

Industry Insights

A roundup of noteworthy Canadian foodservice findings
for the week of June 9, 2025

Image Source: Shutterstock



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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!

Rising prices continue to pressure consumers

The gap between restaurant prices and general inflation continued to grow in the first half of 2025 as consumers search for value in the foodservice industry.

Food away from home inflation rose 3.8% year over year in April, outpacing general inflation, which sat at 1.7%, accentuating the notably higher restaurant prices that are stretching consumers’ wallets in 2025.

In late 2024 and into early 2025, the Canadian government instituted a temporary GST/HST holiday, exempting tax on certain goods, including groceries and food at restaurants. The result was a

temporary, albeit substantial, drop in food prices to start the year. Restaurant prices have returned to normative levels since the tax holiday lapsed in February.

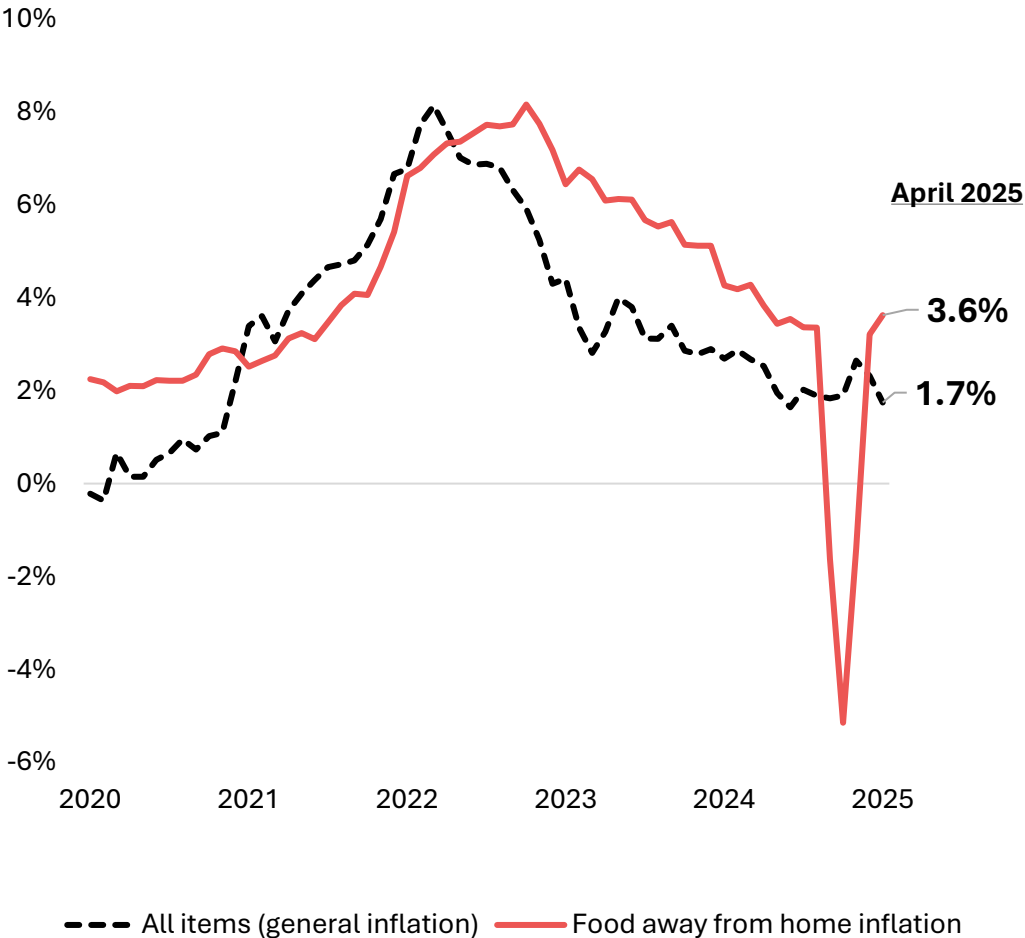
As of April 2025, full-service inflation hit 3.8%, while limited-service prices grew by 3.6% on a year-over-year basis.

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

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

Source: Technomic Ignite Company

CANADIAN CONSUMER PRICE INDICES (INFLATION)
12-MONTH CHANGE



Ignite Menu

How value is showing up on menus

Technomic's Q1 2025 Ignite Menu data is live and, with it, some interesting findings about pricing and value.

On average, prices are up 3.6% on menus year over year. Some of the mealparts seeing the biggest price hikes include kids menus (+4.2%), nonalcohol beverages (+4.1%) and add-ons (+4.7%).

With these rising menu prices, consumers may be looking for value to make these price increases more palatable. But value meals have actually decreased on menus in the past year, down 8.5%. Some value meals on the decline include breakfast value meals (-10.5%), pizza value meals (-12.1%) and sandwich value meals (-12.7%).

However, there are specific types of value meals showing growth, including fish/shellfish value meals (+6.3%), quesadilla value meals (+7.7%) and burger value meals (+10.0%). But even value offerings aren't immune to menu inflation, with these entrees increasing 6.5% in price year over year. Some value meals that have seen large price hikes include chicken value meals (+12.0%) and mixed dish value meals (+28.3%).

As costs continue to increase, operators may have to experiment with new ways to offer value beyond price, such as focusing on unique or craveable menu items or leaning into more limited-time offers.

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

Source: Technomic Ignite Menu
Image Source: Shutterstock



Value is increasingly top of mind for Canadian diners

More than half of Canadians (56%) agree that they usually pick restaurants with lower prices—the most that we’ve seen historically. Unfortunately, menu prices are also among the highest ever seen, so what should operators do for value-seeking diners in this environment?

One suggestion is for operators, especially at full service, to keep the dine-in experience top of mind. Yes, off-premise is an important avenue, but it should not compromise dine-in staffing and overall experience.

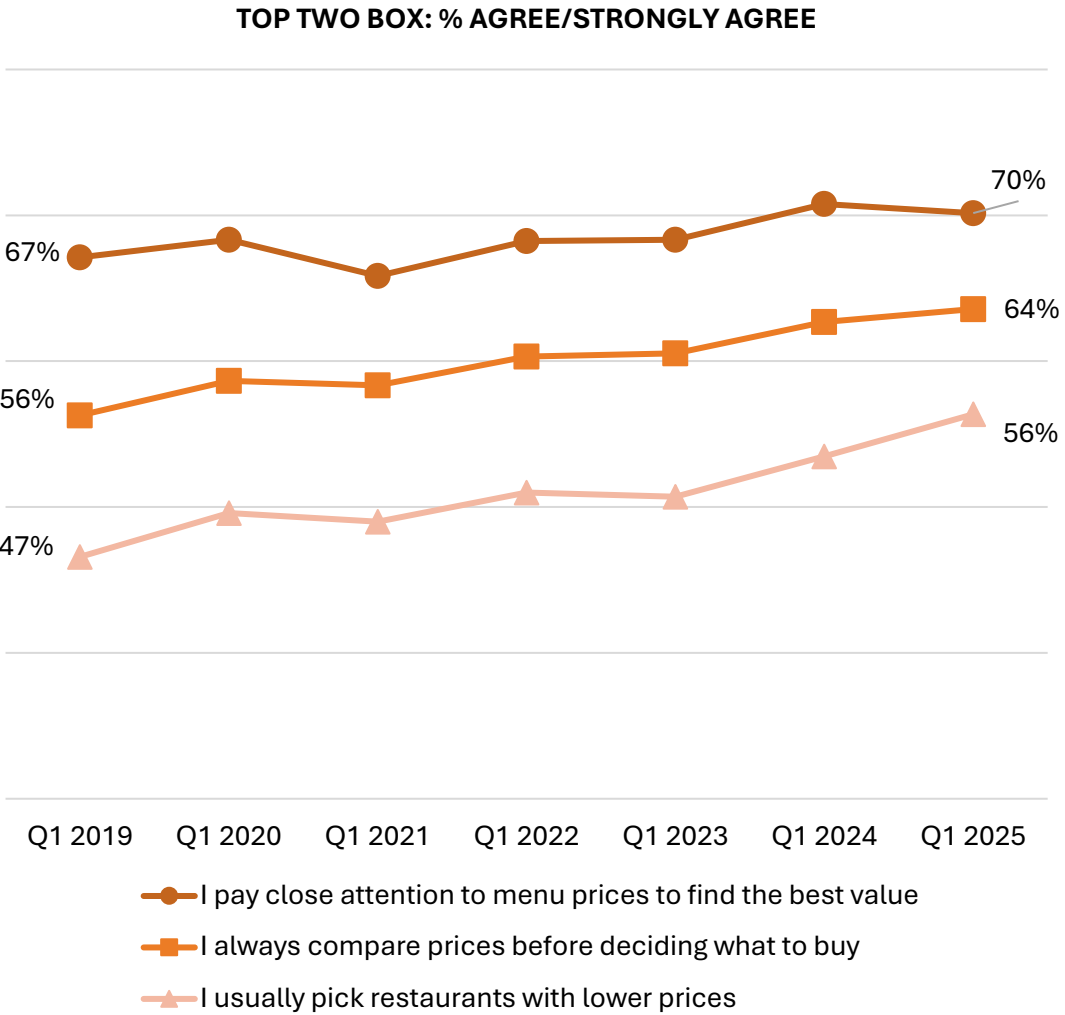
With on-premise dining still bouncing back, largely driven by younger diners, operators have tremendous opportunity to deliver on value inherent to the in-restaurant experience.

In fact, full-service guests who dined in were more likely than guests who ordered for off-premise to provide higher ratings on measures of prices relative to others, value through high-quality menu items and intent to return.

Limited-service restaurants saw a similar boost in value perceptions among dine-in versus off-premise guests.

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

Base: 6,000 Canada consumers ages 18+ per quarter shown
Source: Technomic Ignite Consumer



Value around the world

Survey data indicates that since 2020, global consumers have come to place less importance on overall value for money spent in how they choose limited-service restaurants to visit, with this pattern varying by market and region.

In no surveyed region was this downward pattern more noticeable than in North America, where the percentage of consumers placing importance on value fell from 90% in Q1 2020 to just 75% in Q1 2025. This 15% drop nearly doubles both the global drop (88% to 80% over the same period) and that in Asia (89% to 80%).

Consumers in Europe alone saw a similar drop (91% to 78%)—a stark contrast to

those in Latin America, where it saw a 5% drop from its 2020 height (87%), or those in the Middle East, which saw no overall change from 2020 to 2025.

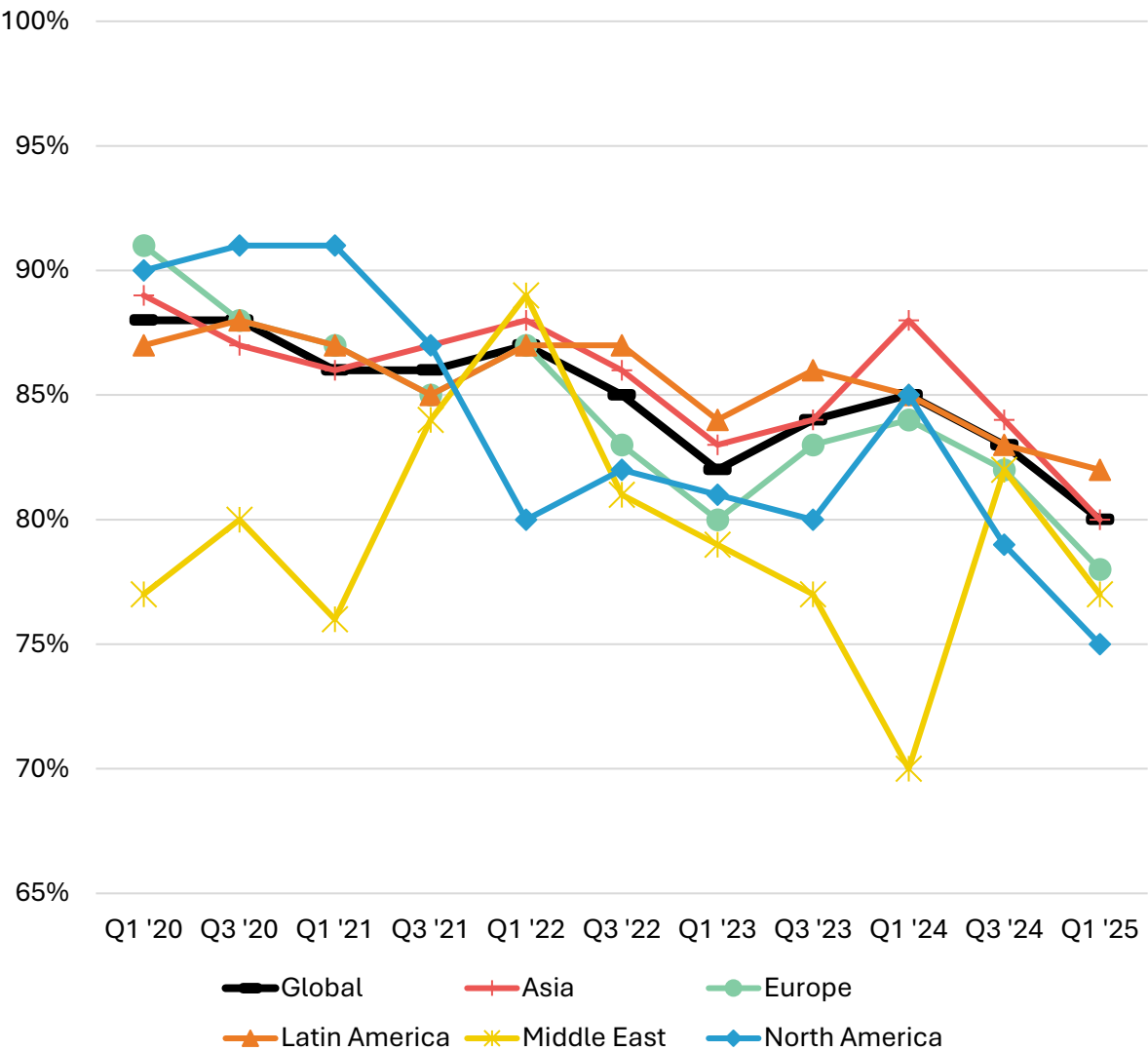
Middle East consumers, however, uniquely fluctuated in how many restaurant-goers placed importance on overall value, spiking in Q1 2022—as many did globally—before falling back in 2025 to early 2020 levels.

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

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

Source: Technomic Global Foodservice Navigator Program consumer surveys, 2020-2025
Note: In Q1 2024, Russia was replaced as a surveyed market by Puerto Rico; 2020-2023 data includes Russia in Europe averages without Puerto Rico in LATAM averages; 2024-2025 data includes Puerto Rico in LATAM averages without Russia in Europe averages

% OF CONSUMERS DESCRIBING OVERALL VALUE AS SOMEWHAT/VERY IMPORTANT IN CHOOSING AN LSR TO VISIT



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Have questions?

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