

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Nov. 11, 2024

Image Source: Shutterstock



This report is authorized for use solely by the parties noted in the written contract. No part of the publication may be reprinted, redistributed or put into an electronic or information retrieval system without the prior permission of Technomic, Inc.



Inform your Canadian sales strategy with industry vitals



View industry performance, monitor company financials and identify opportunities by segment and menu category with Ignite Company

[Learn more](#)



Are Canada's top chains still expanding in 2024?

Despite an industrywide struggle with traffic, most of Canada's top chains have continued to grow throughout 2024.

McDonald's and Starbucks are both on track for their third consecutive years of location expansion, following footprint contractions for both brands in 2021.

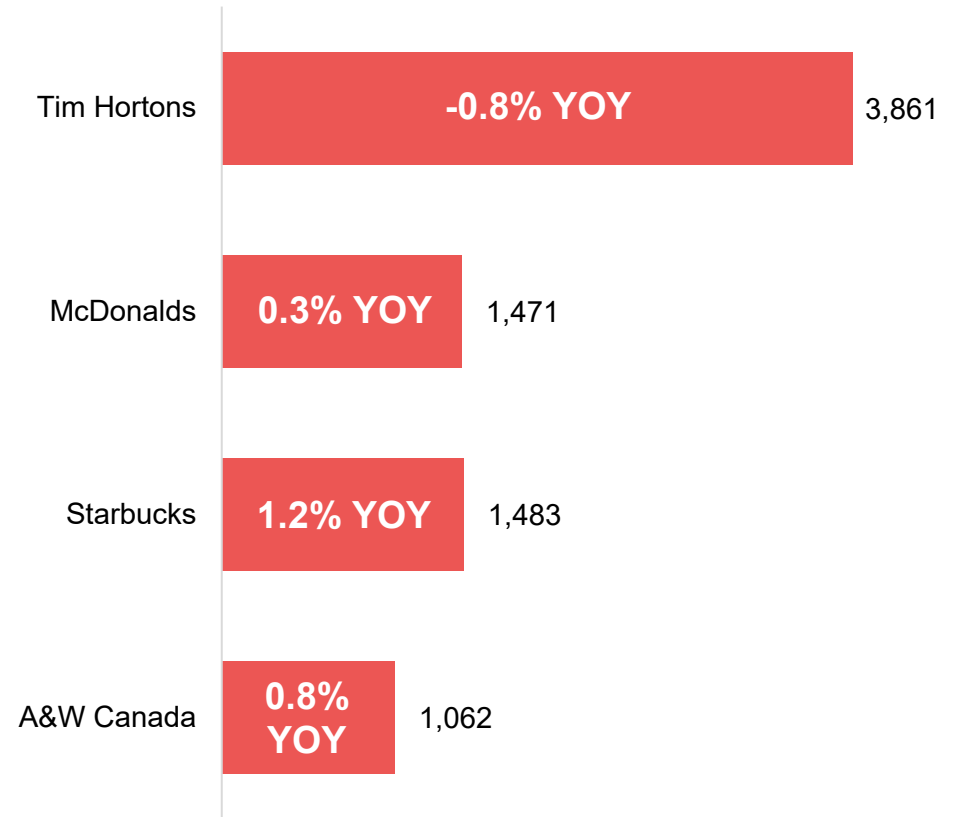
A&W Canada has been one of Canada's most consistent growth chains. The brand has not reported an annual store decrease since Technomic began tracking its store counts in 2008. The burger brand now boasts 1,062 stores across Canada.

Tim Hortons, Canada's largest chain by sales volume, is the only chain in the top four to close more stores than it has opened so far in 2024, shuttering a net 33 locations. This comes as Tim Hortons emphasizes international growth, growing its footprint abroad by nearly 15% as of Q3 2024.

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

Source: Technomic Ignite Company

TOP CANADIAN CHAINS
Q3 2024 UNIT COUNT



Ignite Menu

Menu ideas for spring 2025

Technomic's recently published *Canada Season's Eatings* report highlights spring flavours and ingredients and gives recommended actions for how they can be used in the upcoming spring season. For example, operators can incorporate peas into dips including guacamole or hummus for extra nutritional benefits

Here are some themes for spring 2025:

Maximize your micronutrients

Incorporate nutrient-dense toppings and add-ons, such as scallions and peas, or

utilize ingredient swaps, such as zucchini in place of potatoes, to give classic dishes a healthy boost

Focus on sweetness

As menus move into spring, create light and sugary flavour combinations using ingredients such as candied artichoke and sweetened asparagus

Experiment with fun drinks

Use spring flavours, such as ginger, to add interesting and uncommon flavours to beverages



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

Source: Technomic Ignite Menu
Image Source: Shutterstock

Ignite Consumer

Occasions shift from spontaneous to routine

In recent quarters, Ignite Consumer data shows that younger diners appear to be shifting away from unplanned, spontaneous restaurant visits to routine meal occasions.

The chart shows that the percentage of guests ages 18-34 who classify their recent occasion as a routine meal/ everyday occasion increased by 6 percentage points compared to Q4 2023. This increase comes largely at the expense of unplanned/ spontaneous visits, which have

decreased by 8 percentage points compared to Q4 2023. The data does not show these behaviour shifts taking place among diners ages 35 and older.

Younger guests may be cutting back on their spontaneous occasions to better manage their budgets. It's also possible that younger diners are more focused on their health and, therefore, not giving into cravings which prompt unplanned or spontaneous restaurant occasions.

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

Base: 6,100 recent restaurant guests per quarter
Source: Technomic Ignite Consumer

HOW WOULD YOU BEST DESCRIBE THIS RECENT CHAIN RESTAURANT OCCASION?

Age Group	Reason for Occasion	Q4 2023	Q1 2024	Q2 2024	Q3 2024
18-34	Routine meal/everyday occasion	26%	29%	33%	32%
18-34	Special occasion	31%	32%	32%	33%
18-34	Unplanned/spontaneous visit	42%	39%	34%	34%
18-34	Other	1%	1%	1%	1%
35+	Routine meal/everyday occasion	32%	30%	32%	31%
35+	Special occasion	23%	24%	24%	25%
35+	Unplanned/spontaneous visit	42%	42%	41%	41%
35+	Other	3%	4%	3%	2%

Global Foodservice Navigator

International MCOs exhibit strong growth

Technomic's updated *200 Global Restaurant Groups to Know* report revealed some fascinating findings on some of the world's key operators outside the U.S.

Giants Are Emerging in China

New to the list this year is Mixue Group, the fast-growing operator of Mixue Ice Cream & Tea and Lucky Coffee (yes, Lucky, not Luckin). The group has expanded rapidly across the mainland and into Southeast Asia, growing to about 36,500 total units. Yum China has also seen rapid growth, reaching more than 14,600 units, up 22% over the past two years.

IPOs Remain Hot

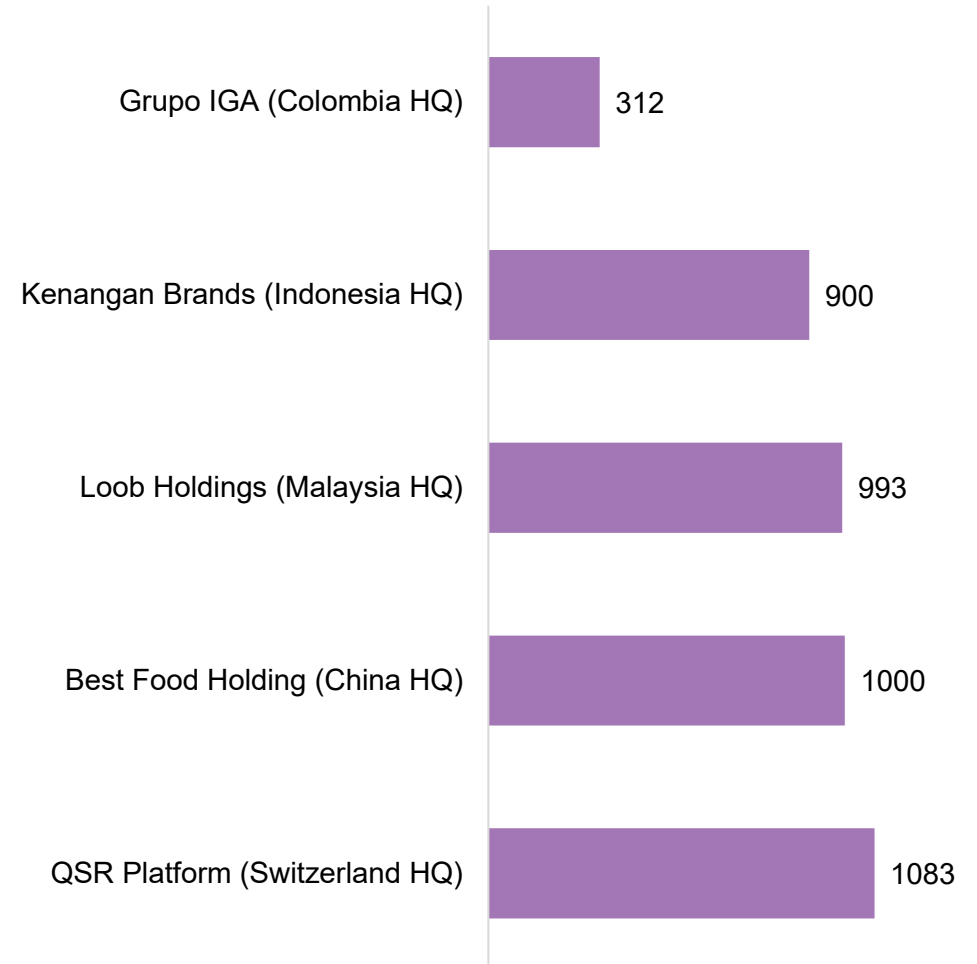
The Born Korea went public last week in South Korea—the latest large multibrand group to enter into an IPO. Saudi Arabia-based Alamar Foods, which oversees about 700 Domino's and Dunkin' units, went public recently while Indonesia-based Kenangan Brands and Spain-based Restaurant Brands Iberia are among several groups prepping for IPOs.

Technomic's exclusive report tracks multibrand and multimarket restaurant operating groups in terms of unit growth, market coverage and brand portfolio updates for 200 of the world's largest operators and franchisors based outside the U.S.

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

Source: Technomic Global Foodservice Navigator Program

EMERGING GROUPS TO WATCH OUTSIDE THE U.S.



Want more insights?



You can get this report delivered to you biweekly!

[Sign up here>>](#)

Ignite Company

See where restaurant chains are, how many units they have and how well they're doing.

[Explore>>](#)

Ignite Menu

Pinpoint the latest menu trends and see what's on the horizon.

[Explore>>](#)

Ignite Consumer

Get to know your customers' customers through 60+ attributes and visit occasion metrics.

[Explore>>](#)

Global Foodservice Navigator

Understand the global industry, from menu trends to consumers, in 25 markets. [Explore>>](#)

Since 1966, we have produced in-depth research focused on the foodservice industry.

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.

Have questions?

Reach out to us today.

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