

Industry Insights

A roundup of noteworthy foodservice findings
for the week of May 19, 2025

Image Source: Shutterstock



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2025 Topics

- Future of Full-Service Restaurants
- Global Fare on U.S. Menus
- Healthy Eating
- Multicultural Consumers
- Pizza
- Sandwich
- Snacking
- Soup & Salad

2024 Topics

- Beverage
- Breakfast
- Center of the Plate: Beef & Pork
- Delivery & Takeout
- Dessert
- Future of Limited-Service Restaurants
- Generational Differences
- Lunch



Chain performance is projected to weaken in 2025

After a sluggish start to the year for many of the industry’s largest players, cumulative sales growth for all top 1,500 chain restaurants is expected to decelerate in 2025, with current forecasts pointing to a sales increase of 2.8% on an annual basis.

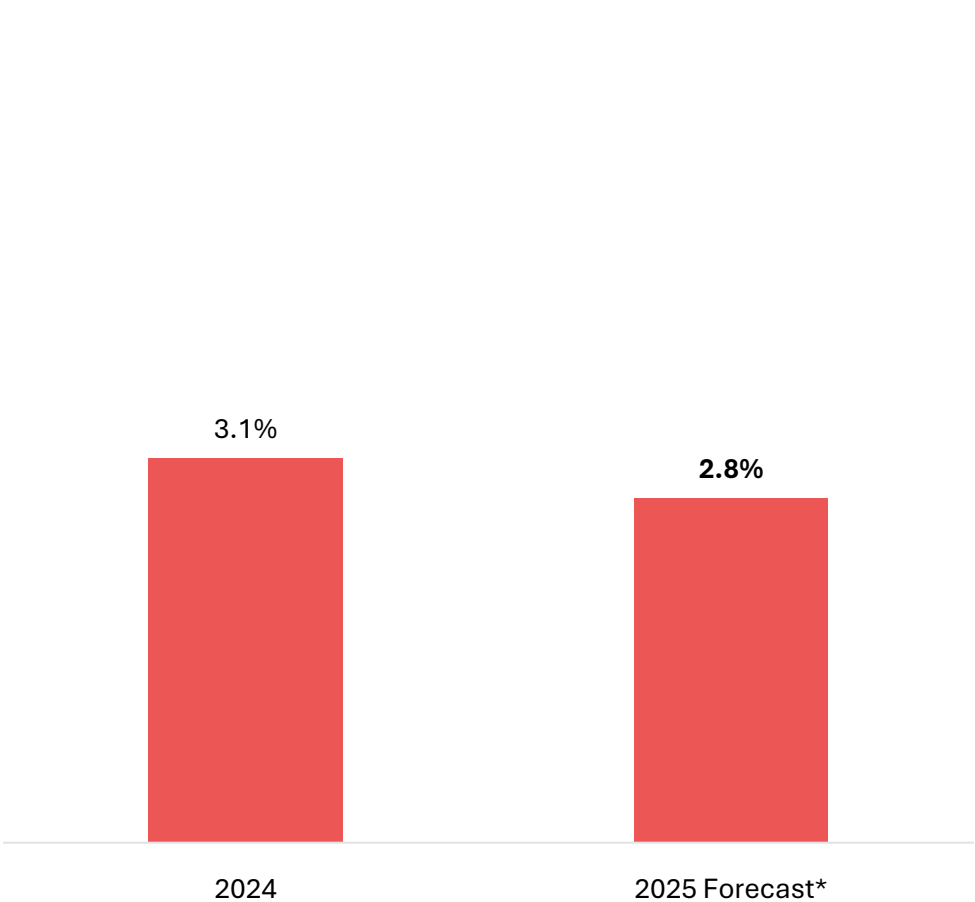
Ongoing location development will have a positive effect on chain sales growth, but consumers are predicted to pull back on restaurant spending during the year due to uncertainty around economic conditions.

Additional forecasting insights can be found in the newly-released *Chain Restaurant Performance Outlook*.

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

*Forecast as of May 2025; All data is preliminary and subject to change
Source: Technomic Ignite Company featuring the Chain Restaurant Performance Outlook

TOP 1,500 CHAIN RESTAURANTS
ANNUAL U.S. SALES CHANGE



Three menu trends to watch

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

Established Trend: Pistachio

What? Interesting usage of the buttery green nut as flavors and toppings

Where? Limited- and full-service restaurants

Example: Bonfire Bowl—choice of grilled salmon or brushfire jerk chicken, cilantro-lime rice, black beans, spinach,

diced mango, pickled onions and jalapenos, pistachios and avocado sauce (Torchy's Tacos)

Growing Trend: Lavender Cold Foam

What? New variations of cold foam featuring the floral flavor

Where? Limited-service restaurants

Example: Matcha With Lavender Cold Foam—finely ground matcha powder blended with 2% milk and topped with lavender cold foam (Black Rock Coffee Bar)

New-to-Market Trend: Koginut Squash

What? Hybrid of kabocha squash and butternut squash

Where? Fine-dining restaurants

Example: Squash Carbonara—koginut squash, guanciale and pumpkin seed gremolata (Rooster & Owl in Washington, D.C.)

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

Source: Technomic Ignite Menu



Black Rock Coffee Bar's Matcha with Lavender Cold Foam

Image Source: [Black Rock Coffee Bar Instagram](#)

A generational shift is underway in overall restaurant usage

The generational tipping point has arrived, as Gen Zers report they are surpassing millennials for overall restaurant frequency.

This chart shows, by generation, the percent of consumers who use restaurants once a week or more frequently, and relative to two years prior, the curve has flattened to become a slope.

Technomic Ignite Consumer data finds restaurant frequency tends to peak with consumers somewhere between the

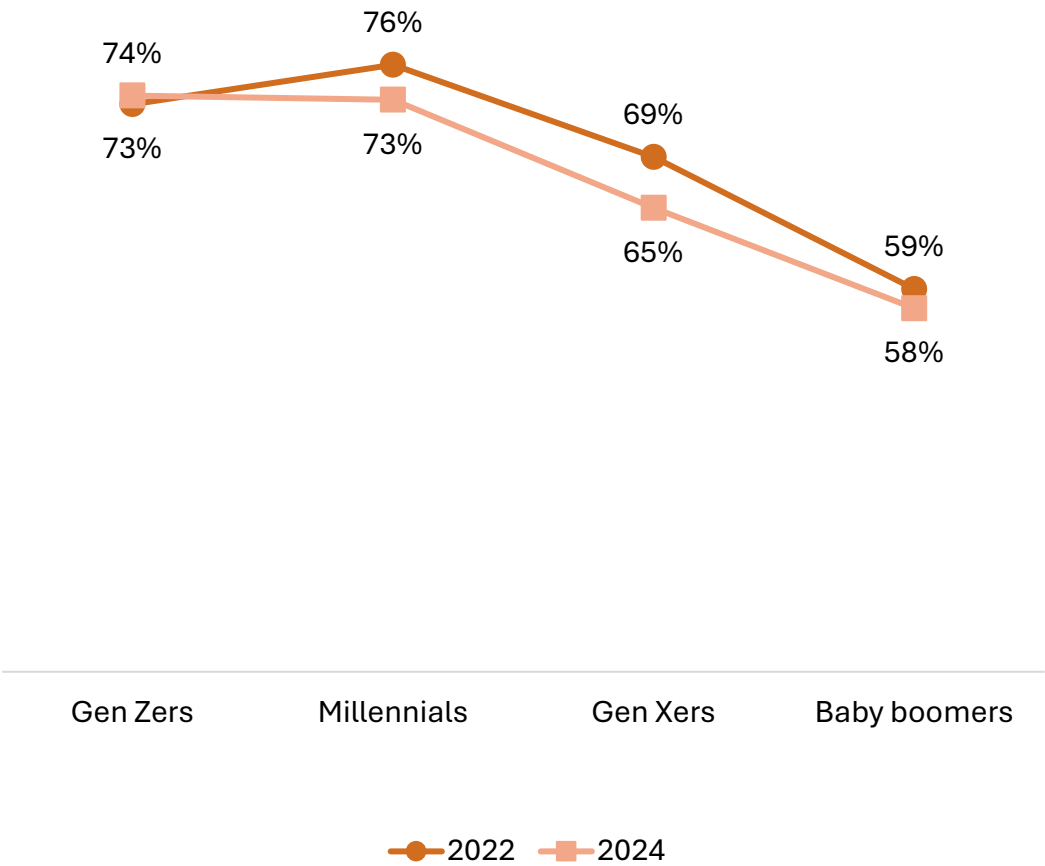
ages of 32 and 35. Generational cohorts are determined by birth year, and in 2025 the oldest Gen Zers (born 1993-2012) have now officially reached the age of prime frequency.

Look for continued evolution of foodservice usage driven by Gen Zers as they take center stage in terms of importance to the foodservice industry.

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

Base: 112,000 consumers 18+ per calendar year shown
Source: Technomic Ignite Consumer

PERCENT OF CONSUMERS USING RESTAURANTS ONCE A WEEK OR MORE FREQUENTLY



Three types of tea around the world

As part of its upcoming *Global Grab & Go Tea Report*, Technomic asked global consumers about the types of tea they order at foodservice at least once every 90 days. Below are three highlights:

Ordered by just under 30% of all consumers, milk tea is the most commonly ordered tea type at the global level, with this number rising to 44% of those in Asia and more than half of those in the Middle East. No market had a deeper enthusiasm for the beverage than India, where a whopping 71% of customers reported reaching for it at least once a quarter. This number even outpaced the market’s enthusiasm for chai (52%).

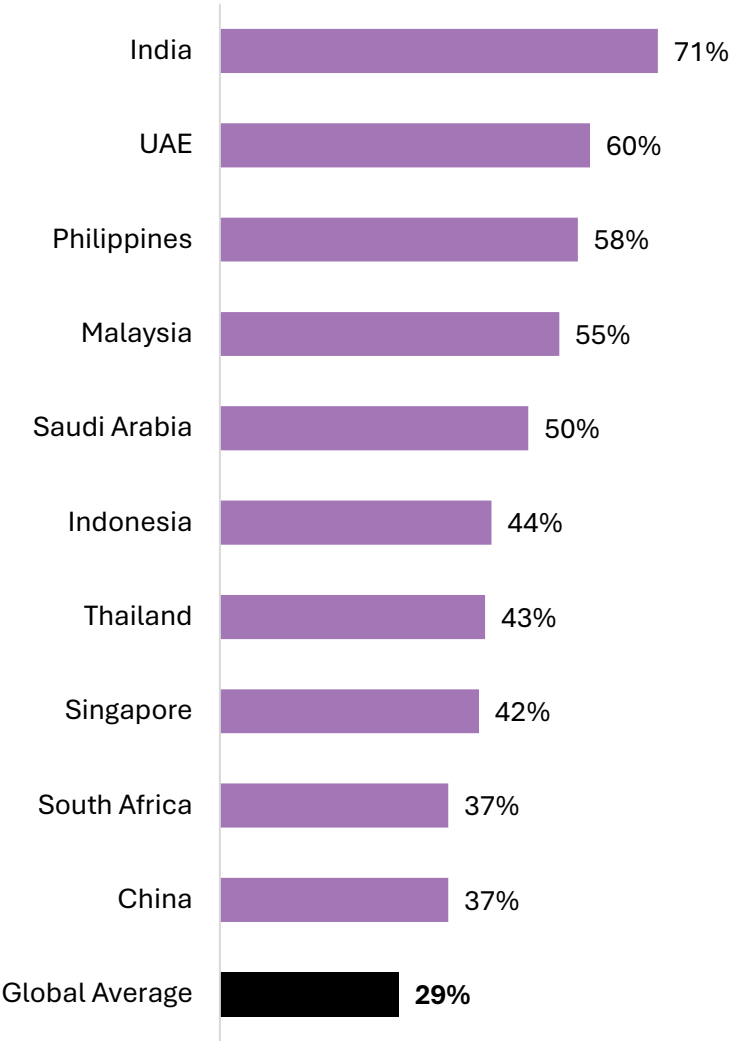
Boba tea drew in about 15% of all consumers, with this figure again rising in Asia (24%) and equaled in the Middle East. Regional enthusiasm was powered in no small part by Southeast Asia markets, where consumers in Indonesia, Malaysia and the Philippines were all more than twice as likely than the average global consumer to order boba tea.

Tea and coffee blends drew in a similar number of global consumers (16%), with India (35%), South Korea (26%), the Philippines (25%), and China and the UAE (24%) all noticeably overindexing.

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

Q: What types of tea do you order at restaurants or other dining establishments at least occasionally (once every 90 days)? Select all that apply.
Base: 8602 consumers in 25 markets
Source: Technomic Global Foodservice Navigator Program February 2025 consumer survey

% CONSUMERS ORDER MILK TEA AT LEAST ONCE EVERY 90 DAYS



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Have questions?

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