

# Industry Insights

A roundup of noteworthy Canadian foodservice findings  
for the week of July 14, 2025

Image Source: Shutterstock



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# What percentage of chain restaurants are franchise-operated?

Over 90% of all chain restaurant locations are operated by franchisees or licensees, representing more than 27,000 of the 30,000-plus total chain restaurants across Canada. The remaining 9% of chain locations are company-owned and -operated.

Ownership rates differ significantly between segments, with franchised and licensed locations accounting for more than 90% of all limited-service chain

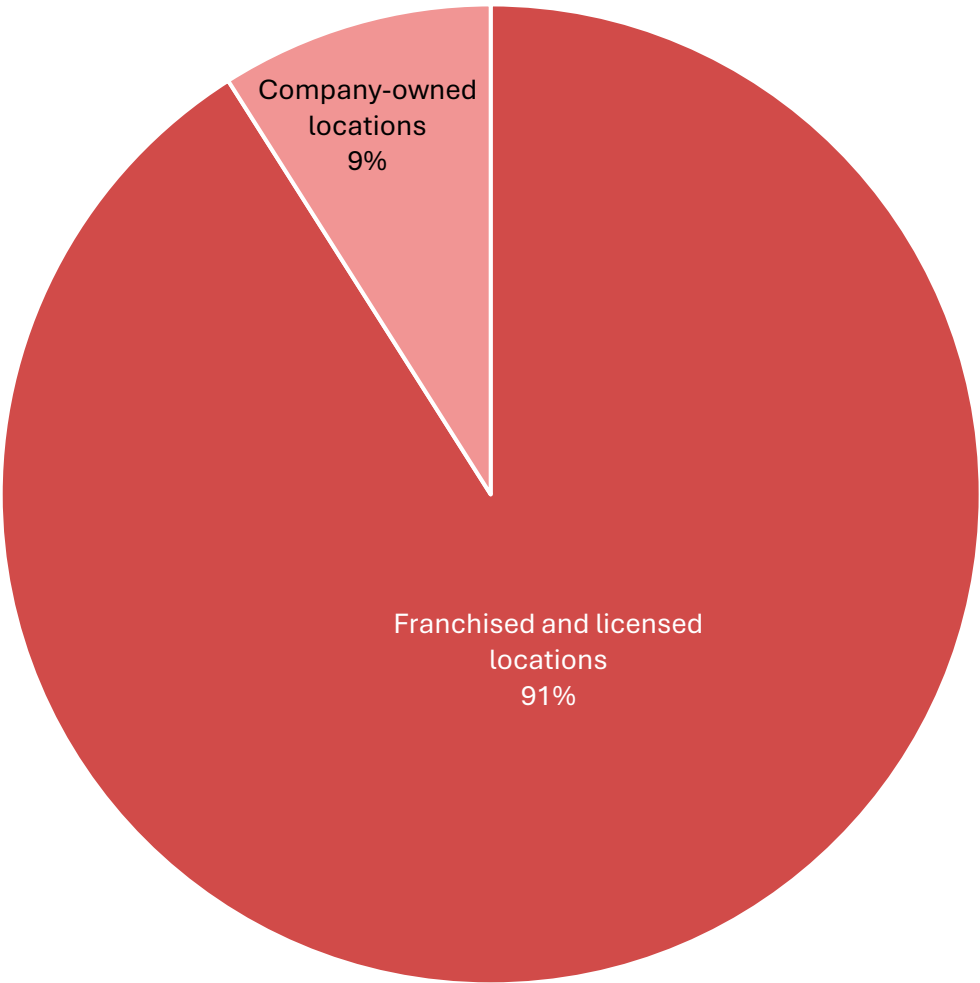
locations compared to just 76% for the full-service segment.

Access ownership details for all top 250 Canadian chain restaurants today with Ignite Company Canada.

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Source: Technomic Ignite Company

TOP 250 CHAIN RESTAURANTS  
CANADA LOCATION SHARE BY OWNERSHIP TYPE





# Menu ideas for fall 2025

Technomic's recently published *Canada Season's Eatings* report highlights fall flavours and ingredients, as well as providing recommended actions as to how they can be used in the upcoming fall season. For example, operators can incorporate pecans into frosting for a sweet enhancement to classic fall favourites such as pumpkin bread and apple doughnuts.

Here are some themes for fall 2025:

## Make use of natural flavours

Transform traditional recipes with creative swaps that offer natural flavour

enhancements, such as dates for sweetness or mushrooms for an umami taste

## Transform breakfast items

Infuse sweet and savoury breakfast staples, including omelettes and muffins, with fall favourites to put a seasonal twist on the morning meal

## Get creative with preparation

Shred, stuff or puree fall fruits and veggies for innovative flavours and textures

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

Source: Technomic Ignite Menu, Q4 2022-Q4 2024  
Image Source: Adobe Stock



# The dashboard dining occasion

Eating in the car, or dashboard dining, has grown in popularity over the last few years. The car became the dining room when consumers had nowhere else to go during the pandemic. With the growing popularity of social media, where videos of consumers eating in their car have become commonplace, the trend has been normalized as a routine dining behaviour.

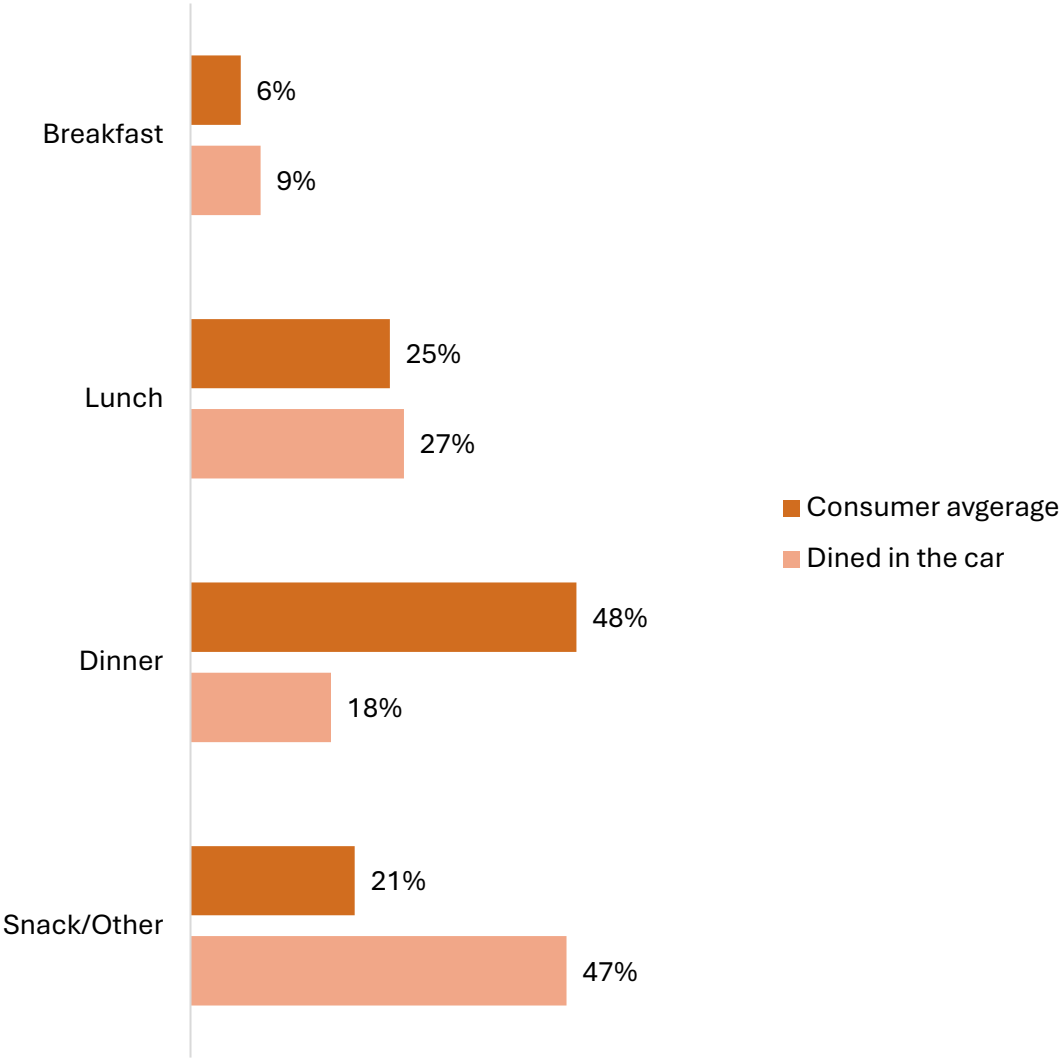
Recent data from Ignite Consumer reveals that 19% of all limited-service orders are consumed in the car, and 8% of full service. As shown in the chart to the right, the majority of dashboard

dining occasions are for a snack (47%). Lunch also represents a significant daypart where consumers are more likely to consume their meal in the car.

The in-car occasion is an important one for operators and suppliers to consider, as 68% of consumers say overall takeout capabilities are important when selecting a restaurant for an occasion.

Restaurants should not overlook small operational details, such as being sure to include napkins, and suppliers can support the occasion by considering the portability and packaging of menu items.

DAYPART DISTRIBUTION OF RECENT RESTAURANT OCCASION



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

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



# What's new with global chicken chains

Alongside the recent [Global Chicken Category Report](#), a deep dive into overall category performance, consumer attitudes, menu trends, operator performance and more, Technomic also tracks operator news and developments from around the world. Below are a few recent highlights in the chicken category:

Bb.q Chicken operator Genesis BBQ plans to restart expansion of the brand in China. The [South Korea-based multibrand operator](#) plans to develop 1,000 units of the chicken QSR in the market in the coming years. Bb.q Chicken had about 150 units in China at its peak, before shrinking to its current handful of sites.

Goobne operator G&Food opened the brand's 1,200<sup>th</sup> location in South Korea. The [homegrown operator](#) launched the chicken CDR in 2005.

Linyu Fried Chicken Legs reportedly reached 4,400 locations. The [China-based chicken QSR](#) was founded in 2017.

KFC plans to open 500 units in the U.K. by 2035. The [U.S.-based chicken QSR](#) currently has more than 1,000 locations in the market.

Mang Inasal operator Jollibee Foods Corp. plans to reach 1,000 locations of the brand by 2030. The [Philippines-based multibrand operator](#) currently has about 600 units of the chicken QSR.

Popeyes outlined its growth plans for France. The [U.S.-based chicken QSR](#) plans to reach about 30 locations by the end of 2025 and 250 locations by 2032. Popeyes ended 2024 with 22 units in the market.

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

Image Source: [Popeyes France Instagram](#)



# Le poulet de la veine.

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312-876-0004  
[info@technomic.com](mailto:info@technomic.com)  
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