

Industry Insights

A roundup of noteworthy Canadian foodservice findings
for the week of Feb. 26, 2024

Image Source: Shutterstock



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Global growth accelerates for Tim Hortons

Tim Hortons’ international store development continues to outpace its openings domestically in Canada.

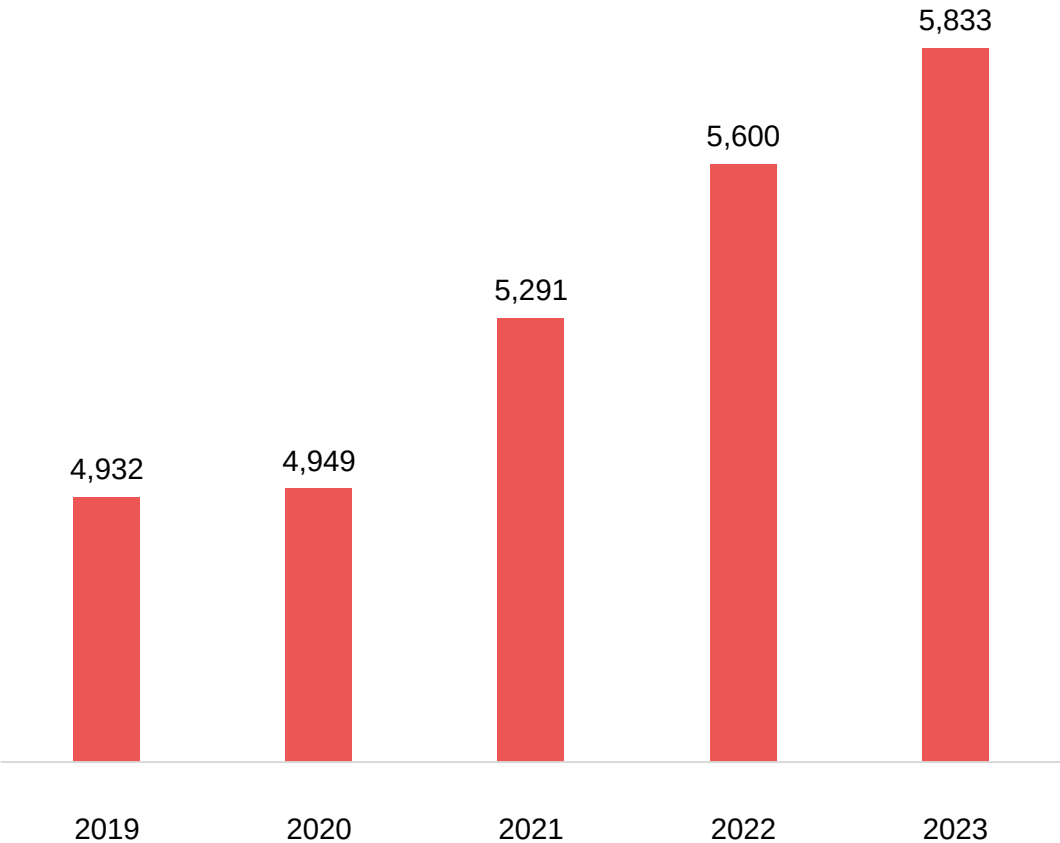
The coffee chain’s Canadian footprint remained relatively stagnant in 2023, staying just below 3,900 total stores. However, international location development boomed for the brand during the year, growing 21% on an annual basis. Since 2019, the chain’s total global footprint has swelled by over 900 locations.

Tim Hortons’ core growth markets outside of Canada include Mexico, India and China, among several others. The brand has announced its intention to open over 2,750 stores in China by 2026.

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Source: Technomic Ignite Company

TIM HORTONS
TOTAL GLOBAL LOCATIONS BY YEAR



Ignite Menu

Q4 2023 menu data highlights

With the launch of Technomic's new Ignite menu data for the fourth quarter of 2023, here are some key takeaways from Canadian menus.

Overall, menu item counts are on the rise, with every mealpart showing growth. Also increasing are menu prices, with overall menu prices rising 3.7% in the last year.

Nostalgic flavours are growing on Canadian menus, with birthday cake (+31.8%), cookies 'n cream (+24.5%) and cotton candy (+24.2%) all appearing on the list of fastest-growers.

Plant-based items have fallen out of the list of top 10 fastest-growing proteins, however several global proteins including chicharron (+70.0%), carne asada (+37.5%) and jerk chicken (25.5%) are making appearances.

When it comes to healthy claims, quality and transparency cues such as free range (+12.7%), natural (+2.5%) and antibiotic-free (+2.2%) are among those showing the most growth.

ITEM COUNT GROWTH % OVER THE LAST YEAR (Q4 2022-Q4 2023)

Dessert **+12.1%**

Entree **+10.4%**

Side **+9.8%**

Appetizer **+9.2%**

Add-On **+8.2%**

Adult Beverage **+6.1%**

Kids Menu **+4.5%**

Overall +10.3%



**Nonalcohol
Beverage
+15.2%**

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

Source: Technomic Ignite Menu data

Just how affordable do guests say LSRs and FSRs are?

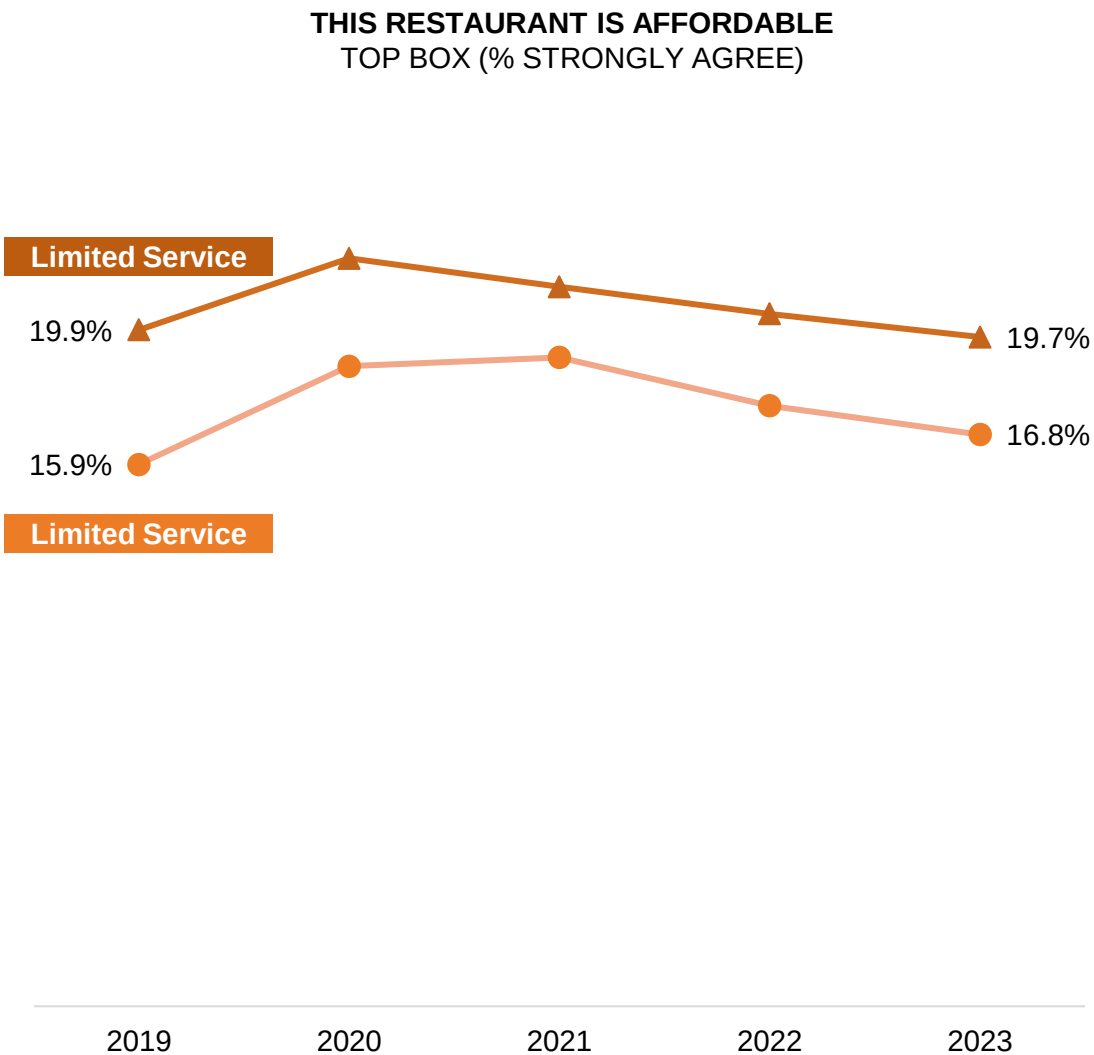
In recent quarters, industry analysts and restaurant operators alike frequently cite menu inflation as a significant factor in sluggish traffic. Economy-wide inflation has certainly impacted diners’ ability to order from restaurants as often as they once did, especially as household incomes have not kept pace with cost-of-living increases brought on during the pandemic.

However, changes in affordability ratings from Ignite Consumer imply that

consumer perceptions have evolved in an uneven way across operator segments. Pre-pandemic, segment rollup scores for affordability clearly favoured limited-service chains, which makes sense based on historical price gaps and value menus found at limited service. The gap between segment perceptions has shrunk since then, as many consumers now report less of a difference in affordability perceptions between full-service and limited-service chains.

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

Base: Approx. 22,000 recent chain guests per calendar year shown
Source: Technomic Ignite Consumer



When the world drinks

Technomic recently asked consumers in 25 countries around the world about the types of occasions during which they order beverages from restaurants and other operators. Below are a few highlights:

While beverage orders accompanying lunch and dinner meals average out as the top two most common occasions worldwide, consumers on a market-by-market basis often report wide differences in order frequency between each daypart. Chile (21%), Japan (17%) and Canada (15%) consumers are particularly notable in this regard.

Lunch orders, by far, differ the most by region. Two-thirds of Latin American consumers order a beverage with lunch meals while just 46% of Middle East consumers do so.

Consumers in almost every surveyed market preferred morning beverages without food, with the margins reaching double digits in 13 countries. The U.S., Japan and China were among just 5 countries who preferred food with breakfast orders or made no such distinctions.

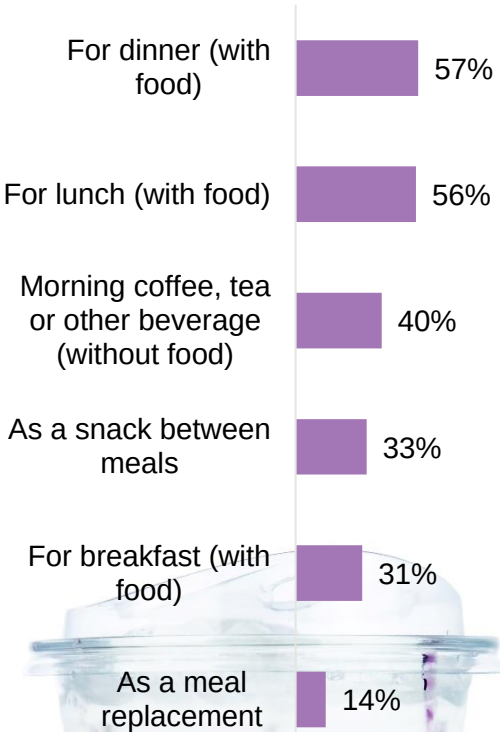
While about a third of respondents worldwide order beverages as a snack

between meals, consumers in South and Southeast Asia frequently overindex for this. More than half of those in the Philippines, Indonesia and India order beverages for this kind of occasion.

Finally, at 9% over the global average, consumers in the Middle East notably overindex compared to those in other regions for ordering beverages as a meal replacement.

Get more data-driven insights into consumer trends around the world with Technomic's [Global Navigator Program](#).

BEVERAGE ORDER FREQUENCY BY OCCASION



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

Base: 8,719 consumers
Q: For what occasions do you order beverages at a restaurant or other dining establishment at least occasionally?
Source: Technomic Global Navigator
Image Source: Shutterstock

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