

Industry Insights

A roundup of noteworthy foodservice findings
for the week of Jan. 26, 2026



Image Source: Shutterstock

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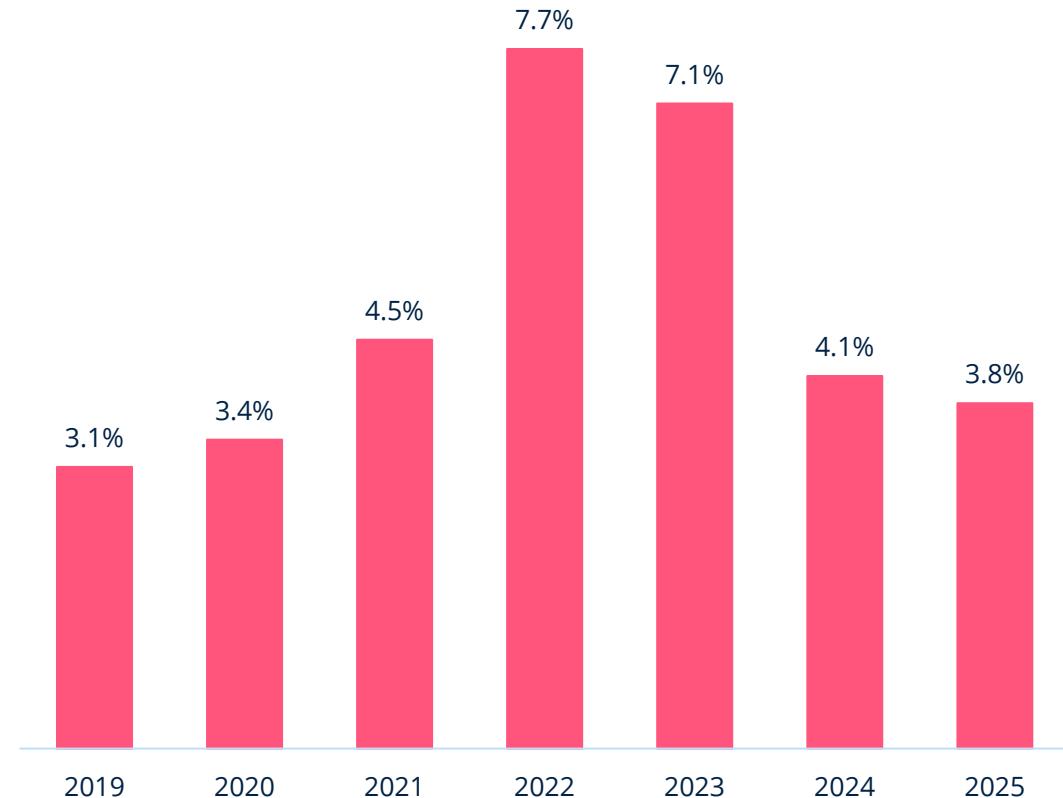
Foodservice pricing gains slowed in 2025

The consumer price index for foodservice rose by 3.8% in 2025, a modest slowdown from the 4.1% increase observed in 2024.

Despite the deceleration, foodservice prices climbed at a faster pace than the general inflation rate for the third consecutive year. For comparison, general inflation increased by 2.7% and 3.0% in 2025 and 2024, respectively.

Full-service restaurants primarily drove the pricing gains observed in 2025, with prices jumping by 4.2% compared to 3.4% for limited-service restaurants.

FOODSERVICE PRICE TRENDING
CONSUMER PRICE INDEX (INFLATION)



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Source: U.S. Bureau of Labor Statistics
Note: CPI category=food away from home

Three menu trends to watch this winter

Technomic's monthly *Dish* report highlights recent menu development news and trends. Here are three menu trends to watch from the most recent installment.

Established Trend: Snickerdoodle

What? Sweet cinnamon flavoring used in desserts and beverages, especially in the colder months

Where? Limited- and full-service restaurants

Example: Snickerdoodle Frosty Fusion—chocolate or vanilla Frosty blended with cinnamon snickerdoodle sauce and topped with snickerdoodle cookie crumbs (Wendy's)

Growing Trend: Eggnog Chai Beverages

What? Combination of wintery eggnog and chai flavors

Where? Limited-service restaurants

Example: Chai-Nog—CharlieJoe chai flavors paired with eggnog and nutmeg (Ziggi's Coffee)

New-to-Market Trend: Petimezi

What? Thick, dark Greek syrup made from boiling down grape must until it thickens

Where? Full-service restaurants



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Source: Technomic Ignite Menu
Image Source: Shutterstock

Traffic still a struggle as consumers continue to report fewer past-week visits

Overall year-over-year past-week visit change was negative for the third consecutive month in November, as annual past-week visit changes were negative in 10 of 11 recent months. This results in a negative traffic change on year-to-date basis.

Breakfast continued to be the silver lining among major dayparts with positive year-over-year change, however, November past-week lunch visits were down 3% and dinner dropped an even larger 6% compared

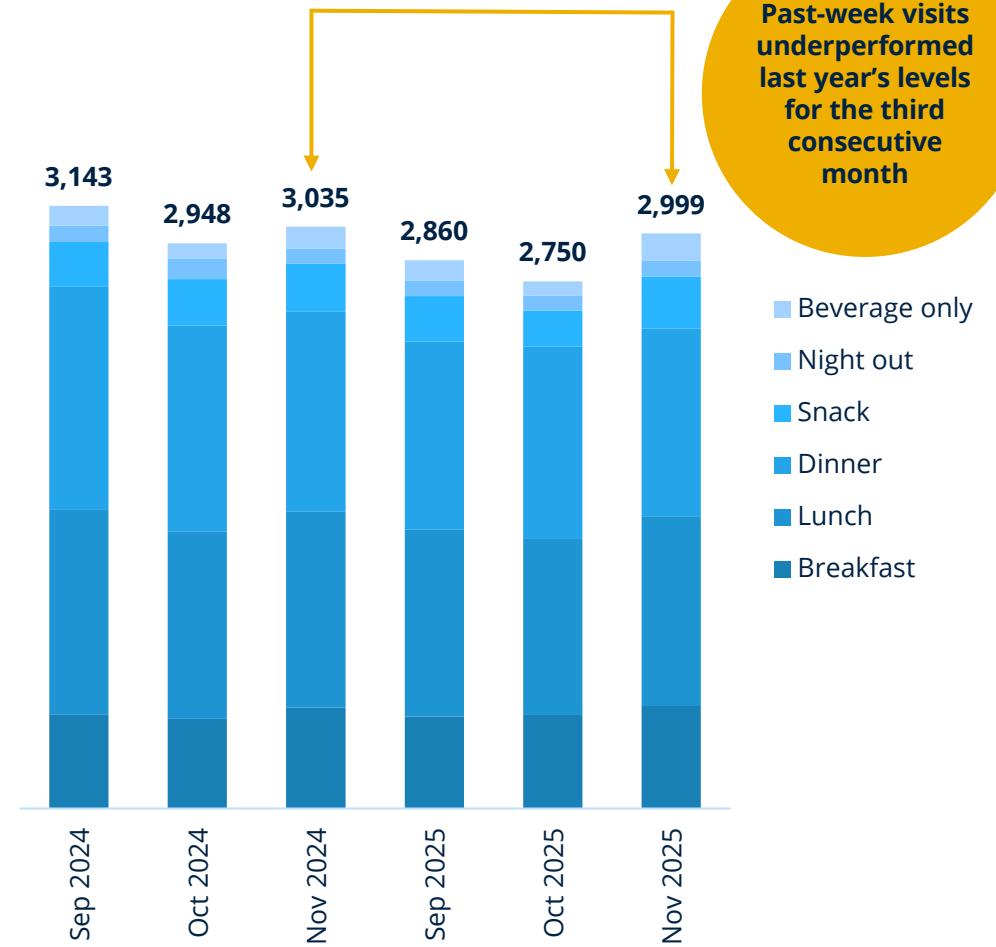
to the same month in 2024.

Nevertheless, consumers are reporting more snack occasions, as November saw a 7% yearly increase in snack visits. This suggests a trend among frequent users of restaurants who appear to be opting for off-peak orders in order to satisfy their craving for an affordable foodservice purchase. Consumers are likely using snacking dayparts as small treats or as a means of getting their foodservice fix at a more manageable price point.

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Source: Technomic's January 2026 Consumer Awareness & Visit Report

PAST-WEEK VISITS
BY MONTH, IN MILLIONS



How global consumers try new foods

Trying new and unique foods is a key visit occasion for many consumers worldwide, with these offerings often serving as a major driver for consumers to visit one brand over another, especially when released as LTOs.

Here are some insights into how frequently global consumers order new foods when visiting a restaurant:

Sixty percent (60%) of consumers in China and India state that they always or often order a new or unique menu item when dining out—the highest percentages of any countries surveyed and well above the global average of 33%.

Forty-seven percent (47%) of

consumers in the Middle East try new foods when visiting foodservice—8% higher than the nearest regional competitors (Asia at 39%) and easily topping those in North America (27%) or Europe (23%).

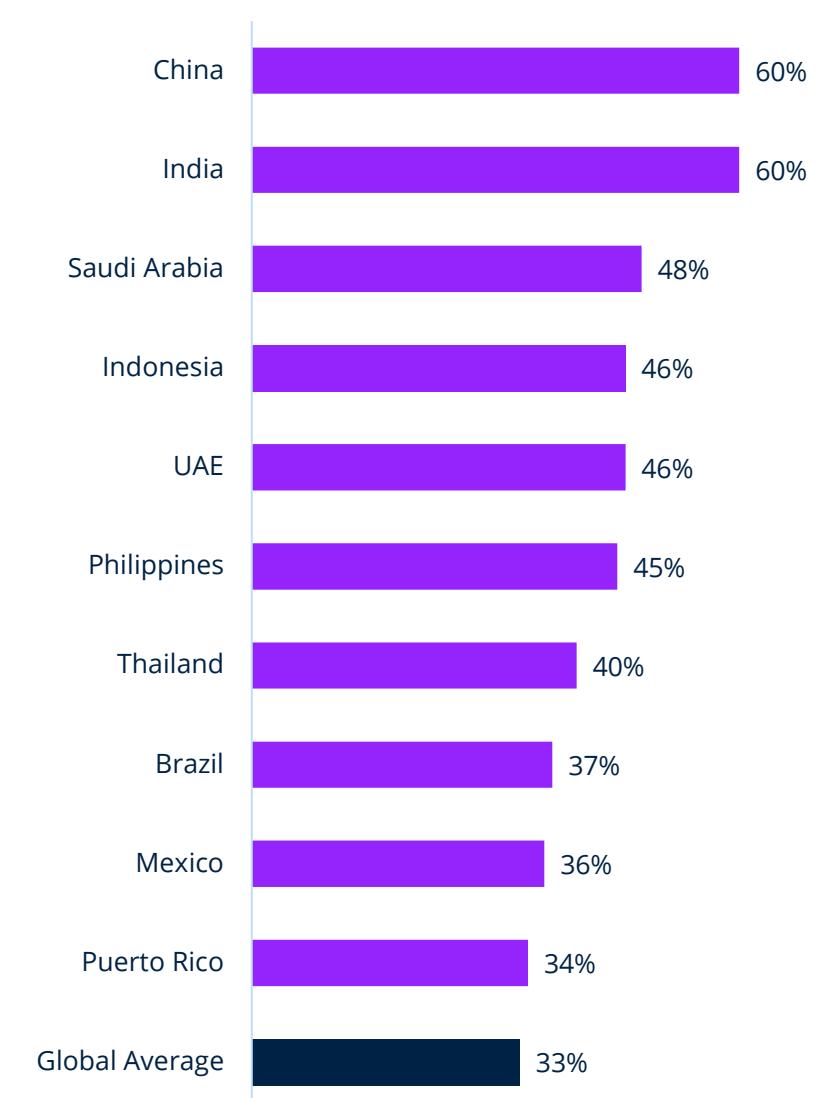
Forty-seven percent (47%) of consumers worldwide at least sometimes order a new or unique dish at foodservice, with this figure showing only minor regional variation (about 50% in Europe Latin America, North America and Asia, and about 40% in the Middle East).

Get more data-driven insights into global preferences and trends with Technomic's Global Foodservice Navigator Program.

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Source: Technomic Global Foodservice Navigator Program

% CONSUMERS ALWAYS OR OFTEN ORDERING A NEW OR UNIQUE MENU ITEM AT FOODSERVICE



Global food meets budget reality

Economic factors significantly influence global food consumption in the U.S., with a quarter (25%) of those who do not purchase global foods citing high prices as a primary deterrent, and nearly half (47%) of current consumers planning to reduce global food ordering due to budget constraints. In fact, more than a third (36%) report that global food options have become too expensive, while 44% prioritize good portion size for the price when selecting restaurants. While interest in global food is strong, high prices are preventing many consumers from trying it as much as they'd like. Some operators may view global ingredients as premium and charge accordingly but

applying this pricing strategy risks pricing out consumers who might otherwise explore these options.

Additionally, at-home preparation of global foods may pose a threat to global foodservice, as 39% of consumers frequently prepare global foods at home and 37% report increased home preparation compared to two years ago, with millennials leading this trend.

Get more data-driven insights on the retail foodservice space, including consumer attitudes, behaviors and perspectives with the *Technomic 2025 Global Fare on U.S. Menus Consumer Trend Report*.

[Learn more about Consumer Trend Reports](#)

Source: Technomic 2025 Global Fare on U.S. Menus Consumer Trend Report
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We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 markets 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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