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Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Oct. 3, 2022

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Tim Hortons Continues Global Expansion

The past two years has seen Tim Hortons ramp up its international restaurant development.

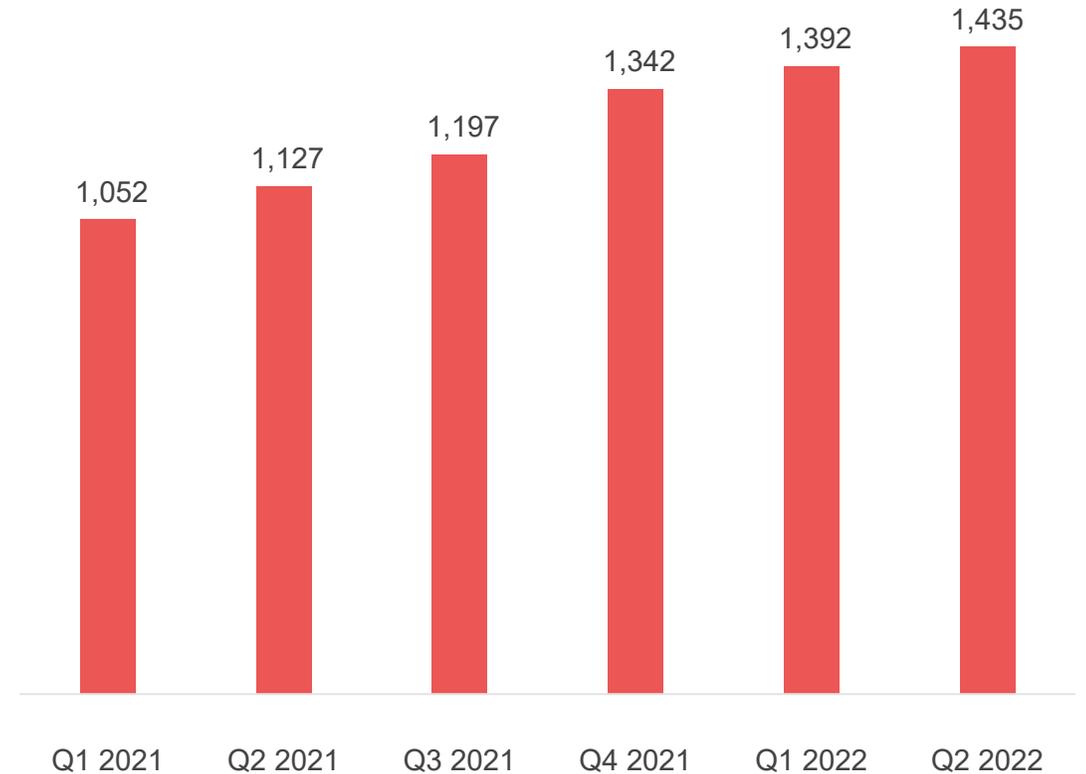
In 2017, the coffee giant had 835 locations outside of Canada. As of the second quarter of 2022, it now boasts more than 1,400 locations, up 27% from this time last year. International systemwide sales are up over 14% on a year-over-year basis.

Earlier this year, Restaurant Brands International, the parent company of Tim Hortons, announced plans to launch more than 300 branches in India

over the next decade. The brand continues to expand its footprint in China as well, with plans to reach nearly 3,000 stores by 2026.

Sources: Technomic Ignite Company

TIM HORTONS INTERNATIONAL LOCATIONS
TOTAL LOCATIONS OUTSIDE OF CANADA



Menus See Protein Progression

Protein is a rapidly evolving category, with factors such as consumer preferences, pricing changes and supply chain constraints all contributing to shifts on menus.

Plant-based offerings continue to expand on menus, as plant-based poultry claims the spot as the fastest-growing protein. The vegetarian option is appearing increasingly at mainstream chains, both in more classic chicken sandwich and chicken tender forms, but also in Asian noodle and rice dishes.

Despite rising costs, more premium proteins are showing growth on menus, including wagyu and caviar. These options provide something that consumers may not typically get at

home, making for more of a splurge-worthy menu item.

In contrast to these higher-priced proteins, we are seeing some more affordable options as well, such as ground chuck, often featured in burgers. This comfort food option aligns well with the trend that's been appearing over the past two years, as well as being a potentially more cost-effective choice for operators.

Rounding out the list is pollock, a healthful fish option that is a lean protein source full of vitamins. It is also a relatively lower-cost fish compared to similar types—another bonus amid inflationary challenges.

FASTEST-GROWING PROTEINS

Plant-Based Poultry +45%

Wagyu +32%

Ground Chuck +25%

Pollock +24%



Off-Premise Ordering Shift to Later Dayparts

Off-premise orders for dinner and afternoon/late-night snacks have increased since 2020. With consumers returning to in-person work, many want a fast and easy meal solution when they return home in the evenings, and carryout or delivery can satisfy this need.

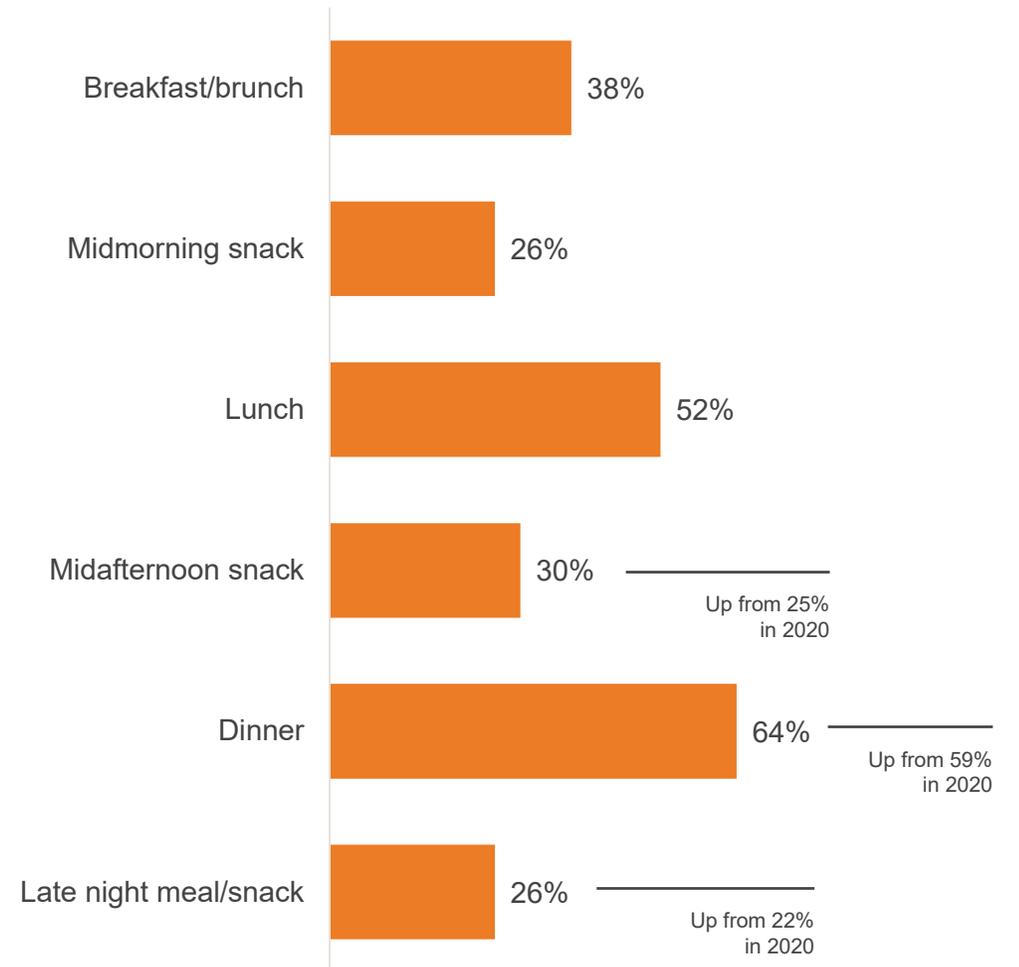
Also, as the pandemic subsides and consumers become less concerned about safety, they're increasingly looking to spend time with friends. In turn, consumers are less likely to order for themselves alone, alluding to opportunity for meal bundles, with 24% of consumers report that their typical dining party when ordering carryout or

delivery is "only myself" (down from 28% in 2020) and 18% report ordering with friends (up from 13% in 2020).

Offering family meal bundles is a great way to promote value and appeal to those ordering in a group. As consumers spend more time with friends and family, restaurants should make the group ordering process as convenient and simple as possible. Expect more restaurants to offer features like the ability for groups to individually add and pay for their own orders from separate devices.

Base: 1,000 consumers who order carryout or delivery from restaurants
Q: How often do you order food or beverages for off-premise occasions (takeout or delivery) during the following meals or occasions?
Source: Technomic Ignite Consumer featuring the 2022 Canada Delivery & Takeout Consumer Trend Report

OFF-PREMISE ORDER FREQUENCY BY DAYPART
(ONCE A MONTH+)



Consumer Preferences for Plant-Based on the Menu

We recently asked consumers across 25 countries about their attitudes and preferences around plant-based menu offerings at restaurants, including the types of proteins they want substitutes for, what those substitutes should be made of and why they are seeking these products, if at all.

Following are some top-line findings—some expected and some surprising:

Plant-based alternatives to chicken nuggets and tenders are currently the most in-demand options for consumers; 27% say they want to see more of these products from restaurants, topping beef and fish.

Vegetables are more popular alternatives than plant-based meat analogs. Avocado and cauliflower have higher order consideration, as do potatoes, beans and mushrooms.

Health and nutrition are the top two drivers for consumer consumption of vegetarian and plant-based fare. Weight loss and to feel better physically after a meal are also top drivers, ahead of sustainability and social responsibility.

Nearly 20% of consumers say they purchase vegetarian and plant-based fare simply because they're with others eating those foods.

Finally, 46% of consumers globally are willing to pay more for vegetarian or plant-based protein alternatives than for meat.

[Learn how you can access country-lever consumer usage and preferences of plant-based foods, as well as current on-the-menu examples of product innovation and best practices.](#)

Source: Technomic Global Foodservice Navigator Program
Image Source: Shutterstock



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We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 countries around the world.

Our team of experts helps leaders in the industry make complex business decisions, set strategy and stay ahead of the curve.

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312-876-0004

info@technomic.com

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