Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Jan. 27, 2025

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Ignite Company

Canada foodservice prices fall to finish 2024

After jumping by more than 6% during both 2022 and 2023, consumer foodservice prices cooled somewhat in 2024, climbing by an average rate of 3.7% on an annual basis.

Limited-service restaurant pricing expanded by an average of 4.5% across 2024 compared to a 3.3% increase for full-service operators. Prices at both limited- and full-service restaurants climbed by a notably larger margin than grocery stores, where prices rose by an average of just 2.2% in 2024.

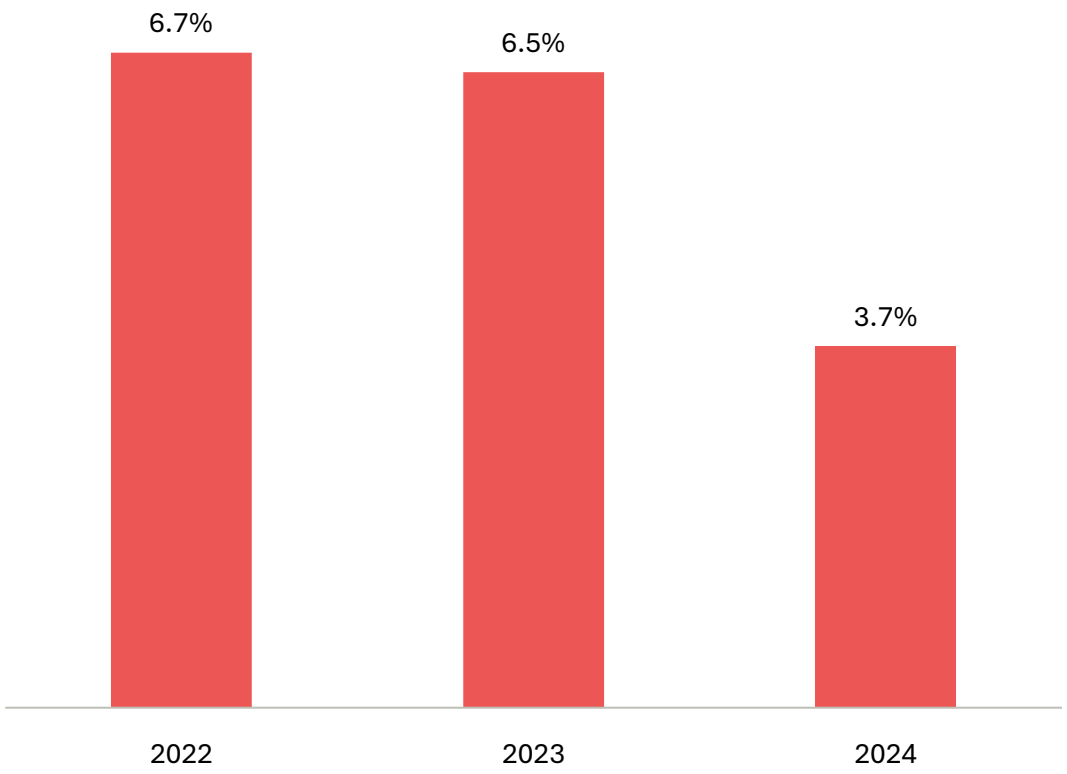
In December, legislation to enact the goods and services tax/harmonized sales tax break was passed into law, causing a sharp decline in prices across industries, including foodservice, to end the year.

Take advantage of Technomic's *Foodservice Industry Economic Indicators* report for monthly intelligence on inflation and other key economic metrics impacting the industry.

Ignite Company clients: Click here for more

Source: Technomic Ignite Company

FOODSERVICE PRICE TRENDING
CONSUMER PRICE INDEX (INFLATION)



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Ignite Menu

Fastest-growing condiments at FSRs

Canadian FSRs are highlighting a variety of condiments across menus, especially ones with Mediterranean and Asian flavours.

Truffle aioli is increasing the most on full-service menus, most commonly as an addition to steak dishes and atop Parmesan fries. Aioli, a creamy combination of olive oil and garlic, is an example of a classic condiment being enhanced with new flavours—in this case, truffle.

Raita, an Indian yogurt-based condiment similar to tzatziki, is also growing on menus. It is appearing alongside traditional Indian dishes, including curry and butter chicken.

Operators are increasingly menuing kimchi, a Korean dish of fermented and salted vegetables. Operators are serving it in build-your-own bowls and with seafood dishes such as oysters. Sauerkraut is another fermented condiment rising on menus, largely appearing in traditional applications as a hot dog or sandwich topping, particularly Rueben sandwiches.

Olive oil rounds out this top five list, with operators using the classic condiment on a variety of dishes including flatbreads, salads, bruschetta and pastas.

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

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FASTEST-GROWING CONDIMENTS AT FULL-SERVICE RESTAURANTS

Q3 2023-Q3 2024

TRUFFLE AIOLI

+44.4%

SAUERKRAUT

+27.2%

RAITA

+28.6%

OLIVE OIL

+20.1%

KIMCHI

+27.2%



Ignite Consumer

MR.SUB tops list of chains for craveable sandwiches

More than any other consumer need state, diners indicate “the need to satisfy a craving” is the primary reason behind their decision to order from or visit a specific restaurant. Sandwiches often appear on lists of items that diners crave, so touting highly craveable sandwiches can be a very powerful differentiator for a brand that seeks to win occasions and guest loyalty.

In fact, recent guests at chains with craveable sandwiches will often mention the item when describing excellent overall visit satisfaction.

“They satisfy the cravings.”

“They always make the best subs. They're great tasting.”

“Always fresh and coming up with new ideas, and they have my favourite sub sauce.”

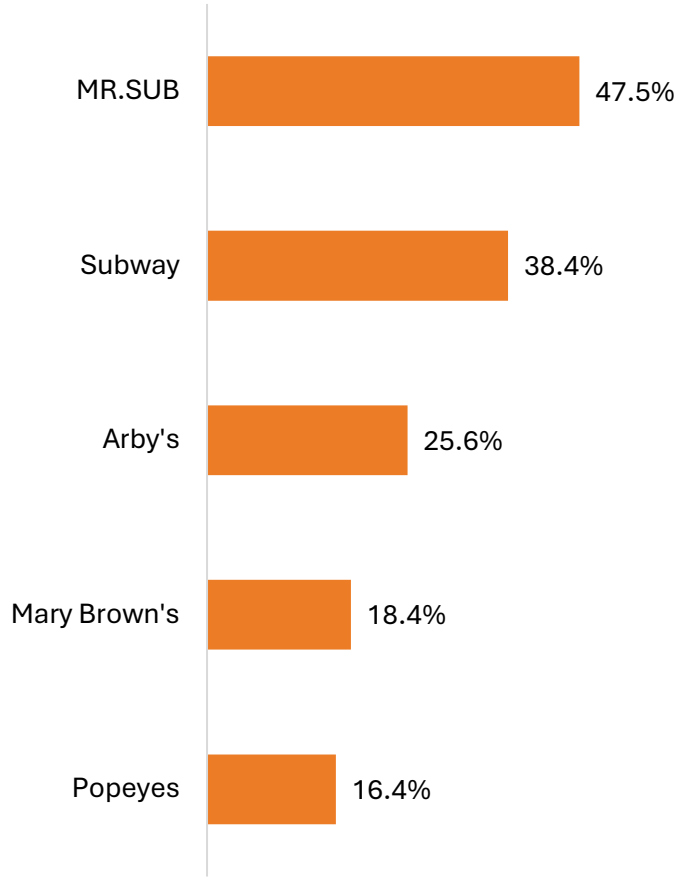
-Recent MR.SUB guests stating reasons for excellent satisfaction

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Base: Approx. 325 recent guests per brand
Source: Technomic Ignite Consumer, Q1 2024-Q4 2024

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% OF RECENT GUESTS MENTIONING SANDWICHES AS CRAVEABLE



Global Foodservice Navigator

Global plant-based orders

As part of its upcoming *Plant-Based Grab & Go Report*, Technomic surveyed consumers in 25 markets to gain insight their plant-based ordering habits, including frequency and expected future orders. Below are a few fascinating highlights.

Approximately 9% of all global consumers note that they order plant-based foods at least once every 90 days, with this number relatively evenly distributed across and within regions. Almost every market with a double-digit percentage of respondents ordering plant-based foods at this rate was in Asia, with India, the Philippines, Thailand and Indonesia all reaching at least 12%. The U.K., at 11%, was the sole non-Asia market.

Nearly 70% of respondents worldwide indicate that they expect to order plant-based meat substitutes as or more frequently compared to current orders. This figure demonstrated significantly more regional variation, with consumers in the Middle East and Asia nearly twice as likely to anticipate increased future orders than in Europe or North America.

Latin America markets remained roughly above or at pace with global averages, with Brazil and Mexico both in the top 10 most likely to order plant-based meat substitutes more often over the next six months.

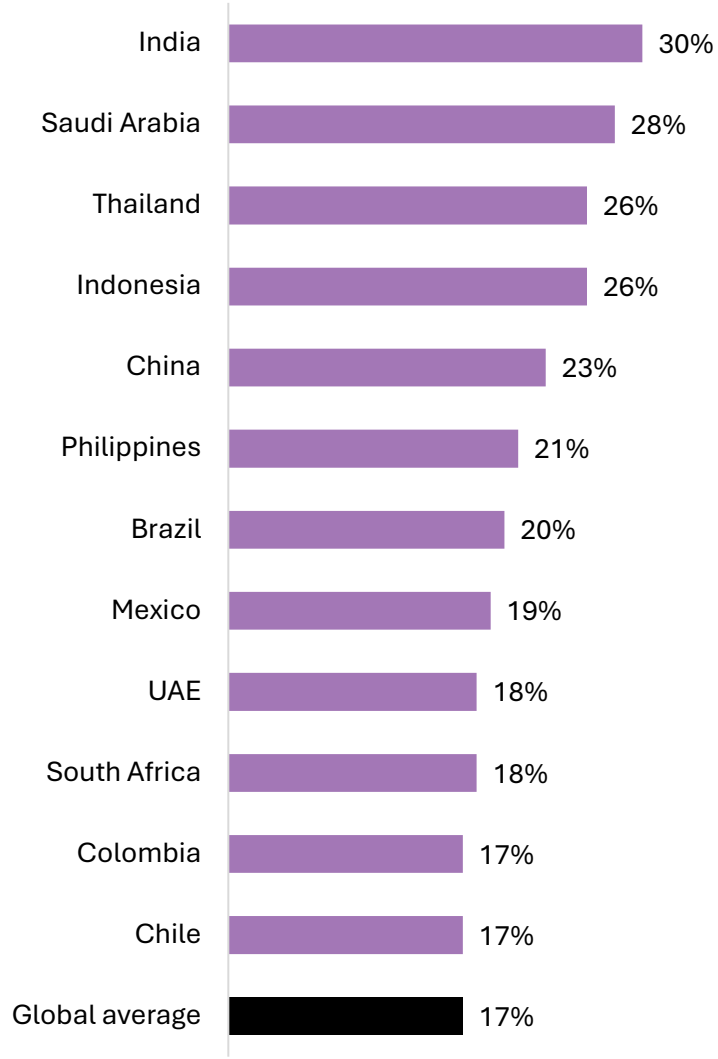
Chile and Colombia equaled both the global and regional average of 17%, with Puerto Rico close behind at 16%.

Global Navigator clients: Click here for more

Source: Technomic Global Foodservice Navigator Program

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% OF CONSUMERS MORE LIKELY TO ORDER PLANT-BASED MEAT SUBSTITUTES OVER THE NEXT SIX MONTHS



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