

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of April 21, 2025

Image Source: Shutterstock



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Answer your most pressing questions on consumer visit behaviour

Explore demographics, preferences and behaviours to understand who is visiting chain brands, why they're going and how brands are performing with Ignite Consumer

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Technomic®



BY DAYPART

Where should I go for lunch?

BY SEGMENT

I need something fast!

BY OCCASION TYPE

Where's date night?

BY NEED STATE

I'm craving chocolate cake!

Ignite Company

Reduced traffic and average check impact Pizza Pizza

Same-store sales fell more than 4% at Pizza Pizza in Q4 2024, capping off a year of traffic woes felt across the industry. Overall same-store sales fell nearly 4% for full year, a sharp decline from the 4% increase in 2023.

The company cited lower average checks in addition to a decrease in overall traffic as the primary drivers in its same-store sales decline. Pizza Pizza introduced several value-based menu offerings in 2024, contributing to these lower check averages.

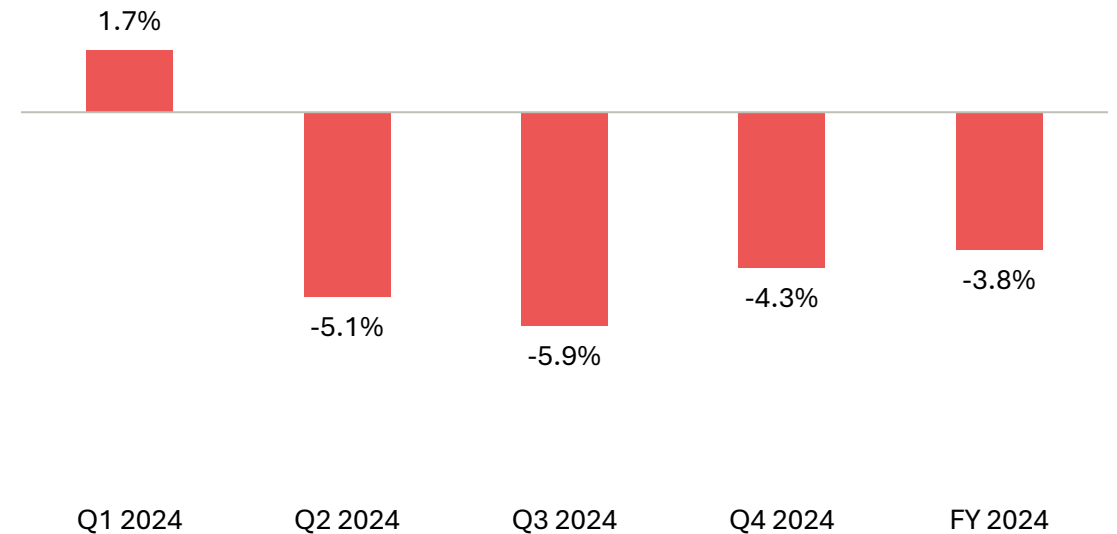
The brand opened 22 new stores

during the year, offsetting its sluggish same-store sales. Overall system sales hit \$535 million for the year, a decrease of about 1% compared to the year prior.

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

Source: Technomic Ignite Company

PIZZA PIZZA
SAME-STORE SALES GROWTH



Ignite Menu

Fastest-growing ingredients at food trucks

Canadian food trucks are menuing common ingredients that can be used in multiple applications. As food trucks are under significant space constraints, this type of versatility in ingredients can be key. Chocolate takes the top spot, making its way into a variety of different desserts, served as chocolate shavings, chips or pearls with ice creams and as a funnel cake topping.

Lemon is also growing on food truck menus, often in condiments, such as lemon pepper sauce, oil-lemon dressing and lemon-garlic sauce. These lemony condiments are appearing on chicken wings and Middle Eastern-inspired falafel bowls.

Another ingredient showing up in global bowl dishes is sweet potato, used as a topping for Asian-inspired bowls and Mediterranean pitas.

Sour cream is also increasing. Not only is this condiment appearing in classic Mexican-style dishes, it's also popping up in mashups such as Asian tacos. Food truck operators are also serving sour cream as a complement to baked potato dishes.

Gravy is showing growth at food trucks as the fastest-growing sauce option for these operators. It is mostly featured in the classic Canadian dish poutine.

FASTEST-GROWING INGREDIENTS AT FOOD TRUCKS

Q4 2023-Q4 2024

CHOCOLATE

+35.3%

LEMON

+16.7%

SOUR CREAM

+15.8%

SWEET POTATO

+11.8%

GRAVY

+10.3%



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

Source: Technomic Ignite Menu, Q4 2023-Q4 2024
Image Source: Shutterstock

Ignite Consumer

Tim Hortons excellent reputation shines

In case you missed it last time, we shared that Tim Hortons remains Canada's largest chain despite closures. The chain closed eight stores in 2024, finishing the year with 3,886 total locations, according to Ignite Company.

Newly released data from Ignite Consumer revealed that 40% of Tim Hortons guests rated their recent occasion as "excellent," which falls short of the quick-service average by 6 percentage points.

The brand has an excellent reputation and outperforms competitors in measures of community involvement, social responsibility and memorable advertising.

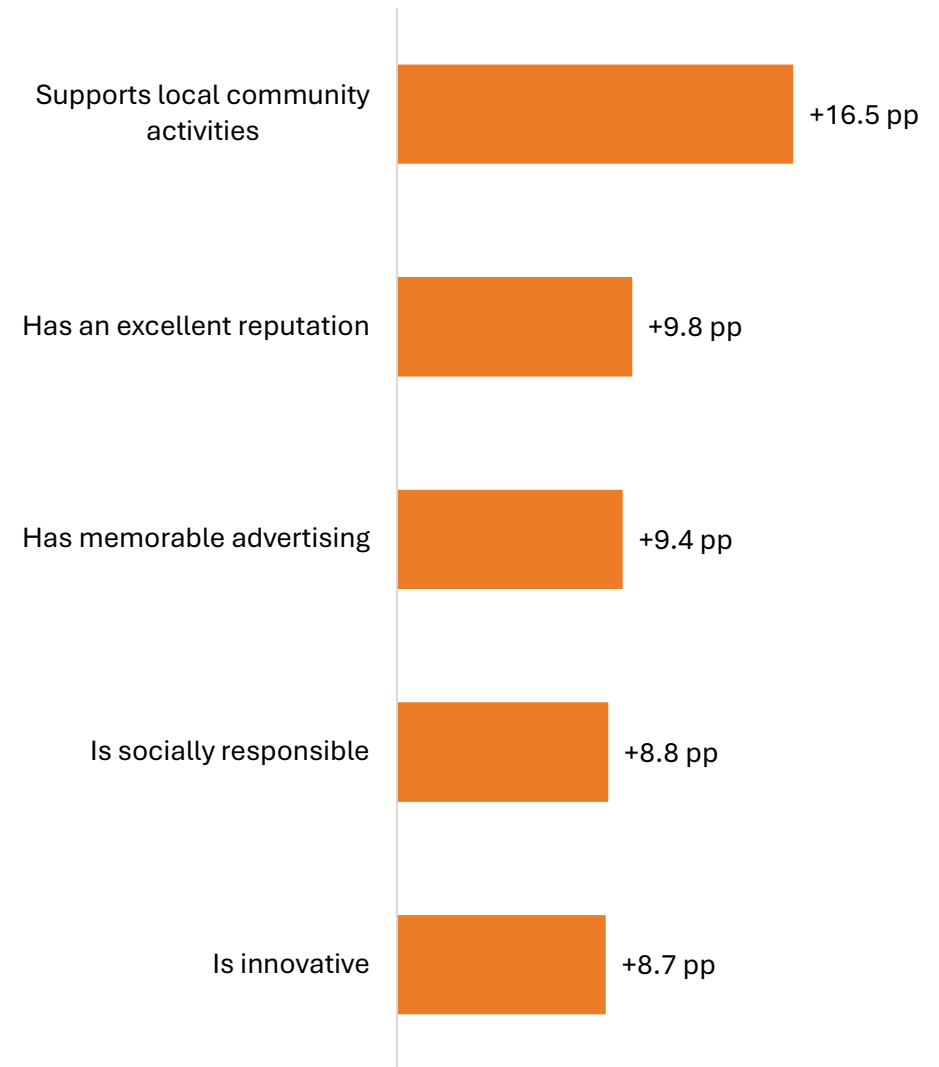
We see that Tim Hortons' community involvement plays out in overall visit satisfaction, as noted by one recent guest:

*"Food is fresh and tasty, staff are friendly. (Tim Hortons) **contributes to the community and is inclusive.**"*

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

Base: 700 recent guests
Source: Technomic Ignite Consumer, Q2 2024-Q1 2025

TIM HORTONS TOP COMPETITIVE STRENGTHS PERCENTAGE-POINT DIFFERENCE VS. QUICK-SERVICE AVERAGE



Where are chicken dishes most popular?

Chicken remains broadly popular worldwide, with 70% of surveyed consumers around the world reporting that they eat poultry in some form at least once a month and just under a quarter doing so at least once a week. But which kinds of chicken are most popular worldwide—and where?

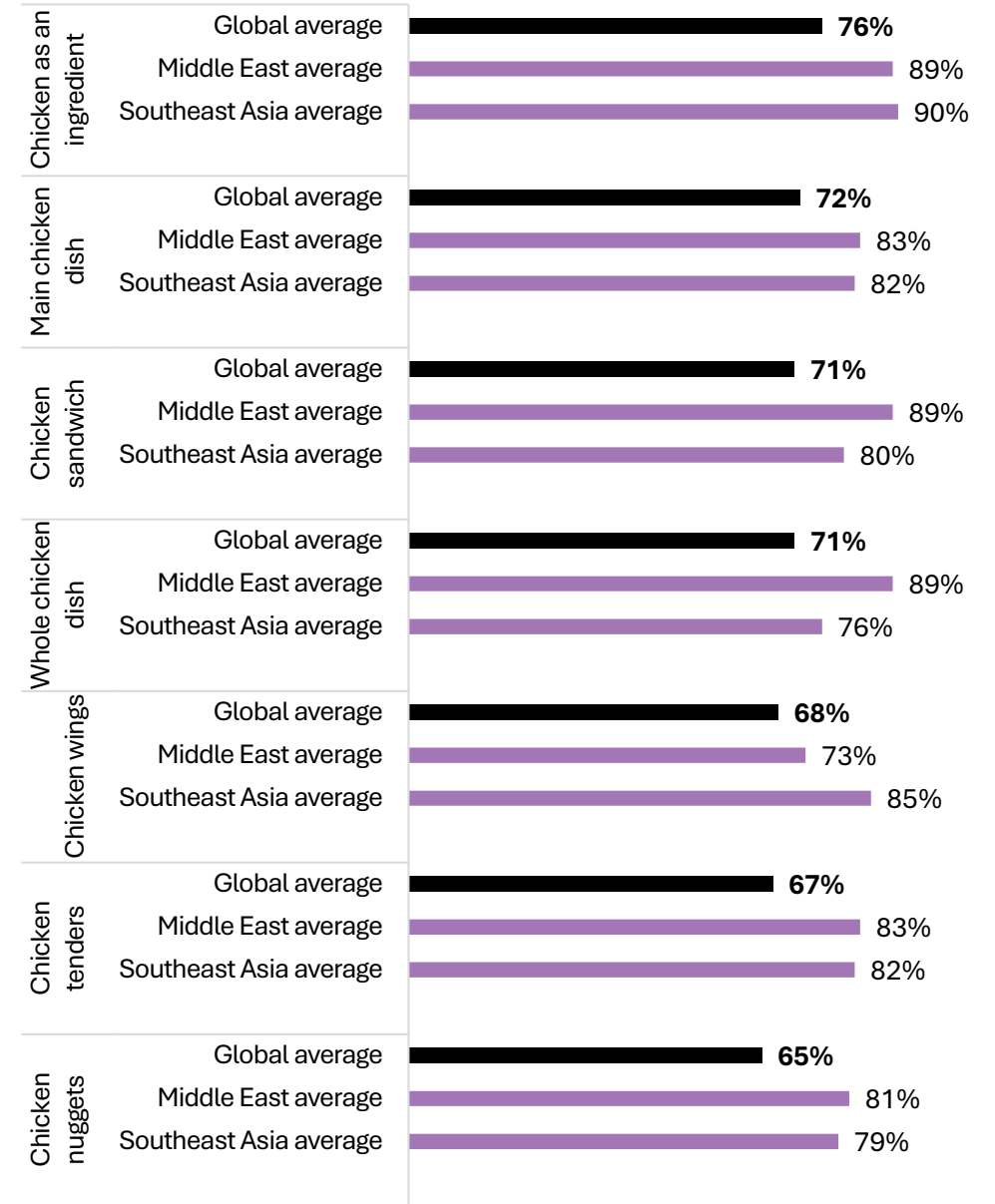
Southeast Asia and the Middle East are, by far, where the broadest consumer base orders chicken. Seven out of the top 10 markets for ordering dishes with chicken ingredients at least once a month are found in these regions, with an average of approximately 90% of consumers in each market doing so.

Many specific chicken dishes find their widest popularity among these surveyed

countries. Chicken sandwiches/wraps are ordered by 89% of Middle East consumers at least monthly, with comparable statistics for nuggets (about 80% of those in the Middle East and Southeast Asia), whole chicken dishes (89% of Middle East consumers), wings (85% of Southeast Asia consumers), and tenders and other chicken dishes (at least 82% for each region in both categories).

Saudi Arabia or Indonesia also topped at least weekly orders in almost all of these categories. Main chicken dishes—the only exception—found their highest popularity in the Philippines.

% CONSUMERS ORDERING __ AT LEAST ONCE A MONTH



Source: Technomic Global Foodservice Navigator Program February 2025 consumer survey

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

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Have questions?

Reach out to us today.

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