

Industry Insights

A roundup of noteworthy Canadian foodservice findings
for the week of May 19, 2025

Image Source: Shutterstock



This report is authorized for use solely by the parties noted in the written contract. No part of the publication may be reprinted, redistributed or put into an electronic or information retrieval system without the prior permission of Technomic, Inc.

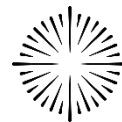




Inform your Canadian sales strategy with industry vitals

View industry performance, monitor company financials and identify opportunities by segment and menu category with Ignite Company

[Learn more](#)



Technomic®

Canada’s largest chains over the past decade

Though Tim Hortons and McDonald’s continue to maintain their dominant positions as Canada’s two-largest chains, several other leading chain players have undergone notable ranking shifts over the last decade.

Among the most notable rises is Domino’s, which climbed six spots since 2014 to rank ninth overall. Both Starbucks and A&W have jumped spots in the rankings, while Subway’s lingering closures have dropped it down to the fifth place.

Discover more ranking shake-ups and performance insights for the industry’s top-ranked chains in Technomic’s newly released *2025 Top 200 Canadian Chain Restaurant Report*.

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

Source: Technomic Ignite Company featuring the Top 200 Canadian Chain Restaurant Report

TOP 10 CANADIAN CHAIN RESTAURANTS
RANKED BY CANADIAN SYSTEM SALES

Chain Name	2024 Rank	2014 Rank	
Tim Hortons	1	1	-
McDonald’s	2	2	-
Starbucks	3	4	▲
A&W	4	5	▲
Subway	5	3	▼
Boston Pizza	6	6	-
Wendy’s	7	7	-
KFC	8	8	-
Domino’s	9	15	▲
Dairy Queen	10	9	▼

Fastest-growing vegetables at emerging chains

Operators are menuing a variety of veggies at emerging chains in multiple mealparts, as well as showcasing them as toppings throughout the menu.

Edamame takes the first spot and is appearing as an ingredient in Asian-inspired bowls alongside corn and cabbage. Operators are also pairing edamame with chicken in dishes including wraps and sandwiches.

Like edamame, corn and cabbage have made their way onto menus as bowl toppings. Corn is also showing up in Mexican-inspired meals such as tacos and burritos and as corn on the cob. Cabbage is popping up as a sandwich

topping and in tacos. It is also being paired with other leafy greens in salads.

Bean sprouts are also on the rise, appearing with a variety of different entree options. While typically paired with Asian-inspired noodle or fish dishes, bean sprouts are also making their way onto beef-centered dishes such as beef broth and meatballs.

Asparagus is proliferating on menus in traditional uses. It is popping up as a sandwich topping and as a side to grilled chicken, steak and salmon. For an interesting global application, operators are also utilizing asparagus in sushi rolls.

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

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

FASTEST-GROWING VEGETABLES AT EMERGING CHAINS
Q4 2023-Q4 2024

EDAMAME

+17.5%

BEAN SPROUTS

+11.5%

CORN

+9.9%

CABBAGE

+9.6%

ASPARAGUS

7.1%



Nearly half of consumers visit local coffee shops monthly

Technomic’s Ignite Consumer platform is known for its chain restaurant brand insights, but today we bring you a sample of insights related to independent restaurant usage.

According to recent survey data, 48% of Canadians say that they visit/order from a local, independent coffee shop once a month or more frequently. This figure sits below chain usage of coffee shops, with 75% of consumers saying they visit once a month or more.

Some demographic skews for frequent users of local coffee shops include

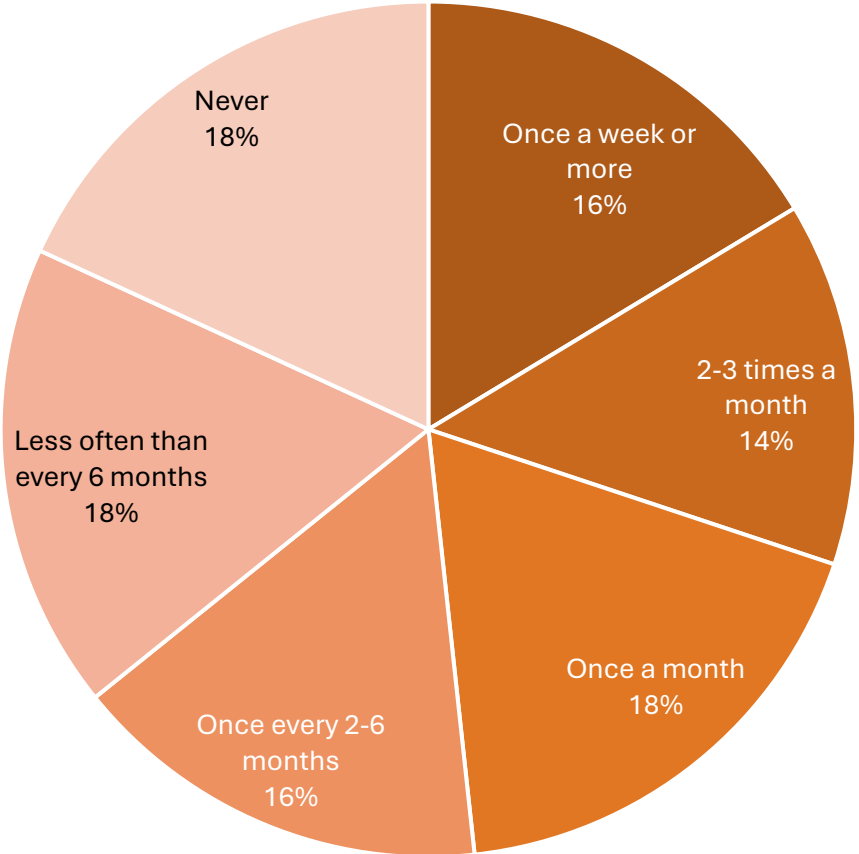
younger (18-43 years old), South Asian, Hispanic (of Central or South American descent) and Black (of African descent). Additionally, British Columbia tends to see above-average usage of local coffee shops.

Explore independent restaurant usage of full service and limited-service segments in the *Ignite Consumer Hot Topics* report.

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

Source: Technomic Ignite Consumer, Q2 2024-Q1 2025

HOW OFTEN DO YOU VISIT/ORDER FROM LOCAL, INDEPENDENT COFFEE SHOPS?



Three types of tea around the world

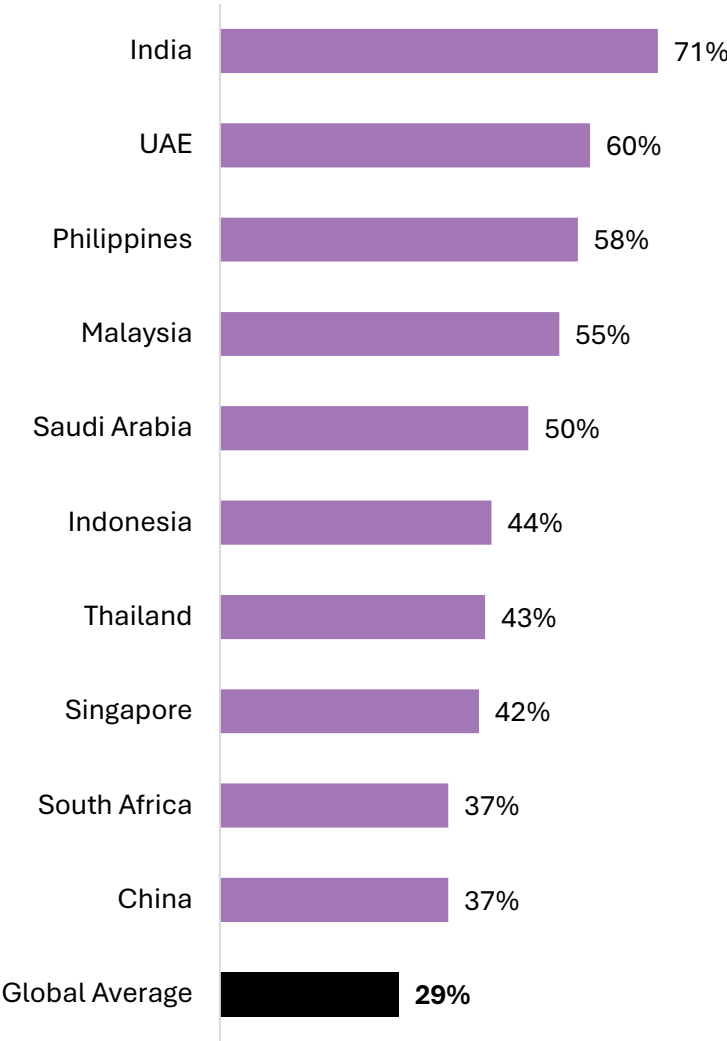
As part of its upcoming *Global Grab & Go Tea Report*, Technomic asked global consumers about the types of tea they order at foodservice at least once every 90 days. Below are three highlights:

Ordered by just under 30% of all consumers, milk tea is the most commonly ordered tea type at the global level, with this number rising to 44% of those in Asia and more than half of those in the Middle East. No market had a deeper enthusiasm for the beverage than India, where a whopping 71% of customers reported reaching for it at least once a quarter. This number even outpaced the market’s enthusiasm for chai (52%).

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

Q: What types of tea do you order at restaurants or other dining establishments at least occasionally (once every 90 days)? Select all that apply.
Base: 8602 consumers in 25 markets
Source: Technomic Global Foodservice Navigator Program February 2025 consumer survey

% CONSUMERS ORDER MILK TEA AT LEAST ONCE EVERY 90 DAYS



Want more insights?



You can get this
report delivered to
you biweekly!

[Sign up here>>](#)

Ignite Company

See where restaurant chains are, how many units they have and how well they're doing. [Explore>>](#)

Ignite Menu

Pinpoint the latest menu trends and see what's on the horizon. [Explore>>](#)

Ignite Consumer

Get to know your customers' customers through 60+ attributes and visit occasion metrics. [Explore>>](#)

Global Foodservice Navigator

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

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 markets 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