

Industry Insights

A roundup of noteworthy Canadian foodservice findings
for the week of June 23, 2025

Image Source: Shutterstock



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Thirty chains achieved double-digit openings in 2024

Led by BarBurrito and Firehouse Subs, 30 brands added 10 or more locations to their domestic footprints last year. This group of chains combined to open nearly 700 total units in 2024, helping to offset the closures of other struggling chains.

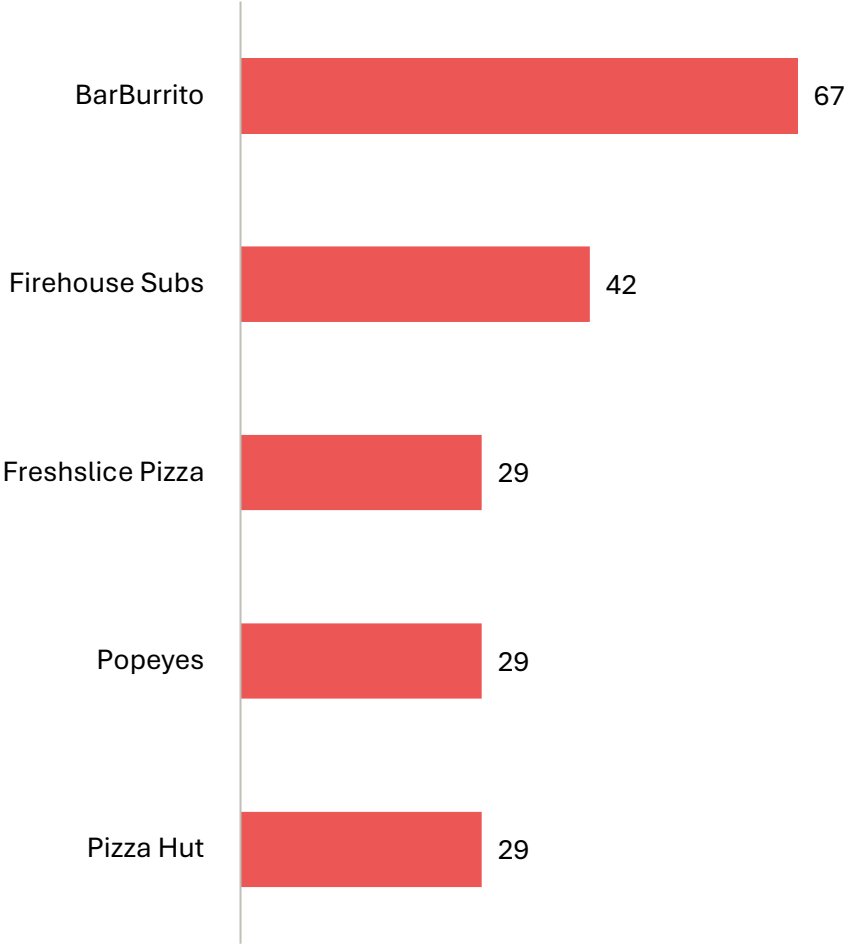
BarBurrito, Pizza Hut, Popeyes and Mary Brown’s have each opened more than 100 new Canadian locations since 2019.

Uncover more insights on the industry’s fastest growing chains in Technomic’s *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

MOST NET LOCATION OPENINGS
2023 VS. 2024 CANADIAN LOCATION COUNT



Ignite Menu

Q1 2025 Ignite Menu highlights

With the launch of Technomic's new Ignite Menu data for Q1 2025, here are some key takeaways from Canadian menus.

Overall, menu item counts are growing year over year, with average item counts for all mealparts showing an increase of 7.8%, with entrees and appetizers seeing the steepest increases. Within entrees, rice dishes (+16.6%), taco/taquito entrees (+15.8%) and bowls (+14.3%), namely pork bowls (+24.1%), saw the most growth on menus.

Appetizers that grew year over year include specialty breaded appetizers (+16.4), burgers/sandwiches (+15.0) and wings (+14.0).

When it comes to pricing, kids menus has the steepest price hike, up 4.2%, driven by upticks in kids beverage prices (+16.7%).

The fastest-growing healthy claims on menus included traditional health cues alongside sourcing claims, such as nonfat (+33.3%), dairy-free (+10.1%) and cage-free (+9.2%).

The fastest-growing proteins on menus included a wide range of protein types, such as pollock (+66.7%), back bacon (+48.0%), salumi (+47.6%) and chicken thigh (+38.1%).

ITEM COUNT GROWTH OVER THE LAST YEAR Q1 2024-Q1 2025

Entree **+9.6%**

Appetizer **+8.4%**

Kids Menu **+6.6%**

Side **+6.0%**

Add-On **+5.9%**

Nonalcohol Beverage **+4.6%**

Dessert **+3.2%**

Overall +7.8%



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

Source: Technomic Ignite Menu, Q1 2024-Q1 2025

Image Source: Shutterstock

Cravings will top healthy decisions in uncertain times

Today’s consumer has a lot on their mind, including high household debt, housing affordability, inflation, global tensions and much more, which impacts overall consumer confidence and spending, especially at restaurants.

And so, it seems the word of the year is uncertain. Fortunately for us, Technomic has historical data to suggest how uncertainty drives consumer choices.

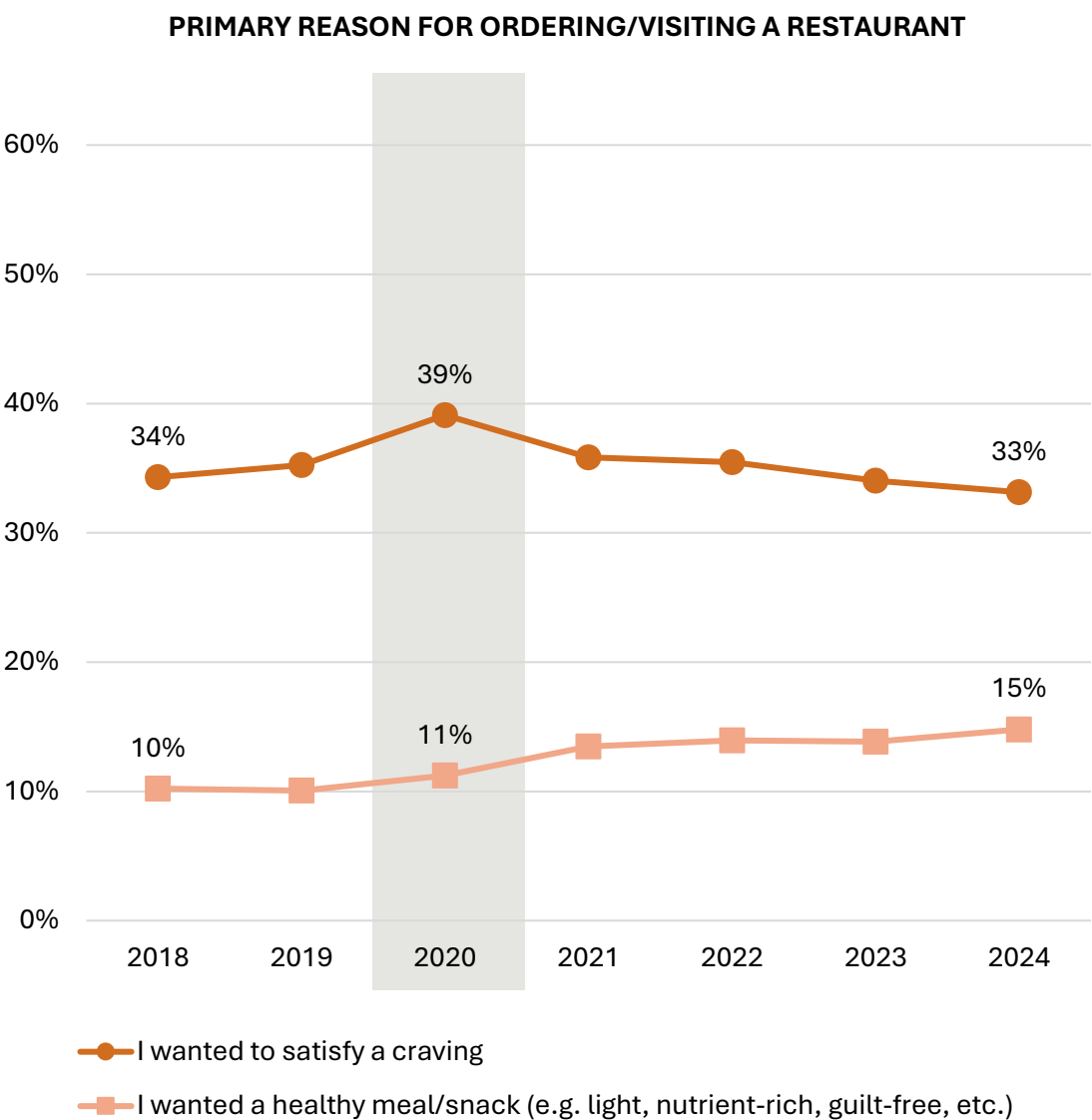
The chart to the right provides a historical snapshot of primary need states that influenced a recent restaurant occasion. In 2020, the most

recent and significant period of global uncertainty, the need to satisfy a craving spiked at 39%. More consumers than ever turned to restaurants to satisfy their cravings. While health shows growing importance, it sits below cravings as a top restaurant driver.

The good news is craveability spans across all cuisines, so there is tremendous opportunity for operators and suppliers to actively promote their craveable items—whether they are sweet or savoury—and, in turn, drive traffic to their restaurants.

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

Base: 24,500 Canada restaurant consumers ages 18+ per calendar year
Source: Technomic Ignite Consumer



Which markets are China's tea chains entering?

Alongside Mixue Ice Cream & Tea recently becoming the largest chain in the world, other China-born tea operators have rapidly expanded into new markets. Below are a few recent highlights:

- ChaPanda is set to enter France. The [China-based tea drinks QSR](#)—also known as Chabaidao—has entered several international markets since kicking off its global expansion in 2024.
- Charlie's Tea expanded into the U.K. The [China-based tea QSR](#)—also known as Cha Li Yi Shi—currently has an estimated 500 shops in its home market.
- Chagee laid out its growth plans for 2025. The [China-based tea QSR](#) intends to open about 1,000 units in its home market, 50 in Hong Kong, 100 in Southeast Asia and 10 in the U.S.
- More Yogurt is set to enter Canada. The [China-based QSR specializing in yogurt drinks](#) currently has about 1,200 locations in its home market.
- Ningji Lemon Tea expanded into the U.S. The [China-based tea drinks QSR](#) entered the market via a new concept called Bobobaba that serves bubble tea instead of fruit tea.

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

Source: Technomic Global Foodservice Navigator Program

Image Source: [ChaPanda France Instagram](#)



茶百道 ChaPanda

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312-876-0004
info@technomic.com
technomic.com