

# Industry Insights

A roundup of noteworthy foodservice findings for the week of April 21, 2025

Image Source: Shutterstock



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Chain  
Restaurant  
Report

**2025**

Ignite Company

# Thirty chains achieved triple-digit openings in 2024

Led by Starbucks, Jersey Mike's Subs and Wingstop, 30 brands added 100 or more locations to their domestic footprints last year. This group of chains combined to open nearly 3,000 total units in 2024, helping to offset the closures of other struggling chains.

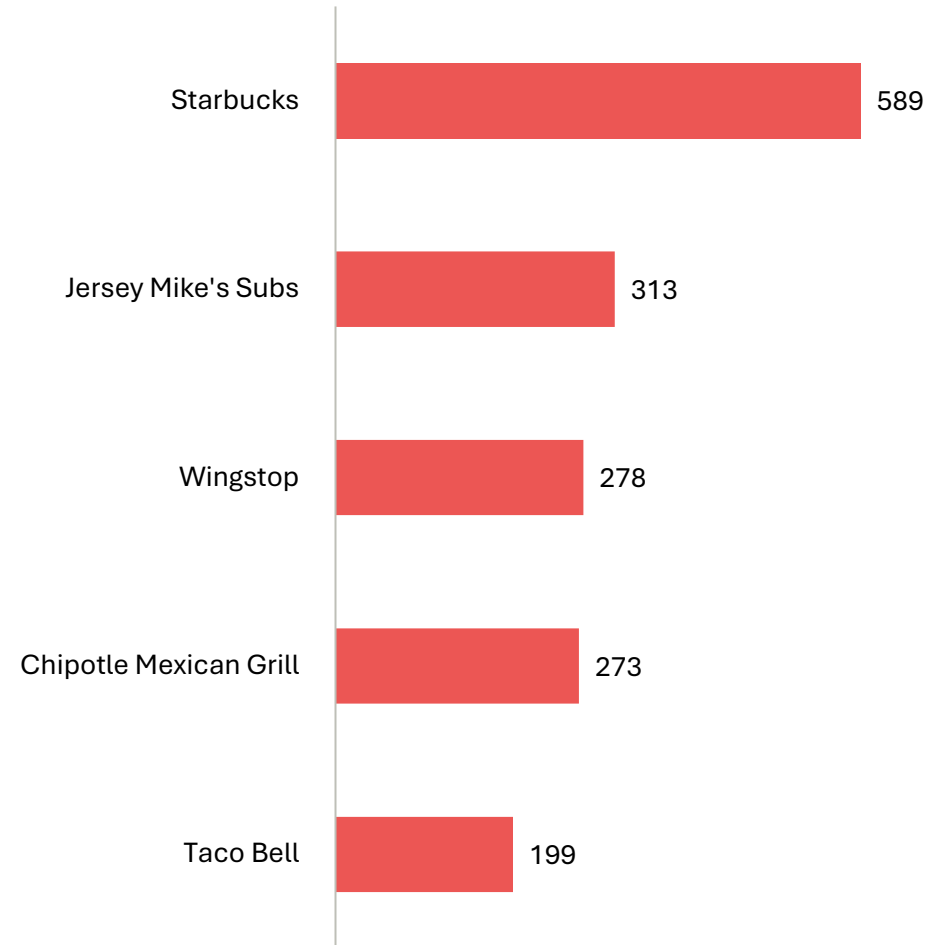
Starbucks, Jersey Mike's Subs, Chipotle Mexican Grill and Crumbl have each opened more than 1,000 new U.S. locations since 2019.

Uncover more insights on the industry's fastest growing chains in Technomic's newly released *2025 Top 500 Chain Restaurant Report*.

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

Source: Technomic Ignite Company featuring the Top 500 Chain Restaurant Report

**MOST NET LOCATION OPENINGS**  
2023 VS. 2024 U.S. LOCATION COUNT



## 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

Taco Bell's **Steak Garlic Nacho Fries**—nacho fries topped with grilled, marinated steak, pico de gallo, nacho cheese sauce, cheddar cheese and creamy garlic ranch (30% of consumers would be very likely to purchase)

### Uniqueness

Mellow Mushroom's **Lavender Groove Lemonade**—made with housemade sour, notes of lavender and blueberry, fresh lemon and a splash of club soda

(31% of potential purchasers found very unique)

### Draw

Jason's Deli's **Spicy Sicilian Sub**—pepperoni, salami, ham, provolone, spicy giardiniera, tomatoes, red onions, lettuce, mayo, oil, vinegar and oregano, served on a French sub roll (40% of potential purchasers would be very likely to increase visits to an operator for this item)

### Craveability

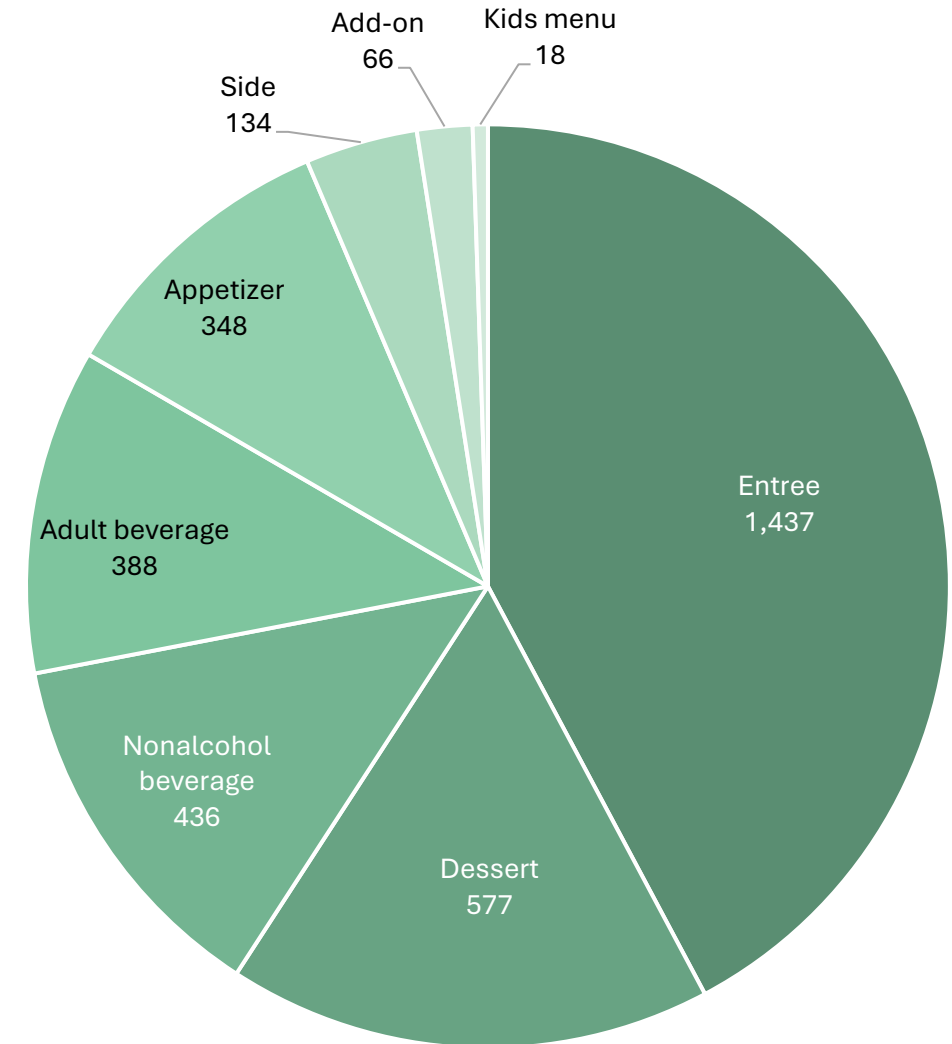
Cooper's Hawk Winery & Restaurants' **Brown Butter-Roasted Scallops**—garlic spinach, jasmine rice, Marcona almonds, currants and balsamic reduction (33% of potential purchasers find very craveable)

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

Source: Technomic Ignite Menu

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LTOS BY MEALPART



# Perceptions of affordability may be salad's secret weapon

Younger consumers, particularly those in the 18-34 age group, are tipping their hand when it comes to reasons behind salad consumption. Younger diners are more frequent consumers of salad and are driving demand for innovation as well as greater willingness to try new varieties.

The larger takeaway may be how they adjust their habits due to inflation and the need for speed.

Operators should consider tailoring their salad offerings to appeal to this cohort, placing as much focus on convenience and value as they do on health and flavor. Appeal to younger consumers through an emphasis on freshness and high-quality ingredients, but do not forget to call out dollar value and speed of preparation.

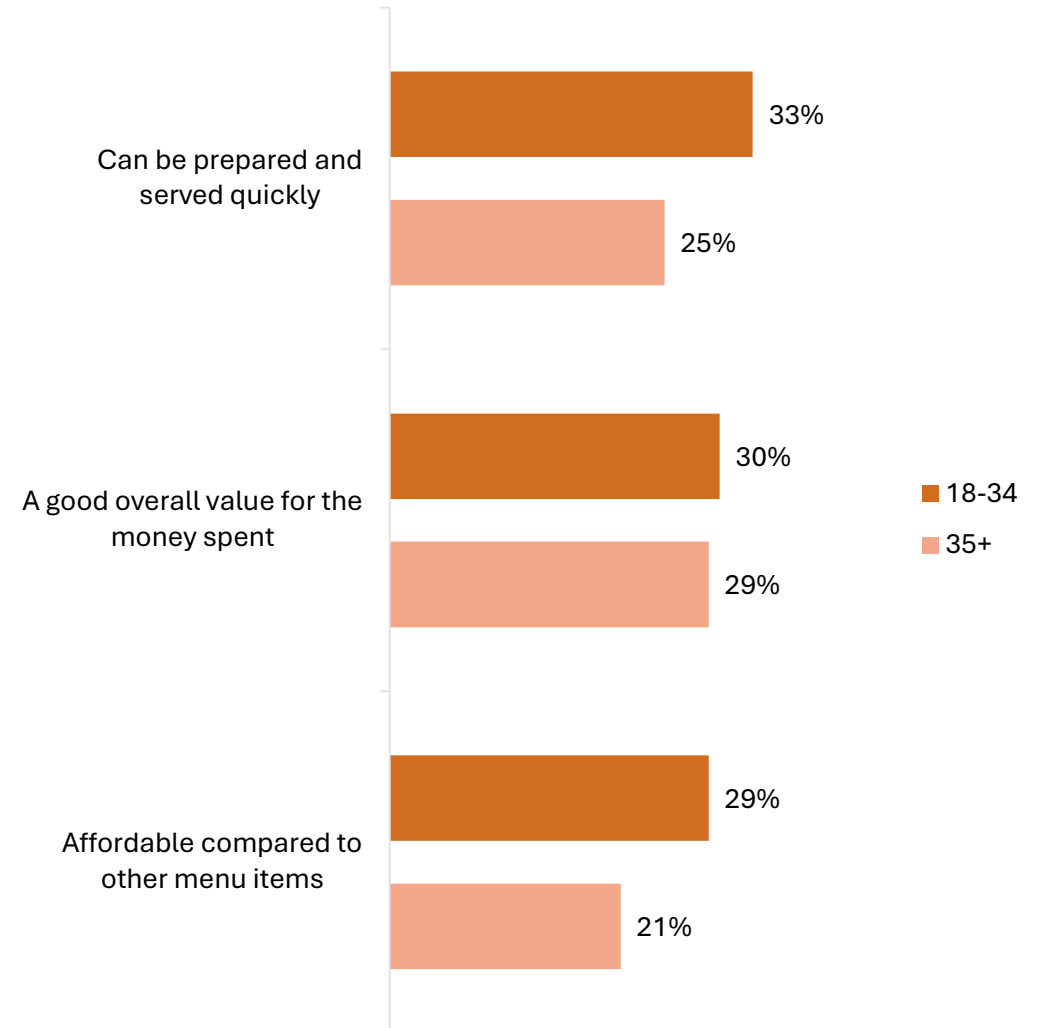
[Ignite Consumer clients: Click here for more](#)

Base: 1,415 salad consumers ages 18+

Source: Technomic Ignite Consumer featuring the 2025 Soup & Salad Consumer Trend Report

## COVENIENCE AND VALUE TRAFFIC DRIVERS FOR SALAD FROM FOODSERVICE\*\*

BY AGE



# Where are chicken dishes most popular?

Chicken remains broadly popular worldwide, with 70% of surveyed consumers around the world reporting that they eat poultry in some form at least once a month and just under a quarter doing so at least once a week. But which kinds of chicken are most popular worldwide—and where?

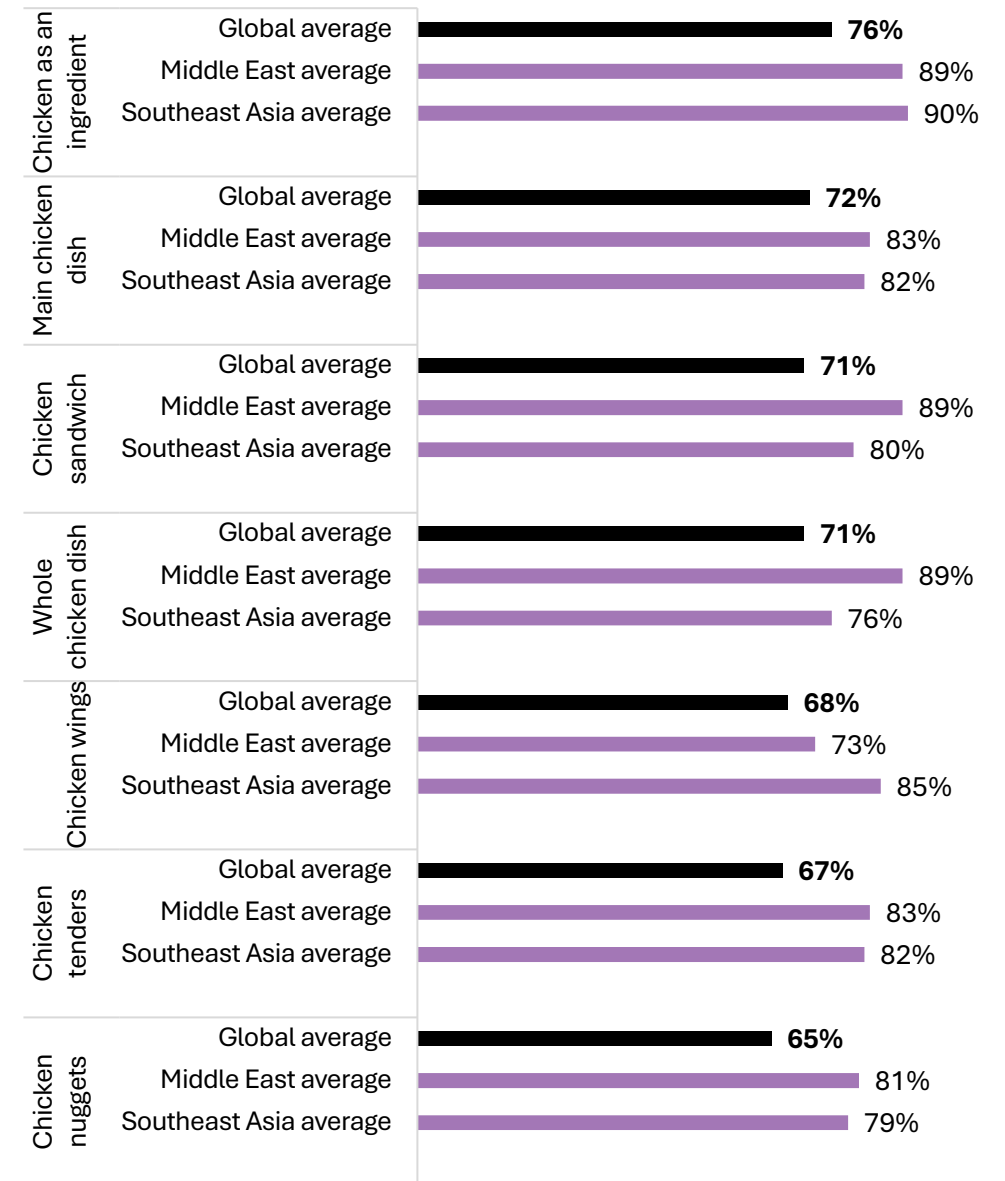
Southeast Asia and the Middle East are, by far, where the broadest consumer base orders chicken. Seven out of the top 10 markets for ordering dishes with chicken ingredients at least once a month are found in these regions, with an average of approximately 90% of consumers in each market doing so.

Many specific chicken dishes find their widest popularity among these surveyed

countries. Chicken sandwiches/wraps are ordered by 89% of Middle East consumers at least monthly, with comparable statistics for nuggets (about 80% of those in the Middle East and Southeast Asia), whole chicken dishes (89% of Middle East consumers), wings (85% of Southeast Asia consumers), and tenders and other chicken dishes (at least 82% for each region in both categories).

Saudi Arabia or Indonesia also topped at least weekly orders in almost all of these categories. Main chicken dishes—the only exception—found their highest popularity in the Philippines.

**% OF CONSUMERS ORDERING \_\_ AT LEAST ONCE A MONTH**



Source: Technomic Global Foodservice Navigator Program February 2025 consumer survey

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### Have questions?

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