

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of March 24, 2025

Image Source: Shutterstock



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Cultivate your Canadian menu strategy from ideation to launch

Explore ongoing flavour and ingredient trends, track limited-time offers and uncover menu gap opportunities with Ignite Menu

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Ignite Company

Consumer confidence drops to lowest point since 2023

Canadian consumer confidence plummeted to 52.6 in February amid uncertainty surrounding tariffs. The index dropped more than 12 points compared to the month prior, a decline of 19%.

This marks the lowest rate of consumer confidence since November 2023 when the index sat at 51.5.

Consumer confidence in the U.S. also fell in February, dropping 7 points to hit an index of 98.3.

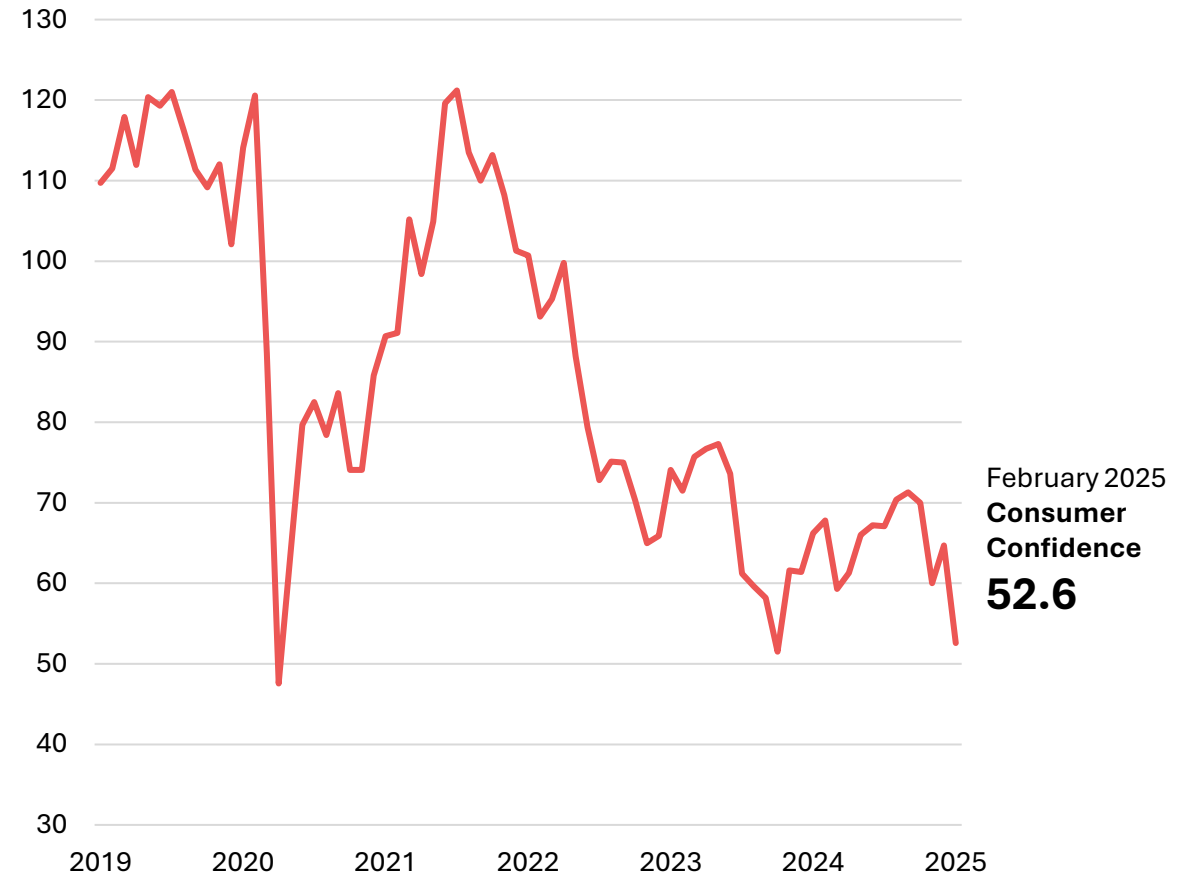
Take advantage of Technomic's *Foodservice Industry Economic Indicators* report for monthly intelligence on consumer confidence, inflation and other key economic metrics impacting the industry.

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

Source: Technomic Ignite Company

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CANADIAN CONSUMER CONFIDENCE
MONTHLY INDEX



February 2025
**Consumer
Confidence**
52.6

Ignite Menu

The state of today's menus

Technomic's recently launched *State of the Canadian Menu 2025* report illuminates menu data and insights from Top 200 chain restaurants. Here are some key themes from recent menus.

Custom is top of mind

Add-ons saw increases across all dayparts and segments, with every add-on highlighted seeing double-digit growth. Add-ons provide a relatively simple way for consumers to customize meals, while also boosting cheques—a bonus for the operator.

Uniqueness is increasingly important

Specialty items are on the rise, dayparts are seeing increasingly blurred lines and

quirky preparations are trending. For operators to stand out from the crowd, they need to increasingly look to creative options that pique consumer interest. This could mean offering upscaled versions of classic dishes, menuing breakfast options late into the day or highlighting uncommon preparation styles.

Prices continue to rise

Operators have continued to impose higher menu prices, maintaining an upward trend over recent years. As of Q4 2024, every mealpart has seen price increases year over year, with overall average prices rising more than 5% in the last year. As this continues, operators will have to look to new ways to offer value,

such as customization, innovative menus and customer-service initiatives to make price hikes more palatable.

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

Source: Technomic Ignite Menu
Image Source: Shutterstock



Ignite Consumer

The better-for-you restaurant occasion

Canadian diners look to restaurants for many reasons, including cravings, comfort, convenience, experience and healthy options, to name a few.

In Technomic's Ignite Consumer platform, we capture the primary need state that motivated a recent occasion. Data shows that the need to satisfy a craving is the most popular reason behind any occasion, followed by the need for better-for-you options.

In fact, guests seeking better for you account for 24% of recent restaurant occasions. These guests are more likely to say that their meal occasion was routine in nature, as opposed to

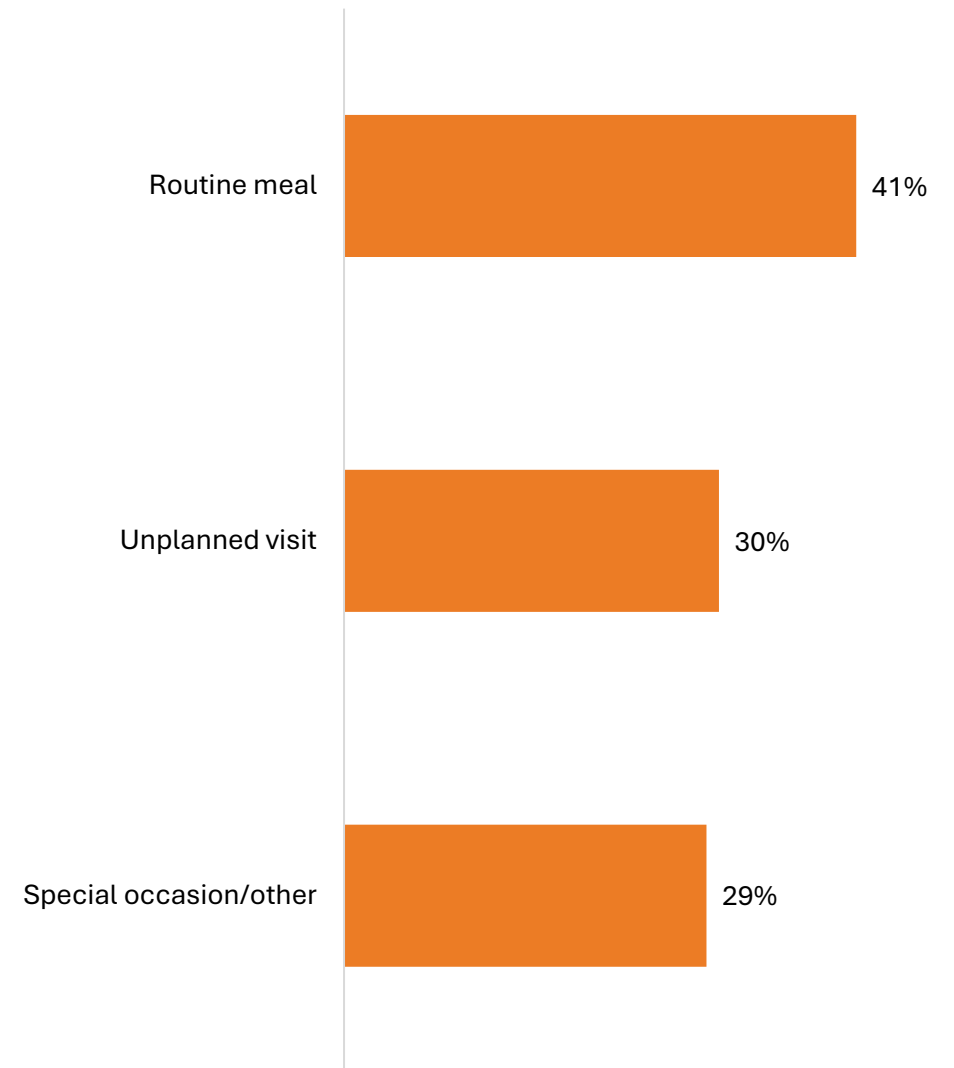
unplanned or spontaneous. Additionally, they are more likely to visit for lunch, with this daypart accounting for 30% of better-for-you occasions.

Keep in mind that consumers have varying ideas about what health means. When consumers are seeking better-for-you options, it does include healthy in terms of nutrient-dense but also can include guests who are simply looking for real, wholesome ingredients and menu options.

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

Base: 24,580 consumers ages 18+
Source: Technomic Ignite Consumer, Q1 2024-Q4 2024

BETTER-FOR-YOU OCCASIONS % OF RECENT GUESTS



The global state of plant-based

In its recent [Global Plant-Based Grab & Go Report](#), Technomic's Global Foodservice Navigator details an overview of global menu development trends and consumer attitudes concerning plant-based items. Below are a few highlights:

More than 40% of consumers worldwide want to see restaurants offer specials for Veganuary, meatless Mondays and other periods encouraging reduced meat consumption. In Asia and the Middle East, this number rises to cover more than half of all surveyed consumers.

Over the last several years, Veganuary has had its most notable impact on menu development in Europe, with further markets and regions now

beginning to see chains introduce items specifically for it.

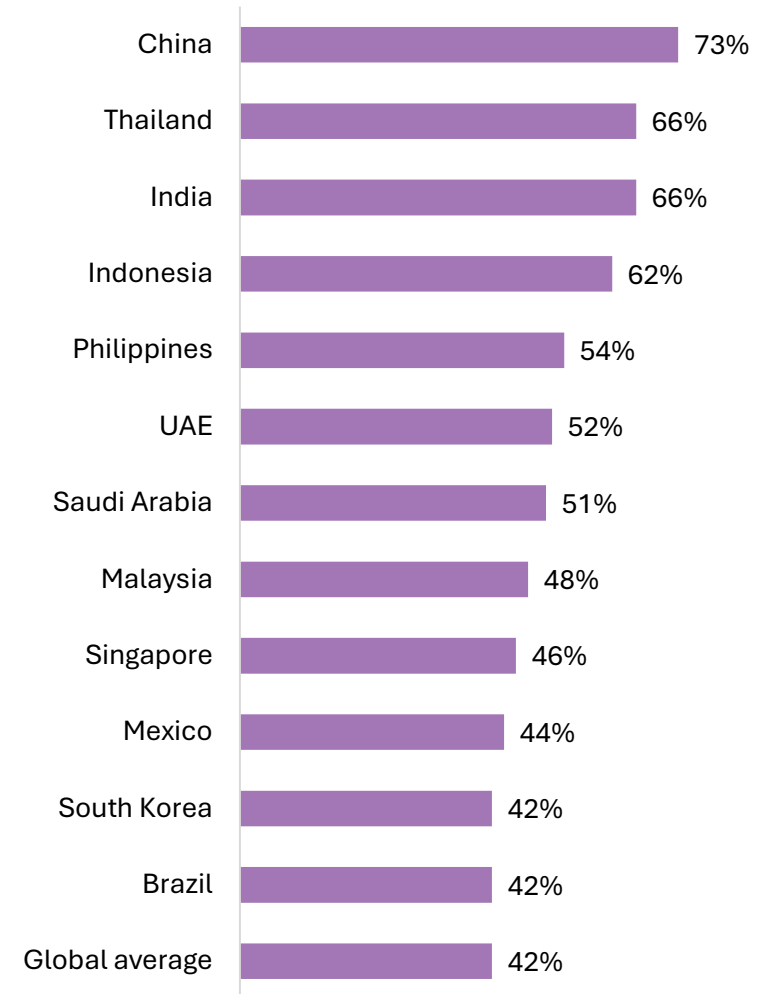
About 80% of consumers order plant-based and veggie-forward dishes like salads with greens at least once a month, with nearly three in 10 doing so at least once a week. Patrons also broadly expect the frequency of these orders to remain steady, though plant-based meat substitutes and vegan appetizers or entrees could see drop-offs.

Chains are responding to this broad consumer demand with an increase in plant-based finger foods and items positioned as craveable and indulgent, with this shift opening up new dining occasions for a broader range of customers.

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

Source: Technomic Global Foodservice Navigator Program February 2025 consumer survey

% CONSUMERS WANTING RESTAURANTS TO OFFER MORE VEGANUARY PROMOTIONS



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Global Foodservice Navigator

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Since 1966, we have produced in-depth research focused on the foodservice industry.

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.

312-876-0004
info@technomic.com
technomic.com