Industry Insights

A roundup of noteworthy foodservice findings for the week of Feb. 10, 2025

Image Source: Shutterstock




Technomic®

CSP | CONVENIENCE RETAILING UNIVERSITY

February 24 - 26, 2025 | JW Marriott Nashville | Nashville, Tennessee

The **ONLY** Conference Dedicated to Convenience Category Managers

What is Convenience Retailing University (CRU)?

This is a category-focused event that centers around the exchange of information between category managers, regional executives, and their supplier partners to help build better, smarter convenience stores.

Retailer Breakdown

250 retailers from **99** retail firms

25 retailers from **8** of the top **10** firms

77 retailers from **18** of the top **20** firms

121 retailers from **35** of the top **50** firms

Notable Retailers from 2024

- Maverik
- Wawa
- Pilot
- KwikTrip
- 7-Eleven
- And so many more!

Ignite Company

How has sales share shifted for the casual-dining segment?

Sales share dynamics among Technomic's Top 500 chain restaurants have undergone a notable transformation over the last two decades, driven by shifting consumer preferences and visitation trends.

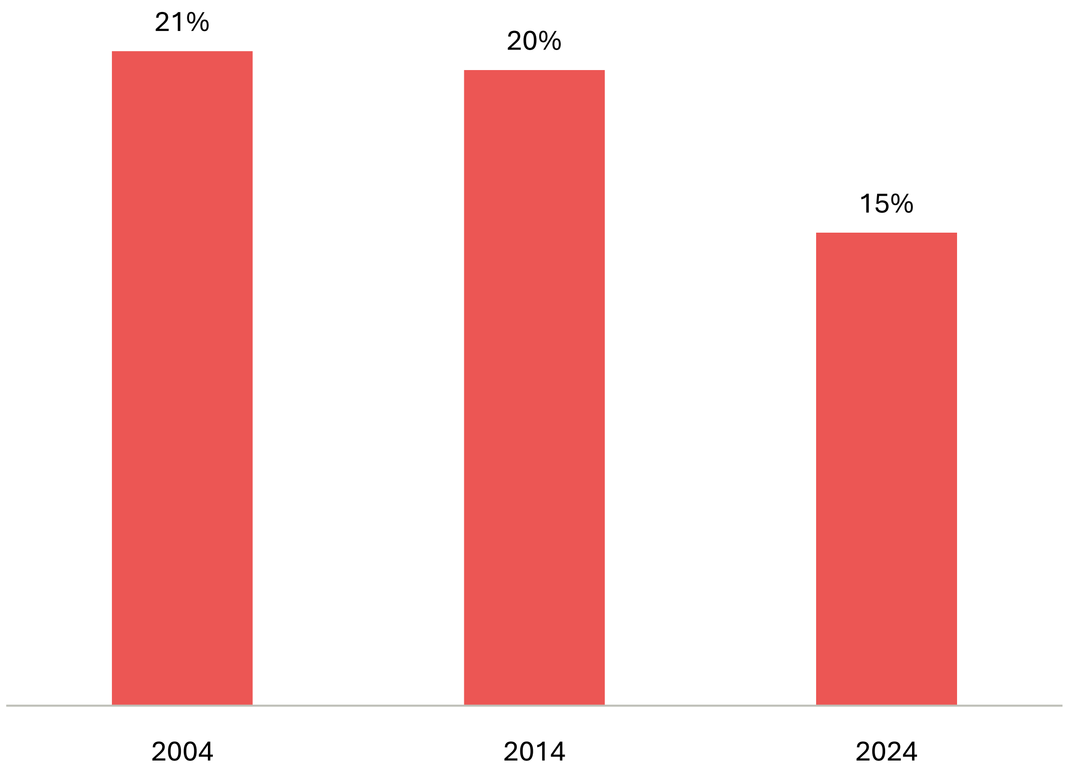
Casual-dining chains have seen the most notable erosion in sales share, falling from 21% in 2004 to 15% in 2024 as the segment struggles to keep pace with the growth of limited-service players. The overall count of casual-dining chains in the Top 500 ranking has decreased as well, slipping from 180 in 2004 to 163 in 2024.

Take advantage of over 20 years of chain restaurant performance trends using Ignite Company.

Ignite Company clients: Click here for more

Source: Technomic Ignite Company

CASUAL DINING CHAINS
SHARE OF TOTAL TOP 500 CHAIN SALES (%)



Ignite Menu

Top consumer-rated LTOs

Technomic's Ignite Menu consumer-rated LTOs data provides consumer insights on Top 500 restaurant and leading 40 convenience-store chains' limited-time products. Here are the top-rated LTOs by metric from last month.

Purchase Intent

O'Charley's **Classic Cheeseburger—**double smash patties topped with American cheese, lettuce, tomato, onion and pickles (31% of consumers would be very likely to purchase)

Uniqueness

Outback Steakhouse's **Gingerbread Fizz—**Coca-Cola, gingerbread, creamy vanilla and a hint of lime, garnished with whipped cream and your own koala garnish to keep (40% of potential purchasers found very unique)

Draw

LongHorn Steakhouse's **Lobster Topped Steakhouse Mac and Cheese—**signature mac and cheese loaded with four cheeses and applewood-smoked bacon, topped with lobster (39% of potential purchasers would be very likely to increase visits to an operator for this item)

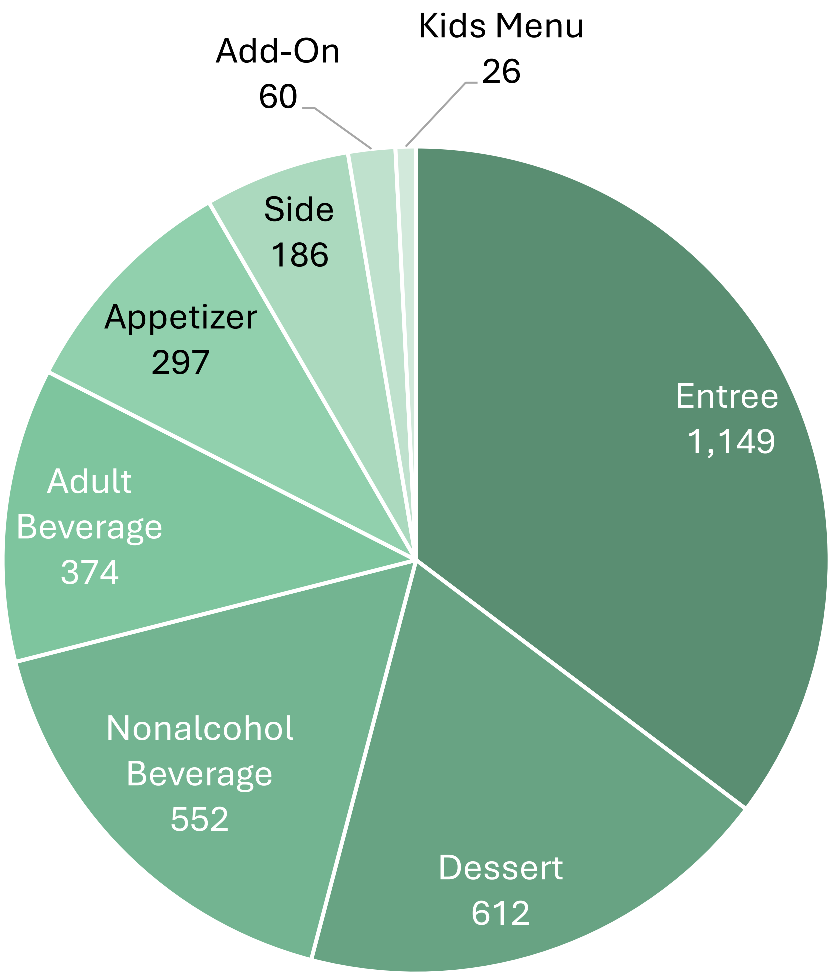
Craveability

Burger King's **Pickle Fries—**dill pickle spears battered and breaded with savory seasoned coating, fried until crispy and paired with creamy Hidden Valley Ranch Dressing (35% of potential purchasers find very craveable)

Ignite Menu clients: Click here for more

Source: Technomic Ignite Menu

LTOS BY MEALPART



3,256 total LTOs/new additions for December 2024

Ignite Consumer

Shifting value priorities revealed for casual-dining guests

New data from Ignite Consumer reveals the importance of value through high-quality menu items has surpassed that of all other value attributes when diners are deciding on a casual-dining location for an occasion. This is a significant change from 2023, where the importance of value through quick, high-quality service was the most important value measure.

Consumers continue to face financial headwinds in terms of monthly household expenditures. These tight household balance sheets play a central role in restaurant frequency, and much of the industry struggles to maintain or grow traffic in the current environment.

Yet, while value has always been an essential consideration in the restaurant choice, most value measures are not increasingly important when it comes to choosing a casual-dining restaurant for a meal. Instead, this shift points to increased focus on value derived from high-quality food, as opposed to any increase in the importance of other value-specific attributes.

To grow business in 2025, suppliers and operators must deliver on the promise of quality and the value it brings.

Ignite Consumer clients: Click here for more

Base: Varies; Approx. 2,250 casual-dining guests per attribute for each year shown
Source: Technomic Ignite Consumer

HOW DO YOU RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ATTRIBUTES WHEN DECIDING WHICH CASUAL-DINING RESTAURANT YOU WILL VISIT?
% IMPORTANT/VERY IMPORTANT

Casual-Dining Value Attributes	Q1-Q4 2023	Q1-Q4 2024
Value through high-quality items	86.0%	89.0%
Value through quick, high-quality service	86.8%	87.3%
Value through low prices	84.1%	84.5%
Menu prices are in line with other, similar restaurants	83.8%	83.2%
Value through atmosphere/ambiance	79.9%	80.4%

Global Foodservice Navigator

Where are chains seeing the fastest unit growth?

Technomic's Global Foodservice Navigator Program recently launched an online directory of key global chains, covering key attributes, menu insights and growth trajectories for the top 25 chains tracked in the program's 25 included markets. Below are a few fascinating findings:

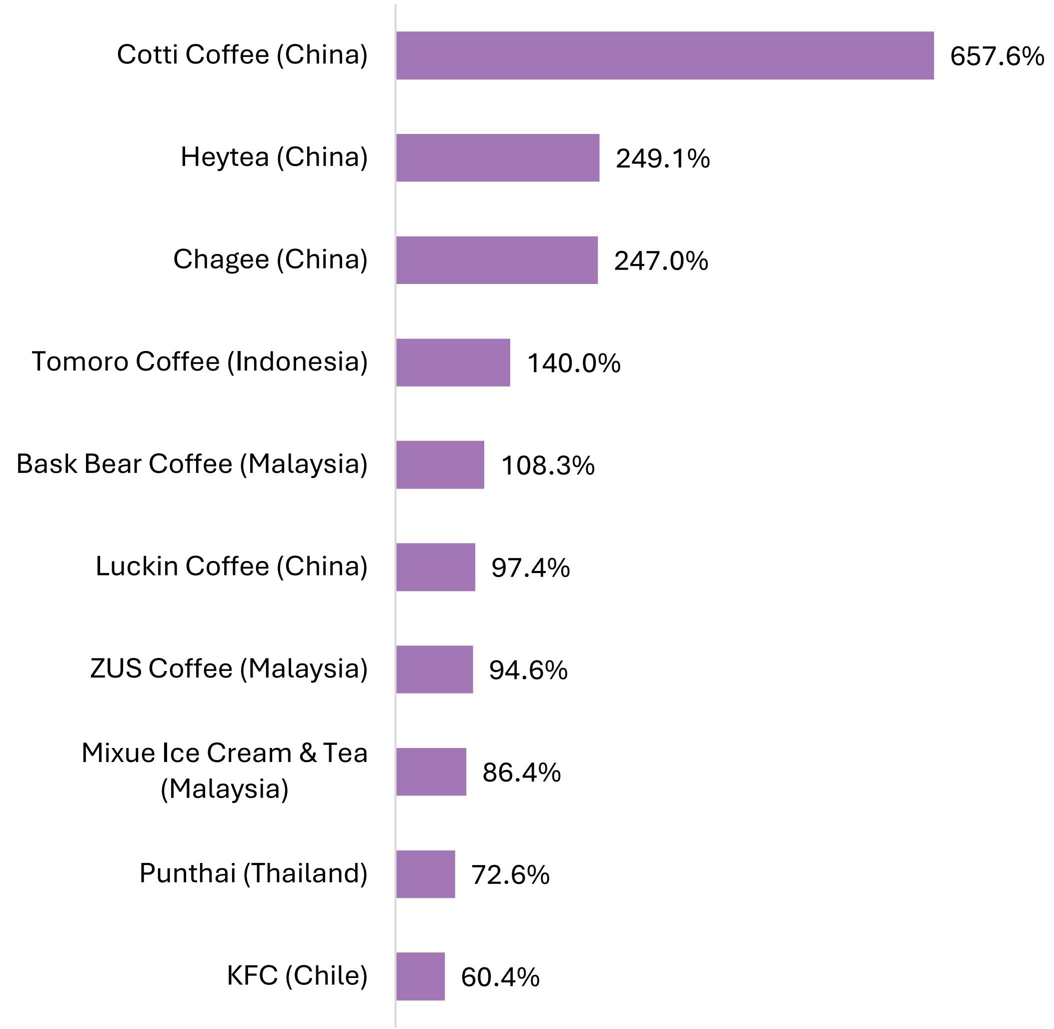
At the market level, global chain unit growth is concentrated in East and Southeast Asia, with nine of the top 10 fastest-growing chains seeing the most rapid expansion in China, Indonesia, Malaysia and Thailand. The top five chains in these markets—Cotti Coffee, Heytea and Chagee in China, Tomoro Coffee in Indonesia and Bask Bear Coffee in Malaysia—grew by more than 100% compared to 2023.

Nearly all of the top 100 fastest-growing global chains are limited service. Many of these are coffee cafe, chicken or other beverage/snack operators. Of the top 50 fastest-growing chains, 18 are headquartered in the U.S., more than any other market. However, only one of these chains—KFC Chile—reached the top 10. Half of the top 10 are based in China, while the remainder are headquartered throughout Southeast Asia.

Global Navigator clients: Click here for more

Source: Technomic Global Foodservice Navigator Program
Note: Chains with fewer than 100 units in 2023 excluded from this analysis

% YOY UNIT GROWTH BY CHAIN IN ____



Multi Client Study

Senior dining: health, flavor and variety

While most current and potential residents ages 65 and older do not follow a specific diet, healthy foods and drinks are still critical for this population. Eleven percent (11%) of current residents are on a prescribed diet, and health is one of the top purchase drivers both at restaurants and senior/assisted living facilities.

Menu preferences at senior living facilities have shifted, with an increased focus on variety and flavor. Current and potential residents cite increasing appeal of global flavors, healthy food and food that is easy to digest since 2022. Meanwhile, hospital employees/visitors find flavorful food and comfort/indulgent food more appealing.

Get more data-driven insights on the retail foodservice space, including consumer attitudes, behaviors and perspectives, with the *Healthcare Foodservice Multi Client Study*.

Learn more about Multi Client Studies

Source: Technomic 2024 Healthcare Foodservice Multi Client Study
Image Source: Shutterstock

Want more insights?

You can get this report delivered to you bi-weekly!
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>>**

Technomic

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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