

# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Dec. 2, 2024

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# Answer your most pressing questions on consumer visit behaviour

Explore demographics, preferences and behaviours to understand who is visiting chain brands, why they're going and how brands are performing with Ignite Consumer

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**Technomic**<sup>®</sup>



**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

# Full-service price increases continue to slow

In October, prices at full-service restaurants grew by 3.1% on a year-over-year basis, the lowest rate since August 2021. This continues a trend of steady deceleration for full-service inflation beginning in late 2022.

Limited-service restaurant inflation sat at 4.3% in October, the same rate of growth as the month prior. Inflation at limited-service restaurants peaked in January 2023 and has seen a more turbulent rate of deceleration in the months since.

Overall, food away from home prices grew by 3.4% in October as grocery prices continued to rise, hitting 2.7% growth, its highest rate since January 2024.

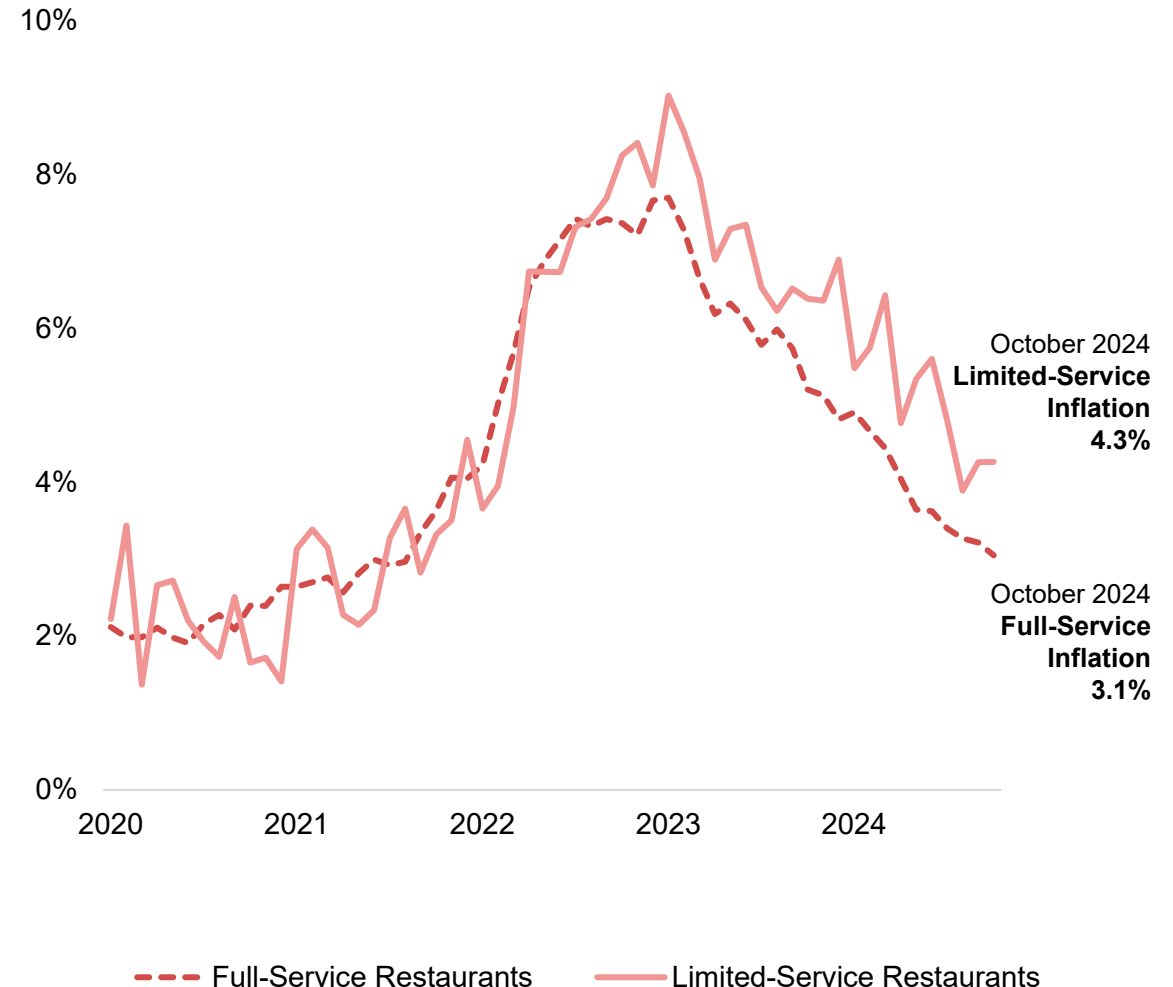
For a synopsis of key economic indicators impacting Canada's foodservice industry, check out Technomic's *Foodservice Industry Economic Indicators*, updated monthly.

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

Source: Technomic Ignite Company

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CANADIAN CONSUMER PRICE INDICES (INFLATION)  
12-MONTH CHANGE



## Ignite Menu

# Q3 2024 menu data highlights

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

Overall, menu item counts are rising year over year, with average item counts for all mealparts showing an increase of 8.5%. Appetizers are showing the most growth, with item counts rising 11.0%. This is likely due to the rise in breaded appetizer options, with breaded protein appetizers rising 14.9%, breaded vegetable appetizers up 10.7% and specialty breaded appetizer options rising 20.3%.

Menu item counts for entrees are also growing across menus (+10.0%). Quesadillas (+19.6%), rice dishes

(17.8%), pasta/noodles (15.3%) and shellfish dishes (15.1%) are leading this category in item increases. Shellfish dishes on the rise include lobster entrees (+51.7%) and shellfish platter entrees (+42.1%).

Menu prices are also increasing across all mealparts, with kids menus seeing the steepest price increases at 5.7% in the last year.

Menu items including kids smoothies (+29.6%), kids sides (+19.1%) and kids beverages (+16.8%) are driving this uptick in kids menu prices.

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

Source: Technomic Ignite Menu data  
Image Source: Shutterstock

## ITEM COUNT GROWTH OVER THE LAST YEAR Q3 2023-Q3 2024

Appetizer **+11.0%**

Entree **+10.0%**

Nonalcohol Beverage **+7.1%**

Dessert **+5.3%**

Side **+4.4%**

Add-On **+4.3%**

Kids Menu **+4.1%**

**Overall +8.5%**



## Ignite Consumer

# Dining out will offer escape from the everyday in 2025

According to Technomic's *What Will Thrive in 2025* report, the Canadian foodservice industry is poised for an exciting rebound, driven by the easing of economic pressures on the consumer.

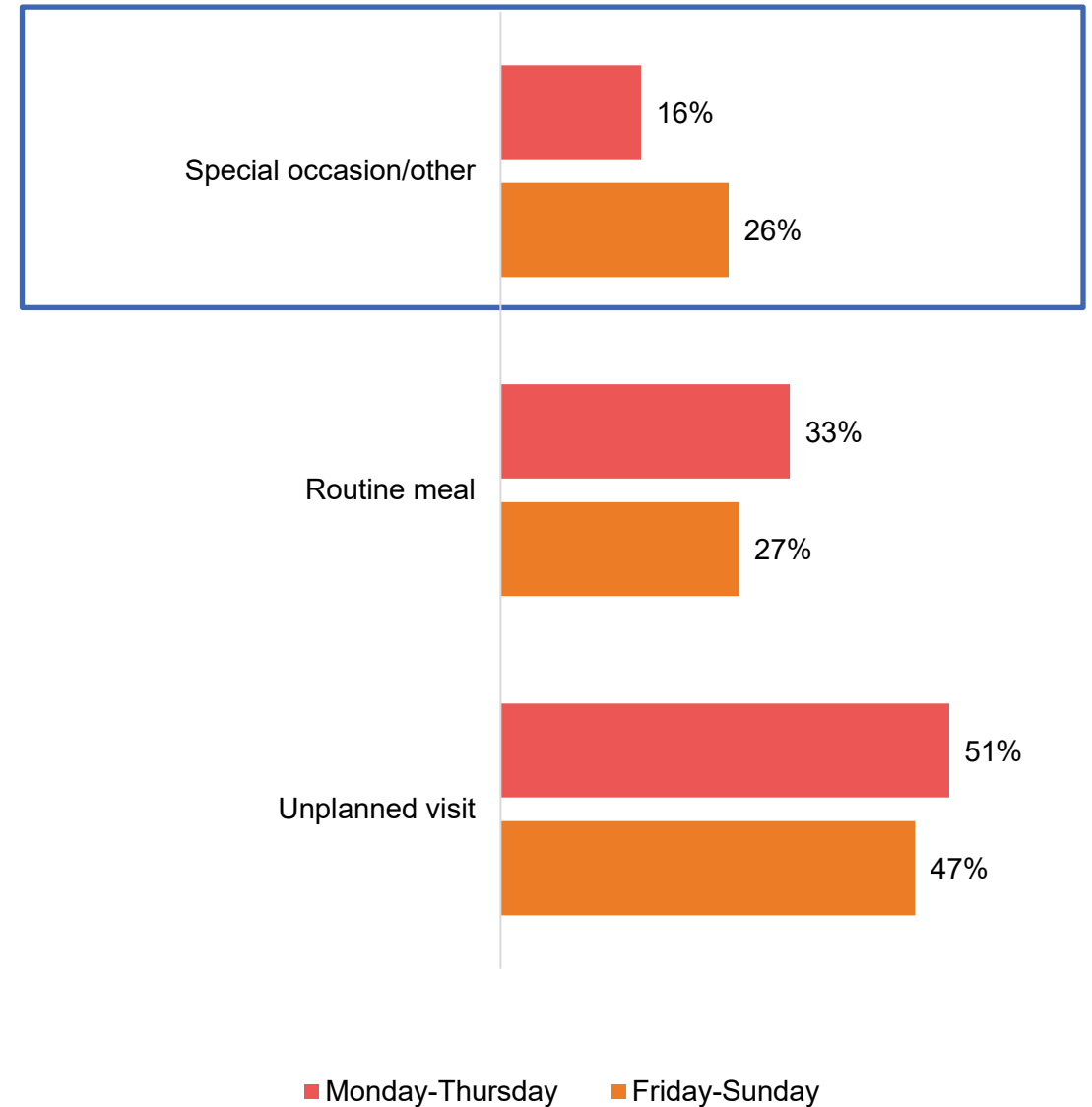
Our foodservice experts predict that Canadians will turn to restaurants as an escape from everyday pressures in the year ahead, and that dining out will provide a more affordable way to unwind and indulge.

It's predicted that the uptick in restaurant visitation will especially be true for weekend occasions, when guests are eager to splurge on culinary experiences. Data from Ignite Consumer supports this idea, as weekend occasions tend to be more celebratory in nature than weekday 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?



## Global Foodservice Navigator

# Desserts around the world

As part of the recent *Global Dessert Category Report*, Technomic surveyed consumers in 25 markets to gain insight into their dessert preferences and ordering habits. Below are a few highlights:

While the average global enthusiasm for desserts has held steady from 2023 to today, with 35% of all consumers ordering them at least once a quarter, this number varies drastically across regions and markets.

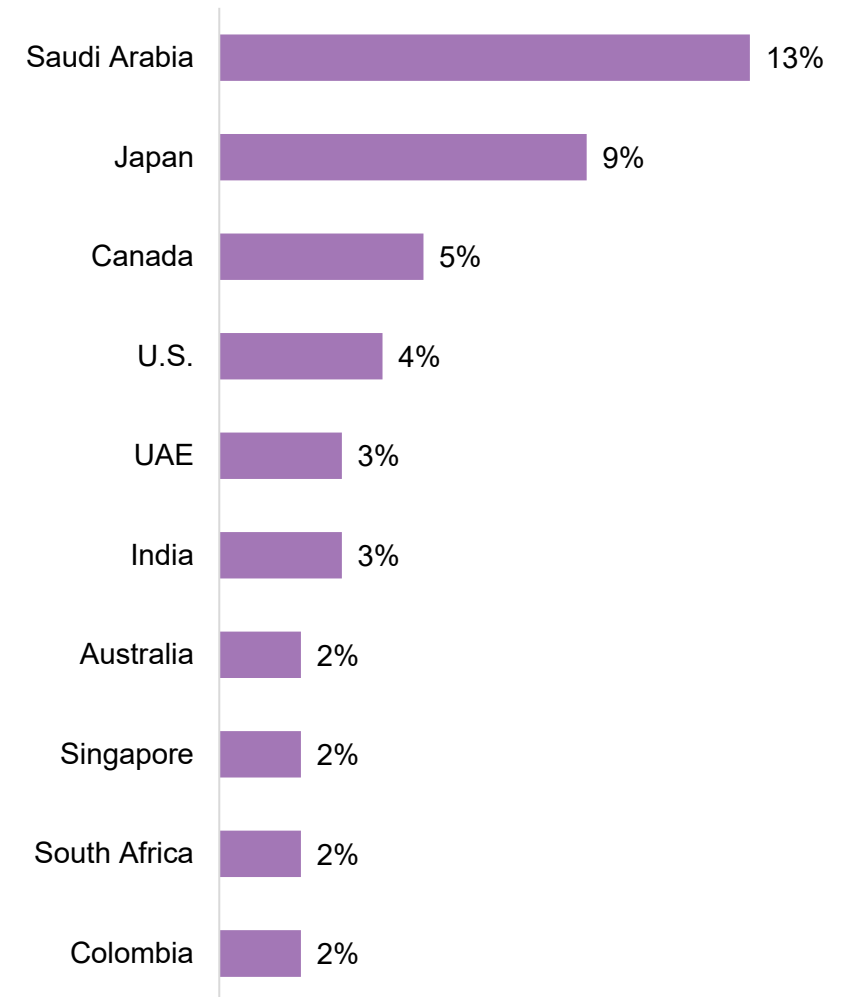
While North America consumers were the least likely to order a dessert while dining out at just 26% of respondents, 39% of those in Asia indicated they do so. Four of the top 10 most enthusiastic

markets for desserts—including the top three—are found in this region, with India claiming the No.1 spot at 57% of all consumers.

The most frequent patrons, however, are found in the Middle East, where an average 39% of respondents indicate they order desserts at foodservice at least once a week and a whopping 91% do so at least once a month.

This region is also home to two of the top five fastest growing markets for desserts: as UAE consumers were 3% more likely to order desserts compared to one year ago, those in Saudi Arabia were 13% more likely to do so—the highest in the world.

### YEAR-OVER-YEAR GROWTH IN CONSUMERS ORDERING DESSERTS AT LEAST ONCE EVERY 90 DAYS



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Source: Technomic Global Foodservice Navigator Program

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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.

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