

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of May 22, 2023

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Top 200 chain sales rebound to pre-pandemic levels

Total sales for Canada's Top 200 chain restaurants hit \$40 billion in 2022, as the industry's largest chains added more than \$5 billion in sales volume during the year and surpassed comparable levels from 2019. On a percentage basis, annual Top 200 sales jumped by 15% compared to 2021.

Historically high inflation played a major role in elevating sales growth during the year, as industry-wide menu pricing at both limited- and full-service restaurants

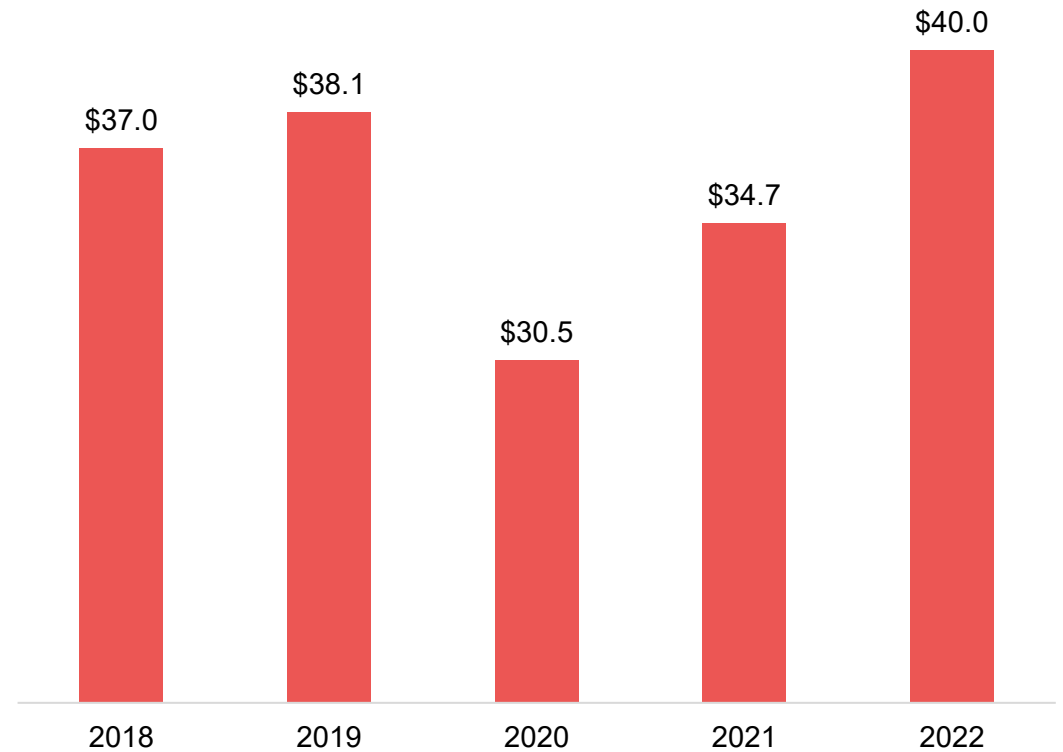
spiked by an average of nearly 8% during the year.

Additional insights and analysis of the industry's largest chain players can be accessed in Technomic's recently released *2023 Top 200 Chain Restaurant Report*.

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

Source: Technomic Ignite Company

TOP 200 CANADIAN CHAIN RESTAURANTS
ANNUAL CANADIAN SALES (\$B)



IGNITE MENU

What's trending among new menu items?

Technomic's recently published *New Item Trends* report delves into the details of new items added to Canadian menus in Q1 2023. The chart on the right breaks these new items down by mealpart, with entrees taking up the largest share. Full-service restaurants added the most new items in Q1, with 70% of the new items coming from FSRs.

Here are some of the trends that emerged from the past quarter's new menu items.

Appetizers

- Vegan Poutine
- Cured Fish

Entrees

- Salads Featuring Sunchokes
- Pizza Topped with Potatoes

Desserts

- Poached Ingredients
- White Chocolate Mousse

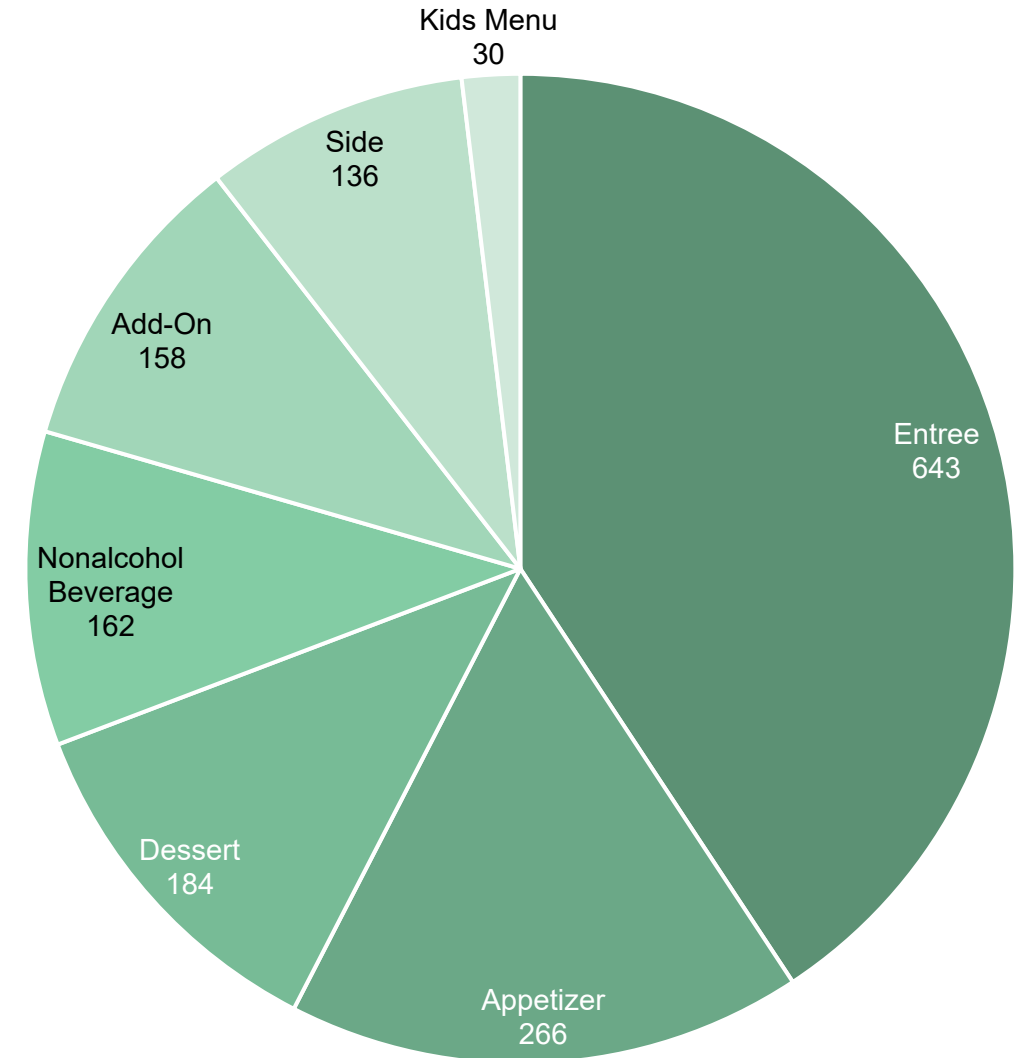
Nonalcohol Beverages

- Infused Cold Foams
- Pistachio Lattes

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Source: Technomic Ignite Menu, Q1 2023

NEW ITEMS BY MEALPART



Themes from brands with most visually appealing food

When looking at the 10 top-rated brands for food visual appeal, several themes emerge. To begin, the top brands for this attribute are a mixture of limited- and full-service restaurants, with full-service chains dominating the top five rankings.

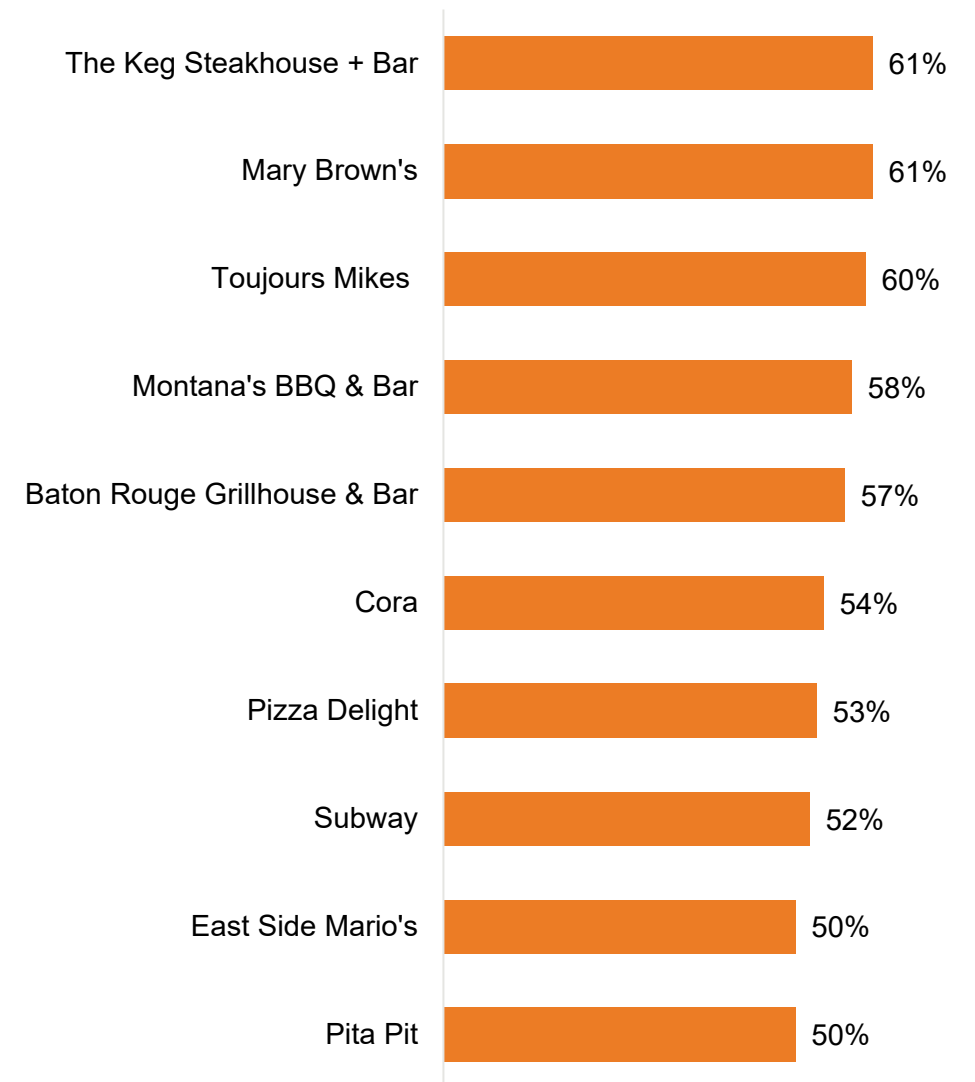
Additionally, many of the brands identified as having visually appealing food also specialize in popular comfort fare such as steak, fried chicken, pizza and breakfast.

Further, those ranked in the top five for having very good food visual appeal have protein-focused menus. The Keg Steakhouse + Bar offers a variety of steaks, prime rib and seafood, Mary Brown's highlights its signature chicken, Montana's BBQ & Bar centers its menu on barbecue and Baton Rouge Grillhouse & Bar specializes in grilled entrees such as steaks and fish.

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

Base: 4,133 respondents 18+; varies by brand
Source: Technomic Ignite Consumer, Q2 2022-Q1 2023

TOP-RATED BRANDS FOR FOOD VISUAL APPEAL
% WHO RATED BRAND AS VERY GOOD



Retail foodservice around the world



Retail foodservice remains a critical part of broader foodservice industries worldwide, though preferred outlets and their respective patronage levels can vary sharply by market.

To better understand this industry, Technomic recently asked consumers across 25 countries about how often and where they purchase prepared meals from retail locations. Below are a few highlights:

Globally, 65% of consumers report that they purchase ready-to-eat or -heat meals from the prepared meals areas in retail stores at least once per month.

For 22% of respondents, this rate increases to at least once per week, with these numbers particularly concentrated in Southeast Asia, where 40% of consumers in Indonesia, 42% of those in the Philippines and 47% of those in Thailand mention patronizing retail foodservice this frequently.

While 53% of global consumers report visiting convenience stores for retail foodservice, this number jumps to 74% in the Middle East and 77% in Asia (Europe and Latin America stand at 31% and 36% respectively).

Among tracked countries in Asia, the only markets where less than 74% of

consumers mentioned visiting convenience stores were India (62%) and Singapore (63%). Japan—internationally well-known for consumers' patronage of convenience stores—stood fourth among all markets at 80%, tied with Mexico and trailing Indonesia (81%), the Philippines (87%) and Thailand, where a stunning 96% of consumers turn to convenience stores for retail foodservice.

By contrast, 79% of global consumers visit grocery stores and supermarkets for prepared meals; these numbers are instead concentrated in Latin America (85%) and Europe (86%), with

somewhat lower rates found in Asia (70%) and the Middle East (74%)

Colombia, where 92% of consumers report visiting supermarkets' prepared meals areas, leads among Latin American markets and follows only South Africa (94%) among all global markets. Similarly high numbers appear throughout Europe and the remainder of Latin America, with only Mexico (71%) and France (77%) falling below the 85% mark.

Get more data-driven insights into consumer trends from a global perspective with [Technomic's Global Navigator program](#).

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Source: Technomic Global Foodservice Navigator Program
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312-876-0004

info@technomic.com

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