

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Aug. 26, 2024

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!

Ignite Company

Tim Hortons maintains same-store sales streak

Tim Hortons achieved its 13th consecutive quarter of positive same-store sales growth in the second quarter this year. Comparable sales rose nearly 5%, as total systemwide sales eclipsed \$1.7 billion for the quarter.

This comes as Tim Hortons continues to slowly shrink its store count in Canada while emphasizing international growth. The brand has grown its presence outside of Canada by nearly 15% compared to the same time the

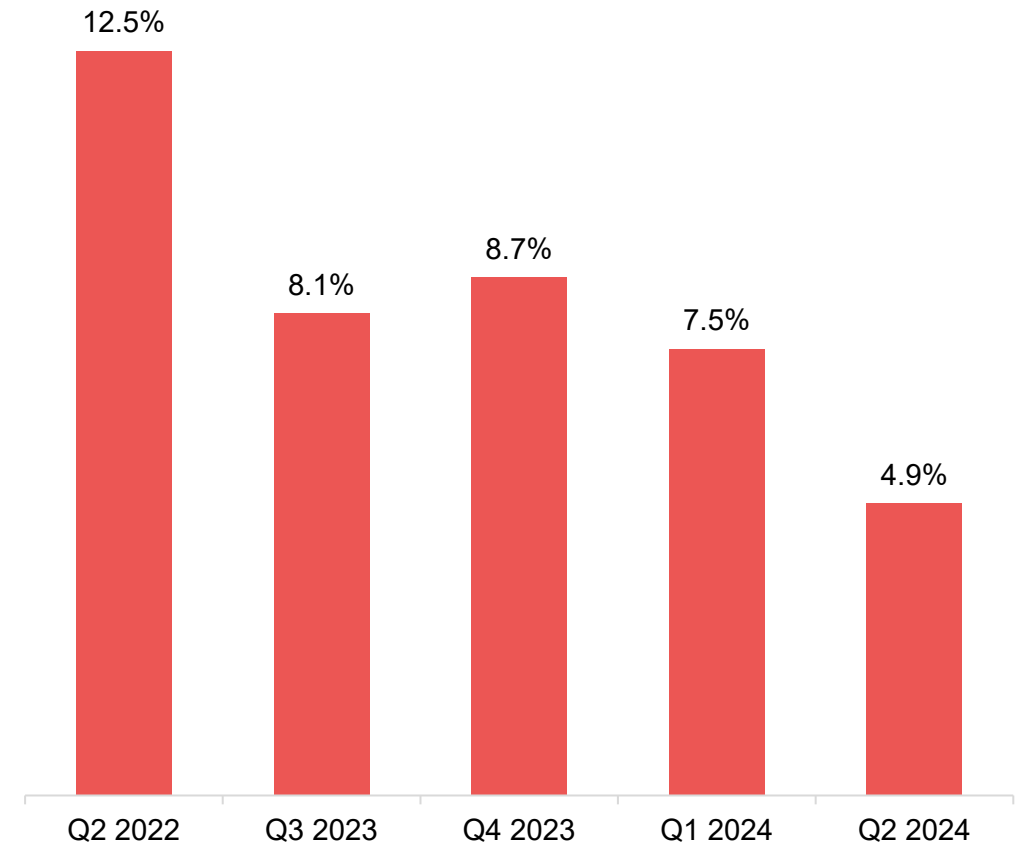
year prior.

Despite continuous expansion overseas, international same-store sales fail to keep up the pace set by its domestic stores, as international comparable sales fell by 10% compared to the same period in 2023.

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

Source: Technomic Ignite Company

TIM HORTONS
CANADIAN SAME-STORE SALES YOY



Ignite Menu

Q2 2024 menu pricing highlights

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

Appetizers

Burger/sandwich appetizers saw the biggest price increase in the last year (up 14.1%), with sandwich/mini sandwich appetizers up 18.5% and sliders/mini burgers appetizers up 10.9%.

Entrees

Several entree categories saw price declines in the past year, including sushi/sashimi/nigiri (down 1.4%), shellfish dishes (down

2.3%) and retail/grocery items (down 16.1%).

Desserts

Cakes are the dessert category that's risen the most in price in the last year, driven by upticks in coconut cake (up 49.7%), flavoured cheesecake (up 33.9%) and chocolate cake (up 5.0%).

Nonalcohol Beverages

Tea variations are contributing to the rising cost of cold beverages year over year, including Arnold Palmers (+20.9%) and bubble teas (+6.6%).

YEAR-OVER-YEAR PRICE CHANGE BY MEALPART Q2 2023-Q2 2024

Dessert **+7.4%**

Nonalcohol Beverage **+4.7%**

Kids Menu **+4.4%**

Entree **+3.7%**

Side **+3.1%**

Add-On **+1.3%**

Adult Beverage **-1.1%**

Overall **+2.5%**

**Appetizer
+4.2%**

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

Source: Technomic Ignite Menu data
Image Source: Shutterstock

Ignite Consumer

Cravings drive impulse/unplanned visits at QSRs

Nearly half (41%) of impulse/unplanned visits to a quick-service restaurant were driven by the need to satisfy a craving. This figure compares to 28% for routine meal occasions and 22% for special occasions.

Relative to other need states, cravings dominate as the primary driver when the occasion is unplanned or spontaneous. For routine meals, however, cravings and better-for-you

need states are almost equally as likely to drive the occasion.

Operators and suppliers can think about leading with cravings in their messaging to boost traffic with impulse/unplanned visits.

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

Base: 12,800 recent Canadian quick-service chain guests
Source: Technomic Ignite Consumer, Q3 2023-Q2 2024

QUICK-SERVICE CANADIAN CHAINS PRIMARY REASON FOR MOST RECENT OCCASION

Primary need state	Impulse/unplanned visit	Routine meal/everyday occasion	Special occasion	Other
Cravings	41%	28%	22%	31%
Convenience	18%	13%	12%	24%
Better for you	17%	30%	30%	16%
Comfort/simplicity	16%	16%	12%	16%
Experiential	8%	13%	25%	14%

Menu development in Asia

Technomic tracks menu development activity in nine key markets in East and Southeast Asia, both from month to month and year to year. Below are a few highlights from how this region’s activity has fared over the last two years.

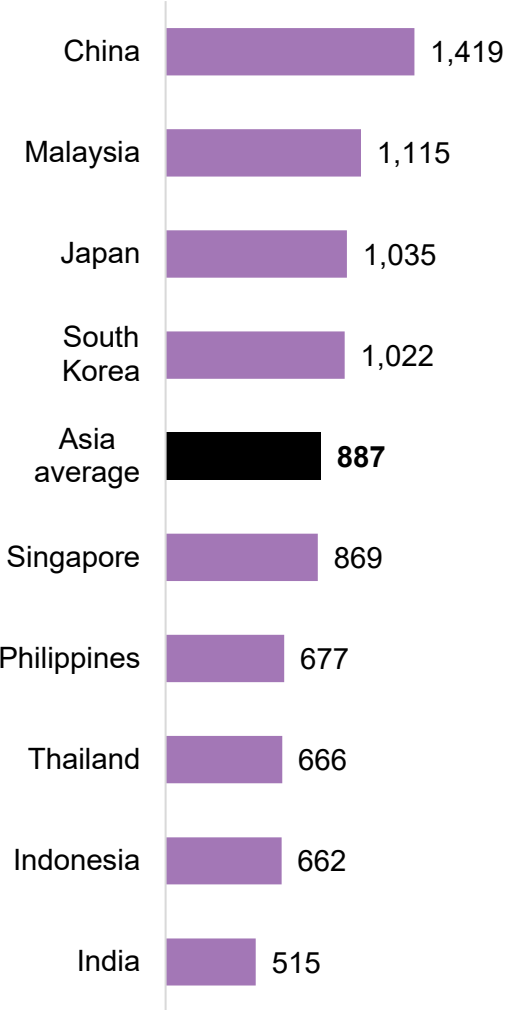
Top chains in Asia collectively released just under 8,000 items in 2023, an almost 13% increase from 2022, when they introduced nearly 7,100 items. This rise—driven by a substantial increase in menu activity in South Korea—helped resolidify the region as the most active in the world. Top chains in China released about 1,400 items in 2023, an

11% decrease from the preceding year, which also saw declines. Even with this second year of decline, operators still released more items per chain than in almost any other tracked market.

After recording the single largest percentage decrease in Asia in 2022, South Korea roared back in 2023, with an eye-popping 93% increase over the preceding year. Other markets recorded relatively small YOY changes, with every tracked country but Indonesia and the Philippines seeing increases. In these two markets, only the Philippines reached a 5% decrease.

Only Technomic can track emerging menu trends around the world with over 70,000 new and limited-time menu items from 25 different countries. Take a deeper dive into these markets and items with Technomic’s [Country Reports](#).

NEW & LTO ITEMS IN 2023



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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.

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Have questions?

Reach out to us today.

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