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Industry Insights

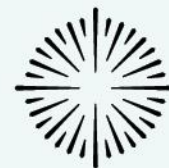
A roundup of noteworthy foodservice findings
for the week of May 16, 2022



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Sales Slow for Top Chicken Chains

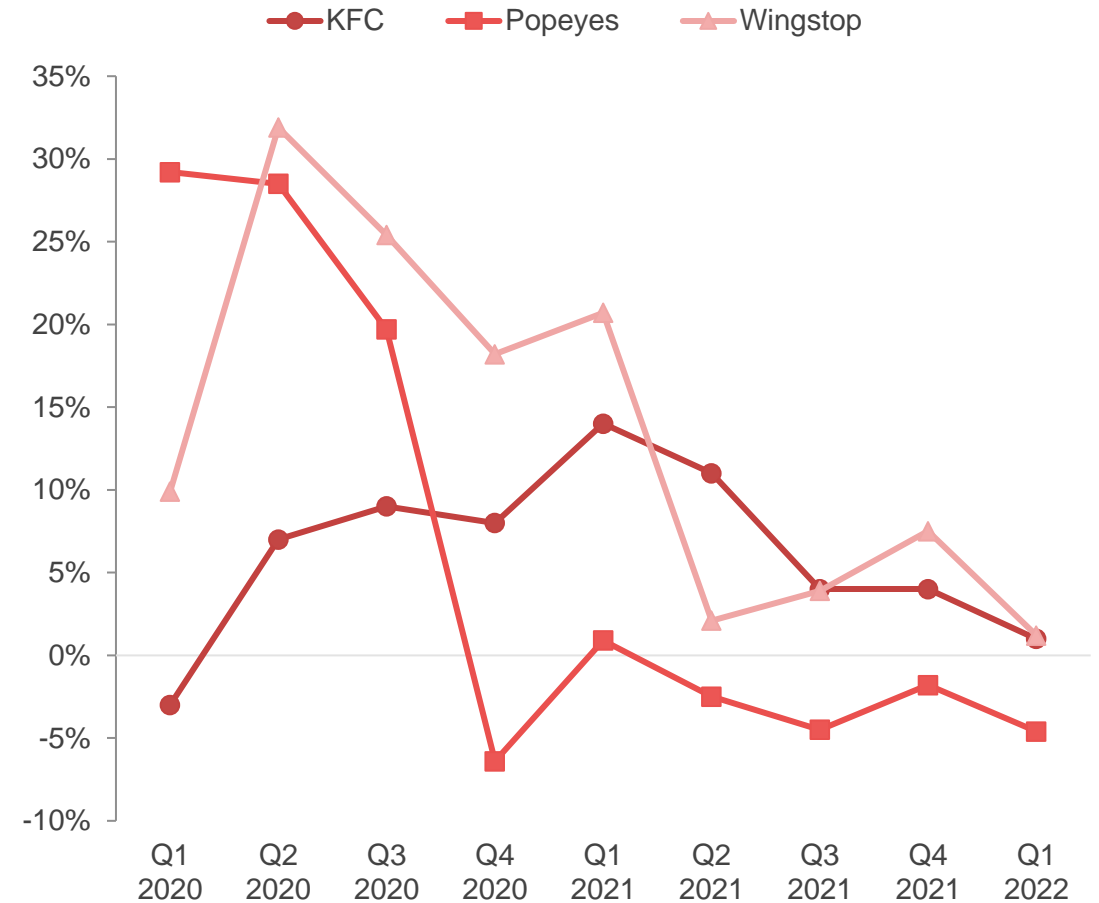
After experiencing record growth during the pandemic, same-store sales continue to slow for the top chicken chains.

Same-store sales for KFC peaked during the first quarter of 2021, climbing by 14%. After two consecutive quarters of same-store sales growth of 4%, the rate is slowing even further to 1%.

The release of the chicken sandwich for Popeyes saw its same-store sales rise significantly for the fourth quarter of 2019 and well into 2020. The first quarter of 2022 saw its sales drop by nearly 5%, the fourth consecutive quarter of negative same-store sales.

Wingstop's focus on off-premise dining garnered the brand a large share of the market during dining restrictions in 2020. Despite maintaining strong same-store sales growth into 2021, the first quarter of 2022 saw its sales dip to 1.2% growth, slowing significantly from 7.5% in the fourth quarter of 2021.

U.S. SAME-STORE SALES
YEAR-OVER-YEAR CHANGE



Sources: Technomic Ignite Company

Q1 2024 Menu Trend Predictions

Technomic's recently published *2024 Trend Predictions First Quarter Report* showcases the top 50 fastest-growing predicted ingredients, flavors, preparations and other menu items by Q1 2024.

We took a deeper look into the list to provide some innovative micro trends that will drive excitement for consumers and foster innovation on menus in the years to come.

[Check out the full report on Ignite today!](#)



Sweet millet porridge with raisins and dried cranberries
Image Source: Shutterstock

MICRO TRENDS

Habanero heats up

Habanero appeared in three different forms on the fastest-growing predictive list, including in a marinade (+200% in operator penetration by Q1 2024), dressing (+200%) and aioli (+130%). Uses include habanero-marinated chicken, burgers topped with habanero aioli and salad topped with habanero dressing.

C&U menus highlight global spice and ancient grains

Growth predictions for baharat (+271%) and millet (+130%) illustrate an evolution of global flavor inspirations on menus.

Colleges and universities seem to especially have picked up on this trend, utilizing the spice in tacos and the ancient grain as an alternative for rice.

Nostalgic flavors for the kid at heart

Kid-friendly, nostalgic flavors such as bubblegum (+150%) and birthday cake (+130%) are appearing as flavor pairings for ice cream.

Recreation facilities take on plant-based beef

The predicted growth of imitation meat (+145%) on menus means we'll continue to see the plant-based story develop in the coming years. One interesting development appears on recreation menus (particularly at theme parks and movie theatres) in the form of plant-based burgers featuring imitation meat brands such as Impossible Beef and Beyond Meats.

Middle-Income Consumers Pulling Back

Historically high inflation has many in the industry wondering how consumer behavior is changing in response to higher prices across the board. Technomic Ignite Consumer data collected in Q1 2022 shows that overall restaurant frequency has dropped, and that changes have differed across income groups.

Consumers from homes with annual incomes of \$50,000 to \$100,000 straddle the median family income of approximately \$68,000 (according to the U.S. Census Bureau).

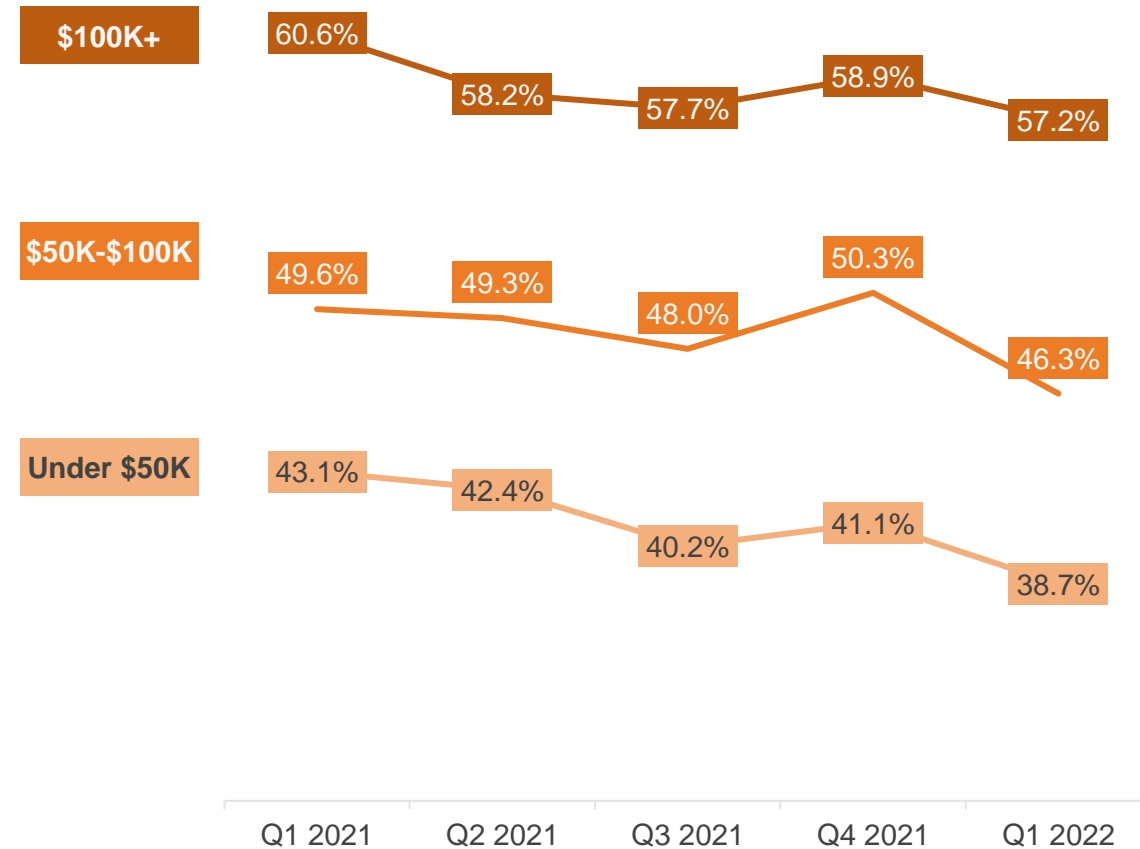
Those in this middle-income group indicate a 4 percentage-point drop in

the number ordering from restaurants more than once per week. This quarterly drop is significantly higher than those from both higher-income and lower-income homes, however, all groups saw the number of regular restaurant users drop in Q1.

The broad-based pullback further supports the theory that consumers are adapting not by shifting segments—or trading down—but rather by limiting occasions overall.

Base: Approx. 27,300 consumers 18+ per quarter
Source: Technomic Ignite Consumer

% USING RESTAURANTS MORE THAN ONCE PER WEEK BY ANNUAL HOUSEHOLD INCOME



How to Build a Better Beverage

Consumers today want a lot from their beverages. More than just a refreshment, morning pick-me-up or afternoon indulgence, they seek out attributes such as functionality, healthfulness, gut-friendliness and clean label when making purchasing decisions.

We recently surveyed consumers across 25 countries to understand which attributes are most important to them when choosing a drink from a foodservice venue.

Here's some of what we uncovered:

Globally, 33% of consumers say they like their coffee and tea brewed fresh,

with importance that varies pretty widely, rising to 45% in Malaysia and falling to 15% in France.

For reduced sugar drinks, 29% prefer it, with Thailand overindexing the global average at 49% and both Japan and South Korea underindexing the most at 15%.

Reduced fat and calories are also important for drinks from a global perspective, but much less so than sugar, coming in at 18% and 17% on average globally, respectively.

Globally, 17% of consumers want a drink that boosts stamina or energy. That attribute is most important in the



Philippines (38%) but equally less important in Canada and the U.K. (5%).

When it comes to clean label, 23% of consumers around the world like a drink free of artificial ingredients. That grows to 43% in Indonesia and 33% in China but drops to 14% in Spain and 15% in Argentina.

Learn how to build better beverages across global markets using data-driven insights into global beverage preferences along with product innovation, seasonality influence and menu trends with Technomic's [*Global Beverage Menu Category Report*](#).

Q: Which of the following attributes do you look for when purchasing beverages at restaurants or other dining locations? Select all that apply.

Source: Technomic Global Foodservice Navigator Program

Image Source: Shutterstock

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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 about this report?
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