# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Dec. 16, 2024

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# Cultivate your Canadian menu strategy from ideation to launch

Explore ongoing flavour and ingredient trends, track limited-time offers and uncover menu gap opportunities with Ignite Menu

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Ignite Company

# MTY's growth stalls as fast-casual brands struggle

MTY, one of Canada's largest multiconcept operators, posted its fourth consecutive quarter of declining same-store sales in Canada.

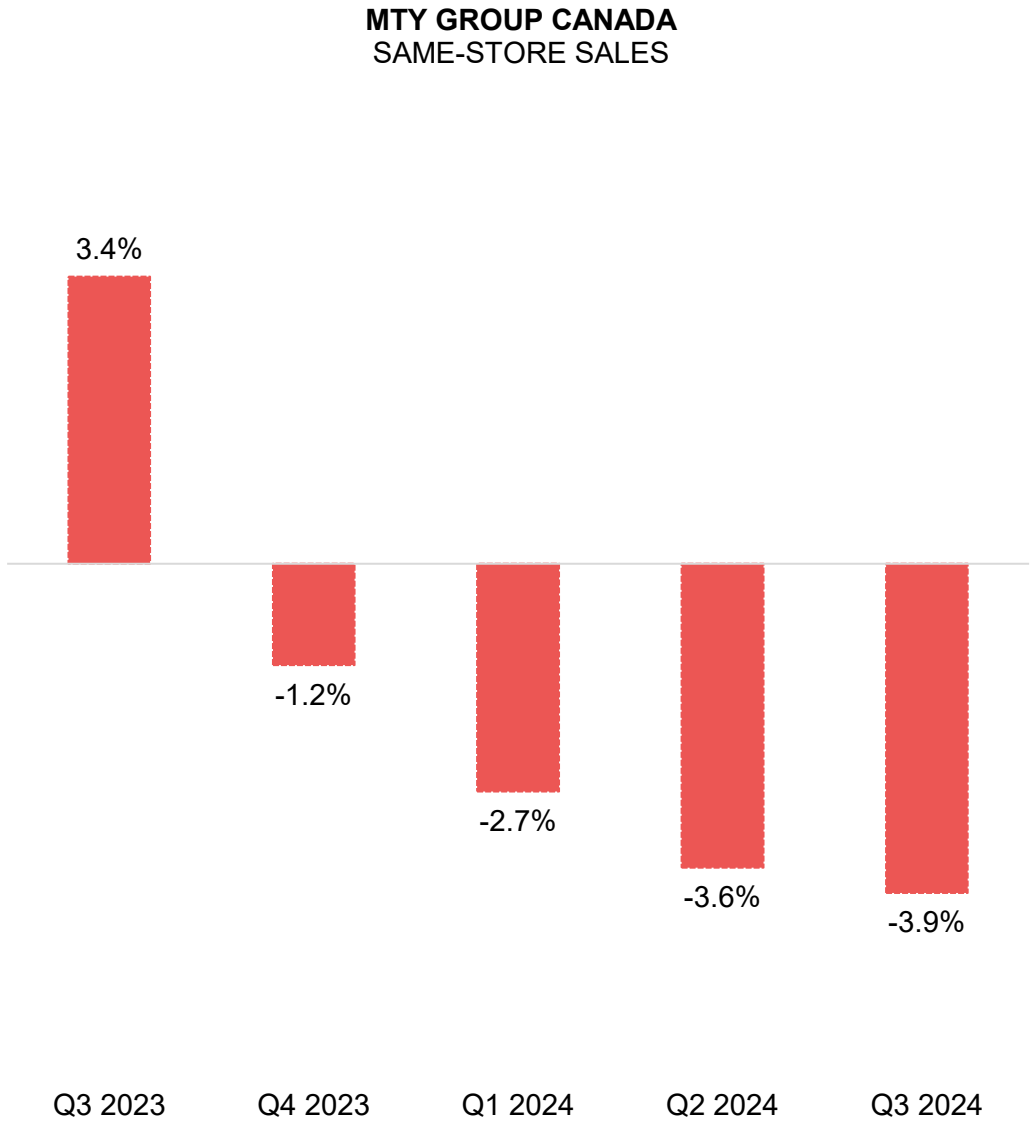
Year to date, Canadian same-store sales have declined 3%, a sharp decline from the pandemic-fueled recovery of 8% over the same period in 2023.

Canadian same-store sales fell nearly 4% in Q3 2024, while U.S. and internationally based stores saw declines of 1% and 7%, respectively.

MTY's fast-casual brands accounted for the brunt of the decline, seeing same-store sales fall nearly 7% among that segment. MTY's current roster of fast-casual brands includes Mucho Burrito, Yuzu Sushi and several others.

Year to date, total Canadian system sales sit at $1.3 billion, 3% lower than the same period in 2023.

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Source: Technomic Ignite Company

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Ignite Menu

# Fastest-growing healthy claims at LSRs

Healthy claims are on the rise at Canadian limited-service restaurants and being used within a variety of dishes. Natural claims are increasing the most and are frequently attached to beef products, especially burgers and smoked products. Natural claims also continue to appear with soda and potato chips.

No-sugar claims are currently appearing in beverages, namely coffee. Lattes containing sugar-free milk and sugar-free flavoured syrups are popular ways to list this claim. Outside of coffee, no-sugar claims are often seen in energy drinks.

Vegan healthy claims are increasing in customizable dishes. Build-your-own pizzas or bowls give the option to make these dishes vegan or to try out individual vegan ingredients.

Plant-based claims are also growing and can be found in meatless products, including bean-based burgers and analogue meats.

Lactose-free claims are also on the rise, particularly in cheeses. Lactose-free drink options are also continuing to grow, including options in coffees, teas and smoothies.

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Source: Technomic Ignite Menu data, Q3 2023-Q3 2024
Image Source: Adobe Stock

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**FASTEST-GROWING HEALTHY CLAIMS AT LIMITED-SERVICE RESTAURANTS**
Q3 2023-Q3 2024

**NATURAL**
**+23.3%**

**NO SUGAR**
**+7.7%**

**VEGAN**
**+6.7%**

**PLANT-BASED**
**+6.7%**

**LACTOSE-FREE**
**+5.8%**



Ignite Consumer

# Top-rated chains for online ordering experience

In this quarter's Attribute Snapshot, a report published using Technomic's Ignite Consumer data, we examined the importance of online ordering experience when it comes to choosing a restaurant for an occasion.

Overall, 49% of Canadian consumers stated that online ordering experience is important in the restaurant selection process. Consumers who identify as South Asian (i.e., of Indian, Pakistani, Sri Lankan, etc., descent) placed the greatest importance on this attribute, with 72% stating it is very important. Millennials also voiced high importance, at 59%.

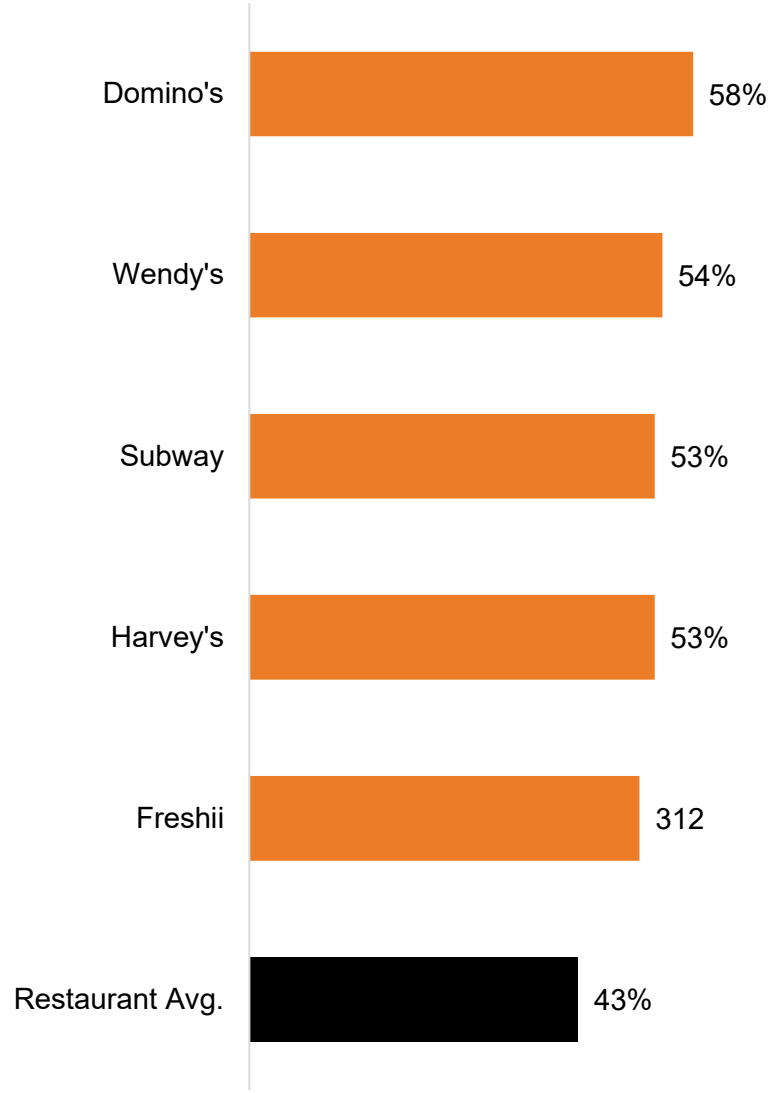
Chains that were rated most favourably for online ordering experience among recent guests were all limited-service restaurants, with Domino's ranking first.

**Ignite Consumer clients: Click here for more**

Base: 400 recent restaurant guests per brand
Source: Technomic Ignite Consumer

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**WHICH CHAINS WIN WHEN IT COMES TO ONLINE ORDERING EXPERIENCE?**
% WHO RATED "VERY GOOD"



Global Foodservice Navigator

# How the world finds value in LSRs

Global consumers' definition of value continues to change, with a whopping 64% defining value as a fair price for the overall dining experience compared to the 8% who see it as just a low price. Technomic's recent Global Foodservice Navigator Program consumer survey asked consumers what attributes matter most in creating good value at limited-service restaurants worldwide. Below are a few fascinating highlights.

Food flavour, quality and freshness, unsurprisingly, were three of the four most important attributes to global consumers, with about three-fifths of all respondents listing them as such. Though these figures showed little variation across regions, consumers in Asia, Latin America and North America consistently named these attributes as more important than those in Europe or the Middle East.

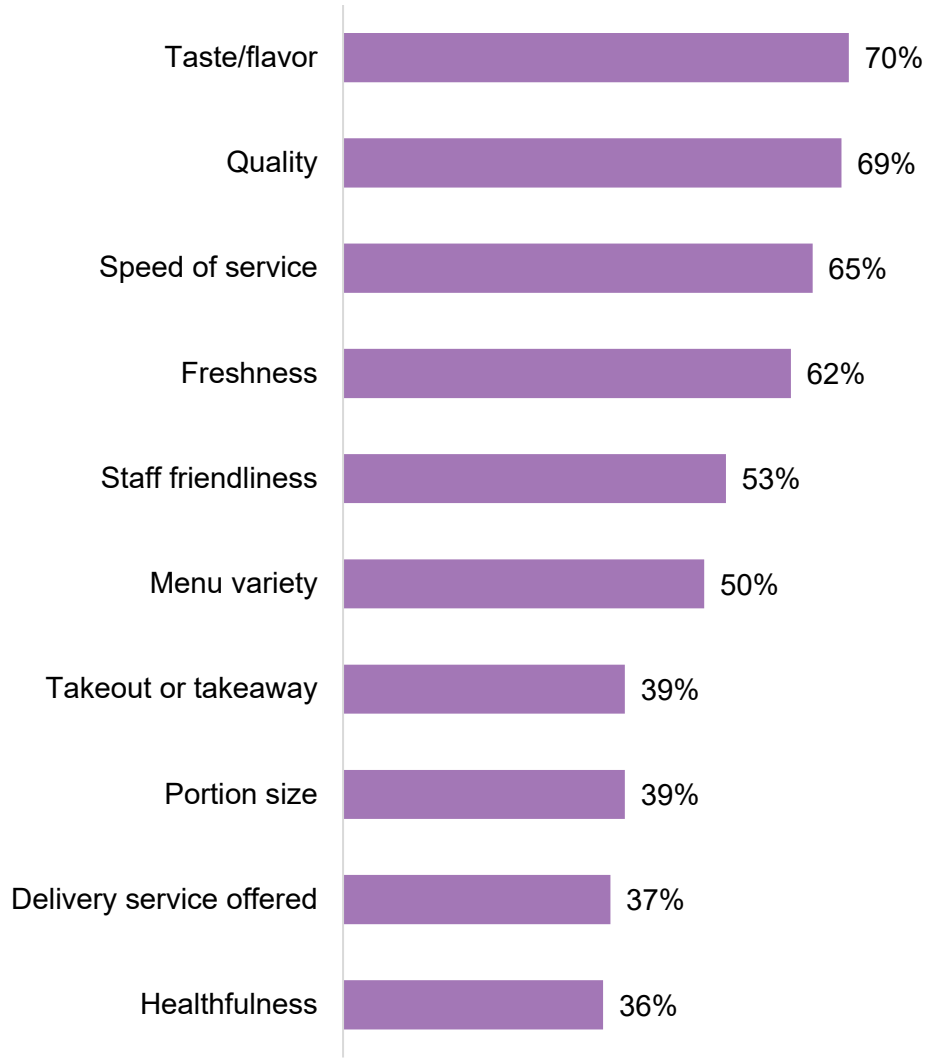
Speed of service was the single most important nonfood amenity for consumers worldwide, with 65% of respondents noting its importance in creating good value. This figure far outstrips features like natural or organic ingredients (27%), staff knowledge (26%) or the option for consumers to save their online order history (17%).

And nearly a third (32%) of global consumers responded that "a fair price for the portion size" best fit their definition of value, with this figure rising to 40% among North America.

**Global Navigator clients: Click here for more**

Source: Technomic Global Foodservice Navigator Program

**FOOD/BEVERAGE AND SERVICE/AMENITIES ATTRIBUTES IMPORTANT TO CREATING VALUE AT LSRS**




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