

Industry Insights

A roundup of noteworthy foodservice findings
for the week of Feb. 23, 2026



Image Source: Shutterstock

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Track monthly sales and traffic for leading chains

Dive into leading chains with Ignite Company's Monthly Chain Performance Tracker

Monthly sales and traffic trends

Check averages with year-over-year changes

Sales and unit forecasts for the top 1,500 chains

Five-year industry forecast

[Learn more](#)

The top burger players saw mixed same-store sales results in 2025

After a sluggish start to the year, performance trends for the industry's largest burger chains diverged significantly during the back half of 2025.

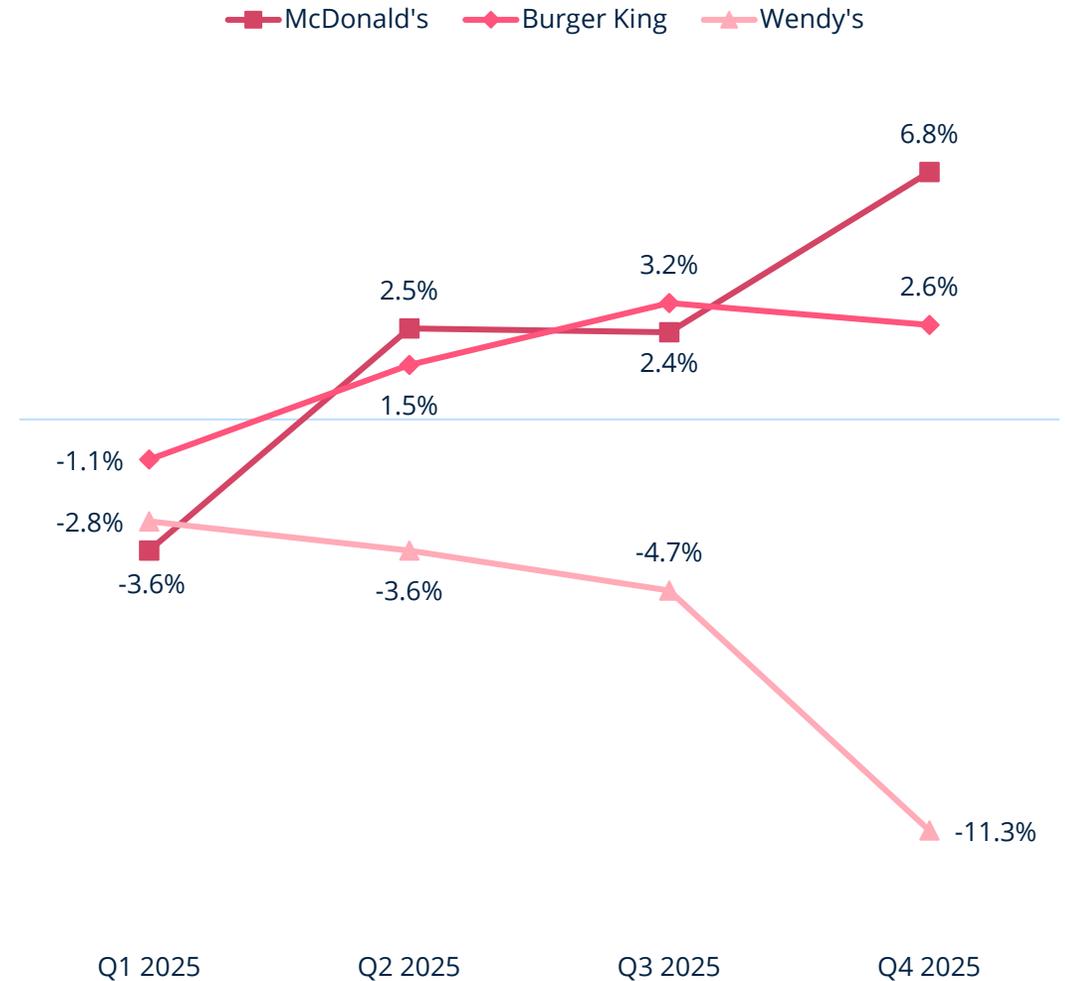
McDonald's achieved full-year same-store sales growth of 2.1% in 2025, capped by a 6.8% increase in the fourth quarter. The brand noted that successful marketing promotions like the Monopoly Game and the Grinch Meal helped drive guest count growth during the quarter.

Burger King saw a modest improvement in same-store sales, posting an annual increase of 1.6% compared to 1.2% in 2024, while full-year results for Wendy's weakened from 1.4% growth in 2024 to a 5.6% decrease in 2025.

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

Source: Technomic Same-Store Sales & Acquisition Tracker; company investor filings

TOP BURGER CHAINS
QUARTERLY U.S. SAME-STORE SALES



Three menu trends growing 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: High-Protein Callouts

What? Direct mentions of protein in food and beverage names or descriptions

Where? Full- and limited-service restaurants

Example: Protein-zza—GLP-1-friendly pizza, featuring a cauliflower crust topped with shredded mozzarella, a double portion of grilled chicken, onions, mushrooms and fresh basil, finished with a Buffalo sauce drizzle (Blaze Pizza)

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

Source: Technomic Ignite Menu

Growing Trend: Interesting Date Applications

What? Dishes and drinks featuring innovative uses of dates

Where? Full- and limited-service restaurants

Example: Sticky Toffee Pancakes—buttermilk pancakes topped with pecan sticky toffee sauce, espresso-date mascarpone and candied orange zest (Snooze, an A.M. Eatery)

New-to-Market Trend: Blueberry Capers

What? Unripe green blueberries preserved in a salt and vinegar brine

Where? Full-service restaurants

Example: Mussels en Vessie With Black Currant Leaves—sourdough toast, smoked mussel butter and unripe blueberry capers (Ilis in New York City)



Social atmosphere drives visits to food halls and eatertainment

According to Technomic's 2026 *Emerging Channels Consumer Trend Report*, food halls and eatertainment concepts are the top emerging channels for dining parties of two or more. They serve as vibrant hubs for socializing, offering consumers a destination with appeal beyond the food and beverages.

The leading driver to visiting eatertainment concepts is to

participate in a fun social activity with friends, family and coworkers. The presence of sports and activities like bowling and arcade games at these establishments is appealing to those looking for a high-energy environment. However, not all consumers enjoy loud environments, and the percentage of those deterred by noise has risen to 23% in 2026, up from 18% in 2023.

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

*Base: 722 consumers who order food or beverages from food halls at least once every six months

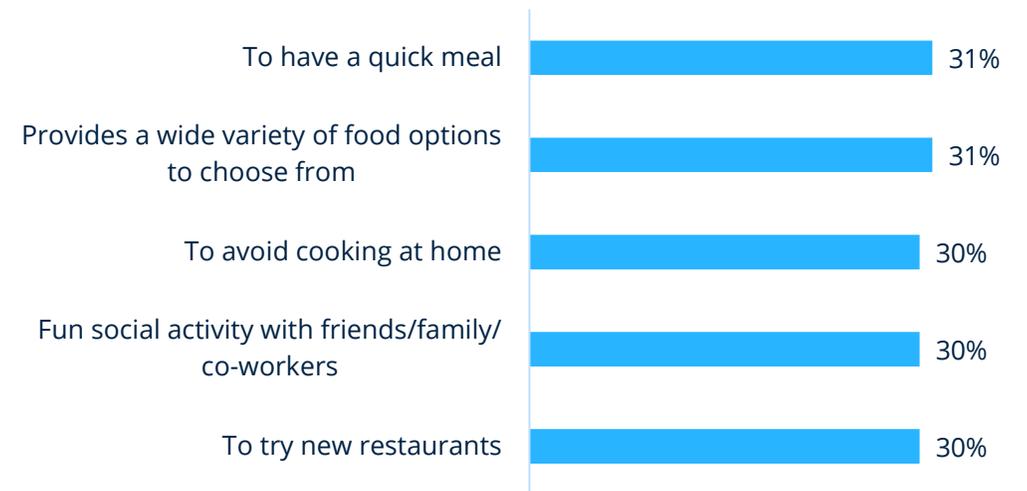
*Q: For what reasons do you typically purchase food/beverages from food halls? Select all that apply.

**Base: 721 consumers who consume food or beverages from eatertainment concepts at least once every six months

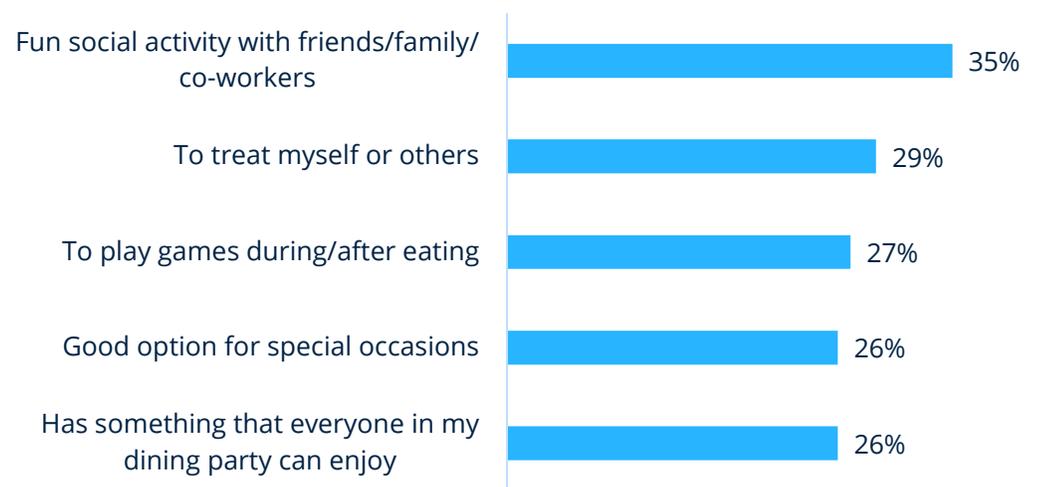
**Q: For what reasons do you typically purchase food/beverages from eatertainment concepts? Select all that apply.

Source: Technomic 2026 Emerging Channels Consumer Trend Report

TOP FOOD HALL TRAFFIC DRIVERS*



TOP EATENTERTAINMENT TRAFFIC DRIVERS**



Fastest-growing global beverage chains

Technomic's recently released *Global Beverage Menu Category Report* is a deep dive into coffee, tea and other beverages around the world. Below are a few highlights on growing beverage chains:

Coffee and tea specialists are among the fastest-growing chains of any cuisine category worldwide, outpacing burger and pizza operators.

China-based Luckin Coffee accounts for a significant portion of growth among all coffee operators.

Its growth has noticeably outpaced that of global competitor chains like Starbucks, Dunkin' or Tim Hortons, as well as that of major local chains like Thailand's Cafe Amazon.

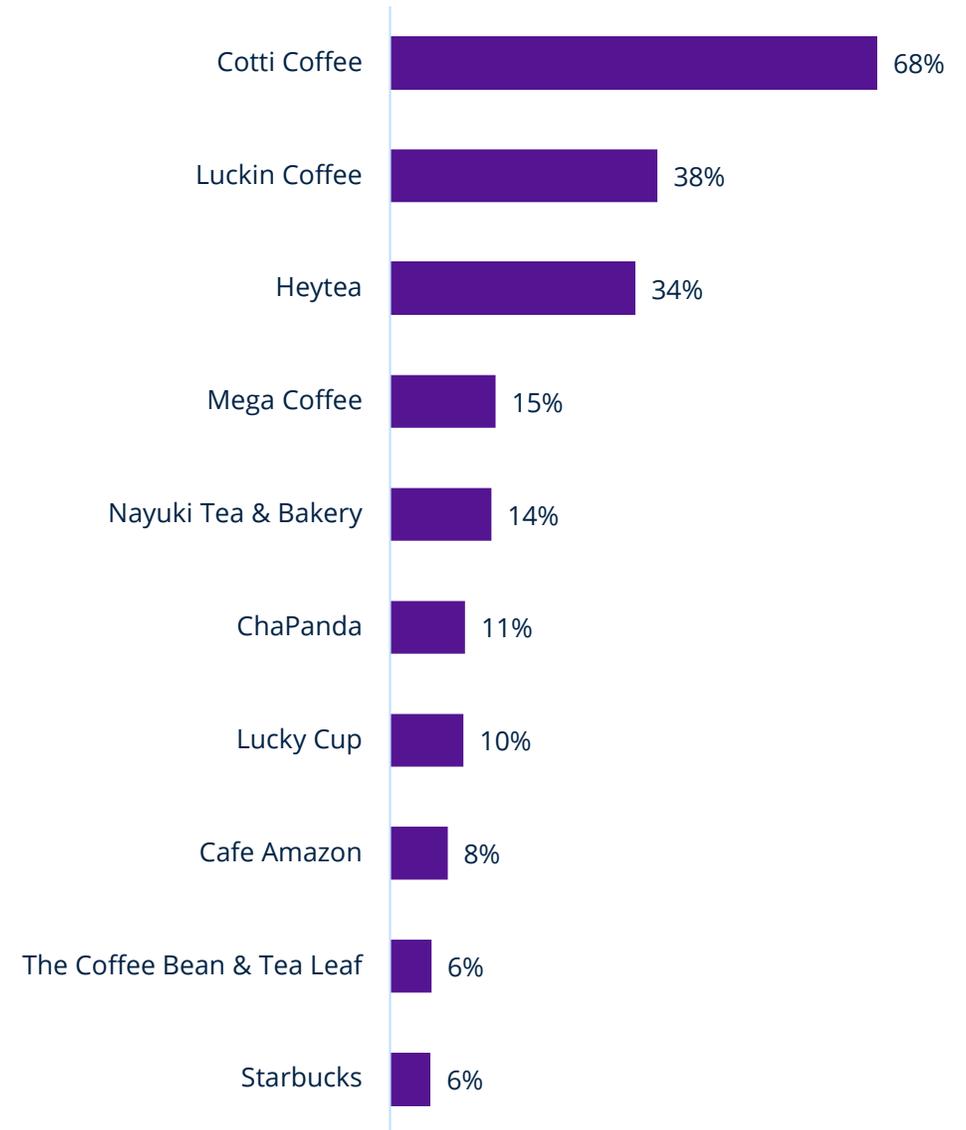
China-based tea cafe chains are similarly driving the vast majority of unit growth in this category.

Eight of the world's 10 largest tea cafe chains are headquartered in this market, with U.K.-based Gong Cha and Malaysia-based Tealive the only exceptions.

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

Source: Technomic Global Foodservice Navigator Program 2025 Global Beverage Menu Category Report

GLOBAL BEVERAGE CHAINS BY % UNIT GROWTH



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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.

Have questions?

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