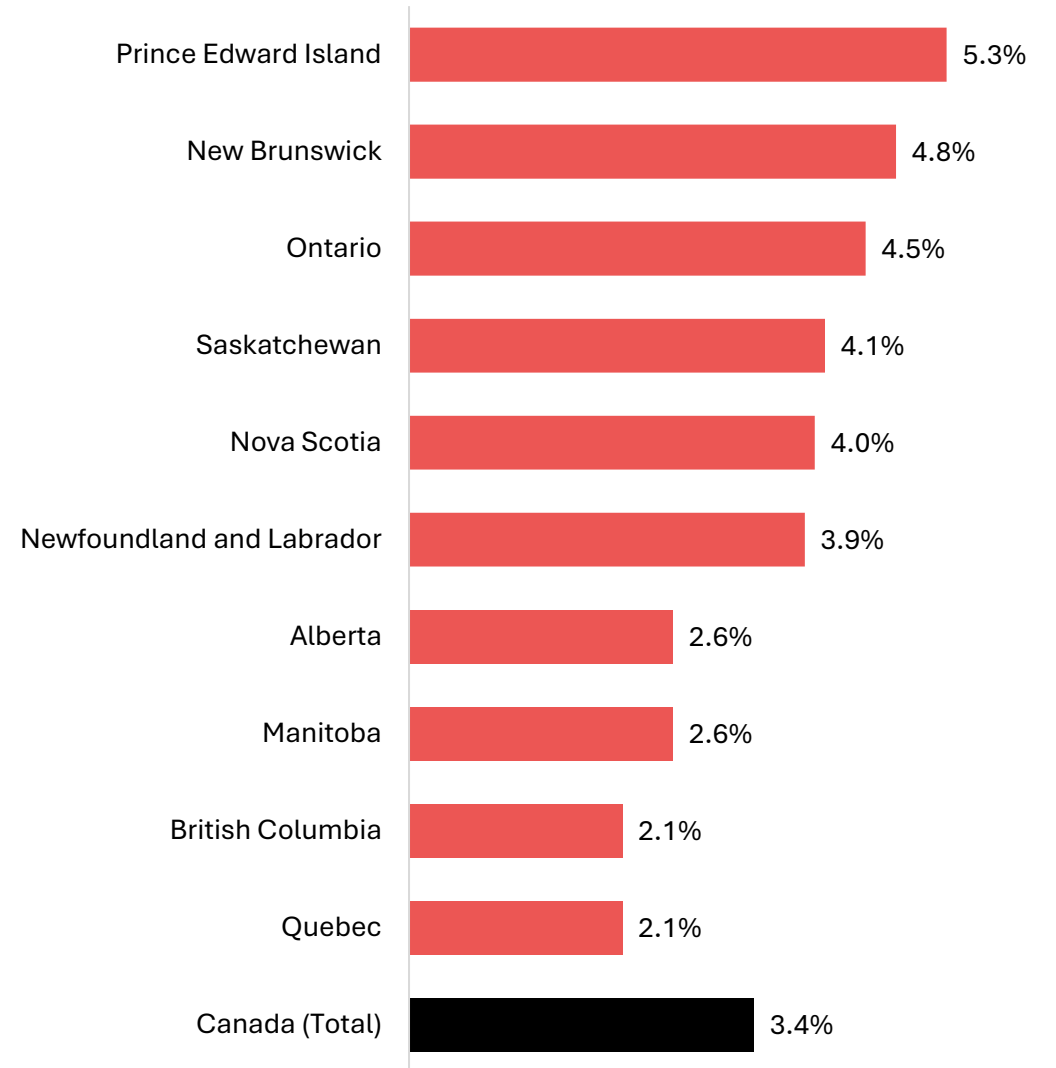
Check out Technomic's *Foodservice Industry Economic Indicator* for a monthly synopsis of key economic indicators impacting Canada's foodservice industry.

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Source: Ignite Company Canada

\*Note: Consumer prices as of November 2024

**CONSUMER PRICES: FOOD AWAY FROM HOME\***  
YEAR-OVER-YEAR CHANGE





## Ignite Menu

# Fastest-growing dairy products at FSRs

Canadian FSRs are spotlighting a variety of dairy products, particularly global cheeses from regions in France, India and Italy.

Creme fraiche is the dairy product rising the most across menus. This soured French cream is comparable to American sour cream and operators are pairing it with indulgent options such as caviar, chocolate desserts and tarts.

Paneer, a South Asian cheese texturally similar to tofu, is appearing with butter chicken and roasted vegetable curries. Newer applications include Indian-style paneer pizza.

Operators are also menuing bocconcini, small mozzarella balls originating in Italy, by stuffing bocconcini into zucchini rolls for a healthier option. Salads are another popular way to menu the cheese.

Cottage cheese is growing on menus as a protein-packed addition to breakfast platters. It is also appearing in Indian-style dishes.

Asiago cheese takes the last spot and is often in more commonly menued dishes, including Caesar salads, cheese ravioli and pizza. The flavour of Asiago cheese is often compared to Parmesan, and its versatility allows operators to use it in a wide range of options.

FASTEST-GROWING DAIRY PRODUCTS AT FULL-SERVICE RESTAURANTS  
Q3 2023-Q3 2024

### CREME FRAICHE

+51.3%

### PANEER

+41.3%

### BOCCONCINI

+38.9%

### COTTAGE CHEESE

+30.6%

### ASIAGO

+25.9%



[Ignite Menu clients: Click here for more](#)

Source: Technomic Ignite Menu, Q3 2023-Q3 2024  
Image Source: Adobe Stock

# The importance of kids in the dining decision

The industry has spent years focused on understanding and catering to millennials and Gen Zers. Among other trends, digital capabilities and tech, off-premise activity and “seamless transactions” have garnered most of the press regarding courting these younger diners.

However, one potentially overlooked decision driver may prove simpler and easier to attain for operators fighting for share of traffic. Gen Zers and millennials both report the importance of kid-friendliness and kids’ menus are

significantly above average. This goes beyond anecdotal trends regarding adults ordering off the kids’ menu to save cash or to limit calorie consumption.

Operators can appeal to both kids and parents in many ways, allowing for a differentiated approach that uniquely suits their concept. For example, kid-friendliness may range from menu suggestions regarding food allergies to various entertainment options for children of adults looking to satisfy their entire family for the occasion.

[Ignite Consumer clients: Click here for more](#)

Base: Varies; Approx. 2,500 Canadian consumers 18+ per attribute shown  
Source: Technomic Ignite Consumer Canada, Q4 2023-Q3 2024

## HOW WOULD YOU RATE THE IMPORTANCE OF \_\_\_\_ WHEN DECIDING WHICH RESTAURANT YOU WILL VISIT? TOP-TWO BOX=% IMPORTANT/VERY IMPORTANT

Limited Service	Gen Zers	Millennials	Consumer Average
It's kid-friendly	59%	66%	55%
Kids menu has healthy options	54%	62%	51%
Kids menu has a variety of options	54%	62%	50%
Full Service	Gen Zers	Millennials	Consumer Average
It's kid-friendly	58%	65%	54%
Kids menu has healthy options	57%	62%	51%
Kids menu has a variety of options	55%	64%	50%

# Where is pizza most likely to grow?

As part of the upcoming [Global Pizza Category Report](#), Technomic surveyed consumers in 25 markets to gain insight into their pizza preferences and ordering habits, including whether restaurant-goers order it at least once every 90 days and whether they plan to change their order frequency. Below are a few highlights:

While 60% of all respondents indicated that they expect to order pizza as often as they do now over the next six months, this number varied strongly by region and market. Although just 20% of consumers in Asia plan to order pizza more frequently during this period, this number jumps to 41% in India, the highest in the world.

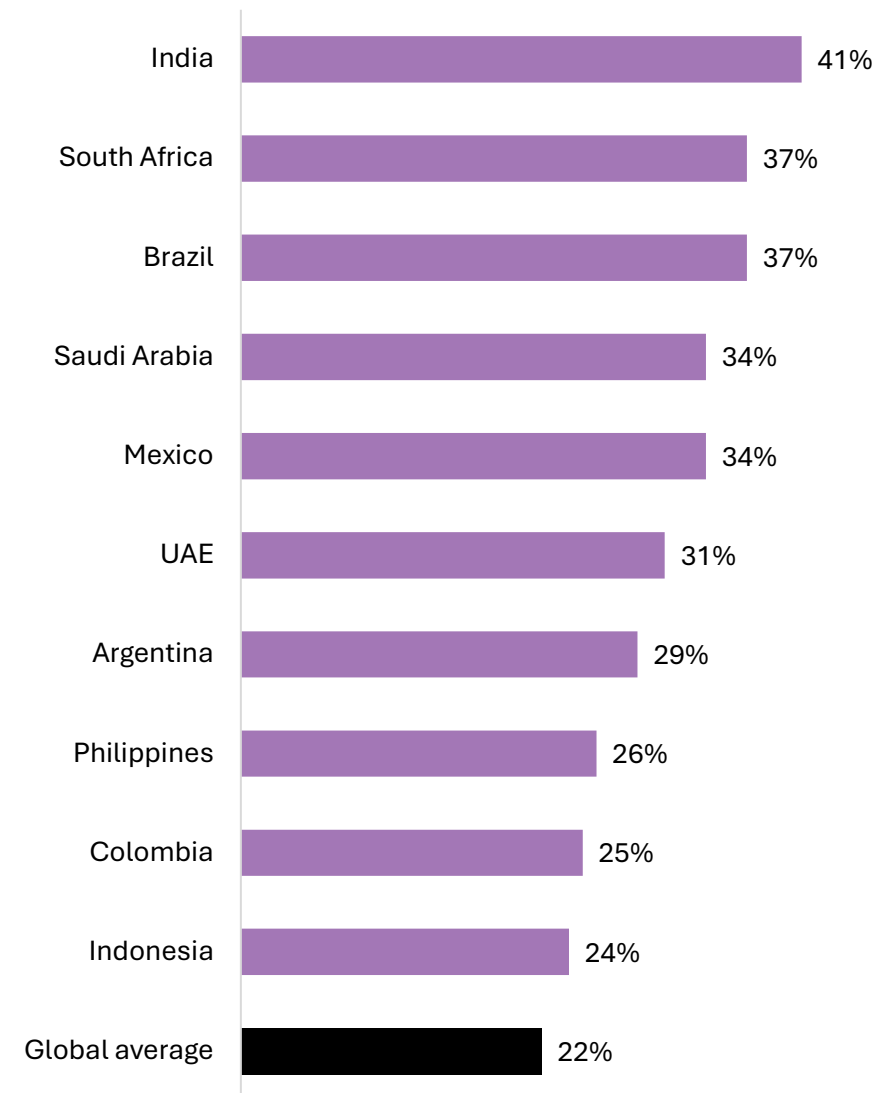
Europe and North America consumers noted that, by and large, they were unlikely to order pizza more often. However, the U.S. was a bright spot, with nearly a quarter of respondents foreseeing increased pizza orders.

By contrast, Middle East (33%) and Latin America (28%) consumers were disproportionately likely to plan to order more pizza, with six of the top 10 global markets found in these two regions. With the exception of Puerto Rico, at least 20% of consumers in each market in these regions foresaw more frequent pizza orders, with four of these markets breaking the 30% mark as well (i.e., Brazil, Mexico, Saudi Arabia and the UAE).

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Source: Technomic Global Foodservice Navigator Program

**% OF CONSUMERS MORE LIKELY TO ORDER PIZZA OVER THE NEXT SIX MONTHS**



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312-876-0004  
[info@technomic.com](mailto:info@technomic.com)  
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