Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of May 20, 2024

Image Source: Shutterstock






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MENU DIRECTIONS

June 17-19, 2024

Loews Atlanta
Atlanta, GA

The event for all segments of noncommercial foodservice to cultivate meaningful relationships while gathering industry data and insights. Explore the latest menu trends, operational hacks and budget-saving strategies.

To learn more, visit
MenuDirections.com

200+ Attendees



20+ Speakers



40% College & University

35% Healthcare

15% K-12

6% Contract Headquarters/ Business & Industry



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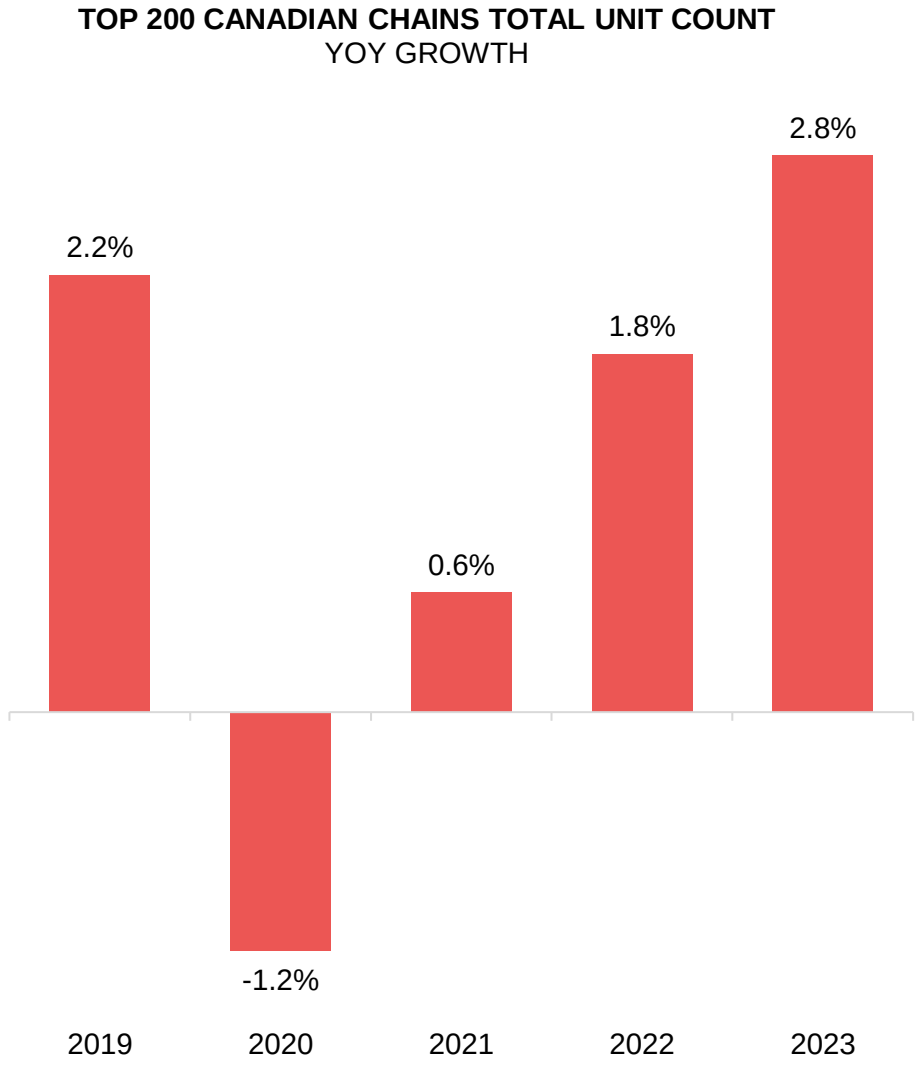
New store openings accelerate for Top 200 chains

The total footprint of the 200 largest chains in Canada grew to 28,265 locations in 2023, reflecting an increase of more than 750 net locations compared to the prior year. On a percentage basis, Top 200 locations expanded by 2.8% in 2023—the largest increase observed since 2016.

Led by industry players BarBurrito, Pizza Hut and Popeyes, over 50 chains opened five or more net locations during the year.

Unmatched insights and analysis of the industry's largest chain players can be accessed in Technomic's recently released *2024 Top 200 Canadian Chain Restaurant Report.*

Ignite Company clients: Click here for more



Source: Technomic Ignite Company

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Q1 2024 Ignite Menu highlights

With the launch of Technomic's new Ignite Menu data for the first quarter of 2024, here are some key takeaways from Canadian menus.

Overall menu item counts are on the rise (up 4.3%), with every mealpart showing growth. Also increasing are menu prices, with overall prices rising 3.7% in the last year.

Nonalcohol beverages saw the largest item count growth, up 8.6% on menus year over year, in part due to jumps in chillers (+66.7%) and protein/enhanced smoothies (+22.2%). Several of the fastest-growing preparation styles over the past year are those associated with beverages, including slush (+70.6%), spritzer (+40.0%) and cold brew (+22.2%).

Global flavours are growing on Canadian menus, with dragon fruit (+75.0%), guava (+32.4%) and shiso (+25.0%) all appearing on the list of fastest-growers. Similarly, several global proteins are on the rise, including chicharron (+80.0%), carne asada (+40.0%) and mortadella (40.0%).

Seafood such as Dungeness crab (+20.8%) and whitefish (+20.6%) are also increasing on menus. Meanwhile, plant-based items have fallen out of the list of top 10 fastest-growing proteins entirely.

Ignite Menu clients: Click here for more

Source: Technomic Ignite Menu data
Image Source: Shutterstock

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ITEM COUNT GROWTH % OVER THE LAST YEAR
(Q1 2023-Q1 2024)

Add-On **+7.2%**
Appetizer **+5.2%**
Side **+3.6%**
Dessert **+3.3%**
Entree **+3.0%**
Kids Menu **+2.9%**
Overall +4.3%



Ignite Consumer

Guests told us what makes Tim Hortons so great

In case you missed it, the previous *Industry Insights* report shared that sales persist despite a shrinking store count for Tim Hortons, which achieved more than 9% sales growth in Q1 2024.

To better understand what recent guests have to say about Canada's largest chain, we turned to Ignite Consumer for answers.

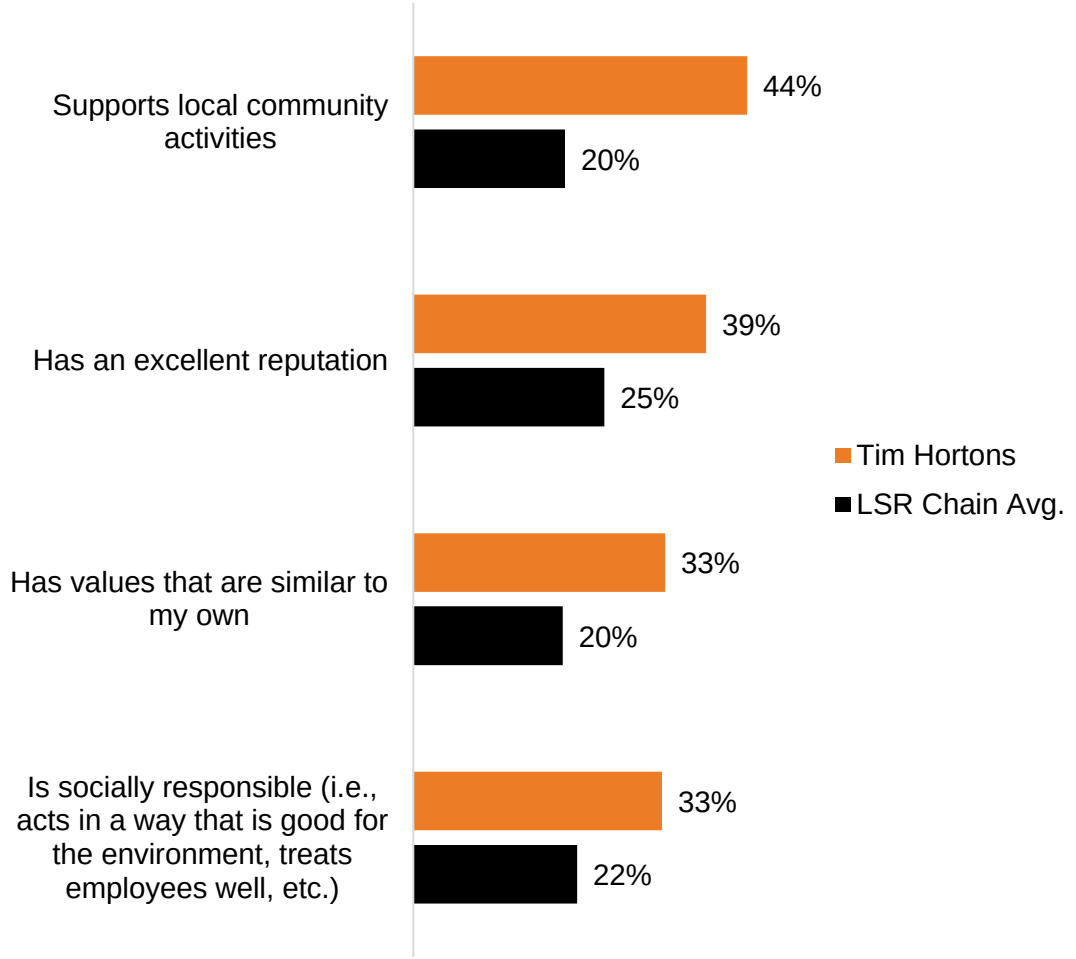
Our research found that core strengths of the brand are in fact the brand identity itself; Tim Hortons guests give the chain credit for its community involvement, reputation and corporate social responsibility. The chart to the right shows how Tim Hortons ratings are significantly higher than the limited-service average for these brand image attributes.

Tim Hortons website educates guests on the brand's commitment to sustainability through the Tims for Good platform, which focuses on communities, the planet and food/beverage quality.

Ignite Consumer clients: Click here for more

Base: 24,000 consumers ages 18+
Source: Technomic Ignite Consumer

HOW WOULD YOU RATE TIM HORTONS ON THE FOLLOWING ATTRIBUTES?
% STRONGLY AGREE



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Global Foodservice Navigator

Potatoes at breakfast

Technomic recently asked consumers in 25 global markets about the dishes they eat for breakfast, including whether they turn to potatoes for their morning meal. Below are a few highlights:

Globally, 15% of respondents noted that hash browns and other potato dishes were part of their breakfasts at least once every 90 days, though this response varied greatly across and within regions. Whereas only a tenth of patrons in Europe recorded occasionally eating potato breakfasts, this number jumps to a whopping 37% of those in the U.S. and Canada.

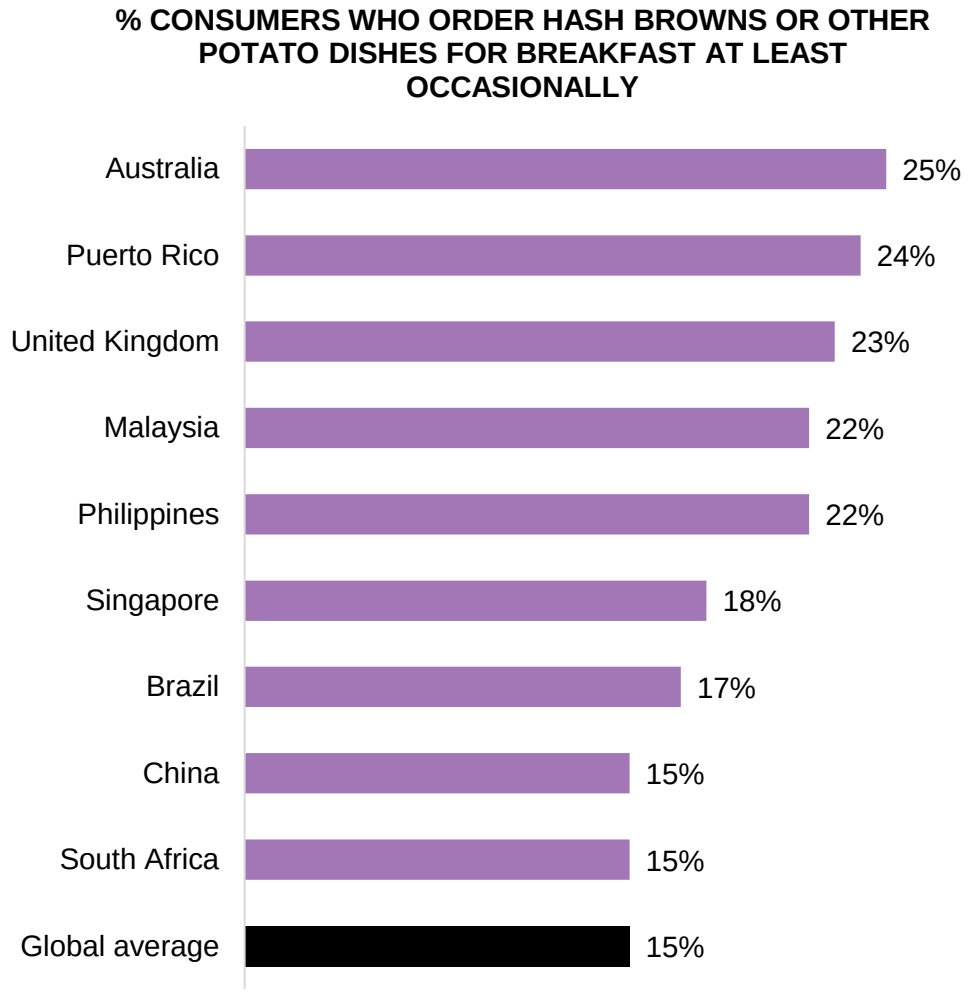
Australia (25%) and Southeast Asian countries (17% of consumers on average) make up about half of the top 10 markets for interest in these dishes, with Malaysia, the Philippines (22% each) and Singapore (18%) overindexing both their regions and the global average.

While Latin American markets as a whole showed relatively little interest in most potato breakfasts, Puerto Rico consumers (25%) were the third-most likely in the world to have one at least occasionally and those in Brazil (17%) similarly overindexed. Other markets of note include the U.K., which at 23% of consumers vastly outpaced the remaining tracked European markets (6%), and China, which tied with South Africa to round out the top 10 on this metric.

Get more data-driven insights into breakfast trends around the world with the upcoming Breakfast Global Menu Category Report.

Global Navigator clients: Click here for more

Source: Technomic Global Foodservice Navigator Program



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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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