

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Feb. 10, 2025

Image Source: Shutterstock



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Foodservice industry added 40K jobs in 2024

Foodservice industry employment rose more than 3% in December on a year-over-year basis, adding a total of nearly 40,000 jobs to the industry in 2024.

Despite steadily adding more jobs over the past year, the total foodservice industry workforce still falls more than 70,000 jobs short of its peak in February 2020. Labour issues, among other challenges, have continued to impede the restaurant industry over the past few years.

Overall unemployment in Canada sat at 6.7% in December, a slight improvement after peaking at 6.8% the month prior.

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

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

Source: Technomic Ignite Company

CANADIAN FOODSERVICE INDUSTRY EMPLOYMENT
TOTAL INDUSTRY EMPLOYEES



Ignite Menu

Fastest-growing breads at FSRs

Bread is on the rise across Canadian full-service restaurant menus and appearing in a variety of dishes, from American-style comfort food to globally inspired meals.

Roti, a soft Indian flatbread similar to a tortilla, takes the top spot as the fastest-growing bread at FSRs. Roti is appearing as an accompaniment to a variety of different Indian-style dishes, including paneer and curry. Operators are also increasingly menuing paratha, a multilayered South Asian flatbread. Paratha is crispier and thicker than roti and often filled with various ingredients, such as potatoes. Operators are also serving it with rice and chickpea bowls.

Sesame seed buns are also growing on

menus, mainly showing up as burger buns. They are also popular on chicken sandwiches and, for a plant-based option, being menued with fried tofu sandwiches.

Cornbread is on the rise on FSR menus, most commonly paired with traditional American comfort foods, including chili, macaroni and cheese, and chicken. In a more unique usage, operators are also serving it as a dessert option.

Breadcrumbs take the last spot on this top five list, appearing as a breading option on meat, seafood and vegetable dishes, as well as a salad topping. And, in an interesting application, breadcrumbs are also being used as a rim on cocktails.

FASTEST-GROWING BREADS AT FULL-SERVICE RESTAURANTS Q3 2023-Q3 2024

ROTI
+26.7%

SESAME SEED BUN
+26.3%

PARATHA
+23.8%

CORNBREAD
+18.5%

BREADCRUMBS
+16.1%



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

Source: Technomic Ignite Menu, Q3 2023-Q3 2024

Image Source: Shutterstock

Ignite Consumer

Shifting priorities for casual-dining guests

New data from Ignite Consumer reveals the importance of friendly service has surpassed that of quality of food during takeout when consumers are deciding on a casual-dining location for an occasion. This is a change from Q3 2023, where the importance of takeout quality location was on par with that of friendly service.

The resumption of dine-in occasions may have plateaued in Canada, and higher prices and reduced overall frequency have likely led to greater

emphasis on the experience when opting for casual dining. Service is an essential component of guest experience across segments and casual dining is no different, with consumers increasingly choosing these restaurant locations with pleasant, friendly staff in mind.

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

Base: Approx. 1,000 casual-dining guests per quarter
Source: Technomic Ignite Consumer

HOW DO YOU RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ATTRIBUTES WHEN DECIDING WHICH CASUAL-DINING RESTAURANT YOU WILL VISIT?

% VERY IMPORTANT

	Q4 2023	Q4 2024
Quality of food when ordered for takeout	36.6%	33.8%
Service is friendly	36.3%	40.2%

Where are chains seeing the fastest unit growth?

Technomic’s Global Foodservice Navigator Program recently launched an [online directory of key global chains](#), covering key attributes, menu insights and growth trajectories for the top 25 chains tracked in the program’s 25 included markets. Below are a few fascinating findings:

At the market level, global chain unit growth is concentrated in East and Southeast Asia, with nine of the top 10 fastest-growing chains seeing the most rapid expansion in China, Indonesia, Malaysia and Thailand. The top five chains in these markets—Cotti Coffee,

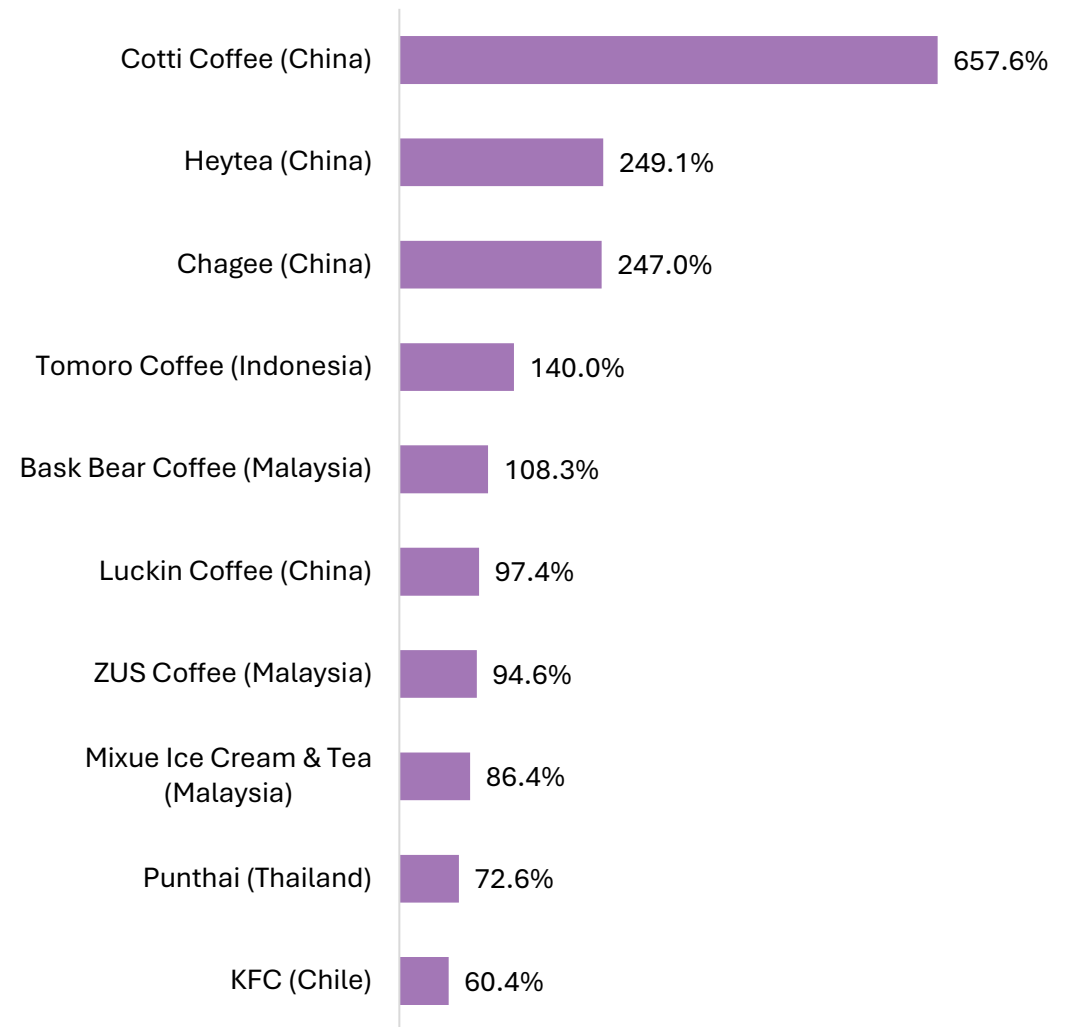
Heytea and Chagee in China, Tomoro Coffee in Indonesia and Bask Bear Coffee in Malaysia—grew by more than 100% compared to 2023.

Nearly all of the top 100 fastest-growing global chains are limited service. Many of these are coffee cafe, chicken or other beverage/snack operators. Of the top 50 fastest-growing chains, 18 are headquartered in the U.S., more than any other market. However, only one of these chains—KFC Chile—reached the top 10. Half of the top 10 are based in China, while the remainder are headquartered throughout Southeast Asia.

Global Navigator clients: [Click here for more](#)

Source: Technomic Global Foodservice Navigator Program
Note: Chains with fewer than 100 units in 2023 excluded from this analysis

% YOY UNIT GROWTH BY CHAIN IN ____



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Global Foodservice Navigator

Understand the global industry, from menu trends to consumers, in 25 markets. [Explore>>](#)

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We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 countries around the world.

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

Have questions?

Reach out to us today.

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