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Industry Insights

A roundup of noteworthy foodservice findings
for the week of Aug. 1, 2022



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McDonald's Stands Out as Top Global Chain

McDonald's continues to reign supreme as the world's largest chain restaurant, finishing 2021 with more than 40,000 stores across the globe. The burger behemoth closed about 2% of its domestic locations in 2021 but added over 1,000 stores internationally.

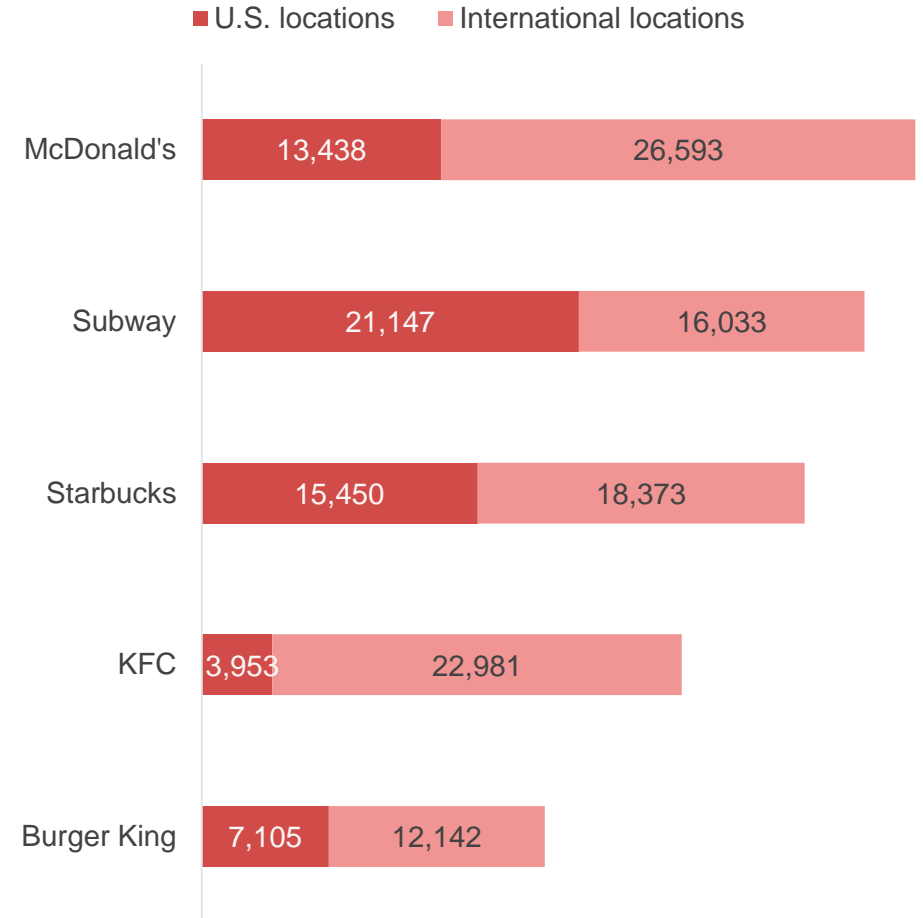
Despite shuttering a significant number of stores across its global footprint in recent years, Subway remains the second-largest chain in the world with upwards of 37,100 total locations.

Though Starbucks and Burger King had modest growth in the United States in 2021, the two chains have ramped up international expansion, growing by 6% and 5% overseas, respectively.

Despite opening only ten net new stores in the United States in 2021, KFC continues its aggressive expansion overseas. The chicken chain grew by more than 9% in international markets last year, adding a significant number of stores in China, Thailand and Mexico. KFC has opened over 4,000 international stores since 2018.

Source: Technomic Ignite Company

LARGEST GLOBAL CHAIN RESTAURANTS RANKED BY 2021 GLOBAL UNIT COUNT



Coffee Trends to Watch

Given coffee is one of the most-consumed beverages at foodservice locations and is a perennial favorite, let's take a look at some coffee trends emerging in the independent restaurant space, with potential to blossom further in the coming years.

New Nondairy Milk Add-Ins

- Pumpkin + Pecan Latte—housemade pecan milk, housemade spiced pumpkin sauce and espresso (Oromo Cafe in Chicago)
- Pistachio + Rose Latte—housemade pistachio milk, rose syrup and espresso (Oromo Cafe in Chicago)
- German Dark Chocolate Cold Brew—cold brew, dark chocolate, coconut and macadamia nut milk (Dom's Kitchen & Market in Chicago)

Tahini Coffee Beverages

- Tahini Mocha—tahini, chocolate and whole milk (Butcher & Bee in Charleston, S.C.)
- Tahini Shakerato—espresso, oat milk, tahini, honey, cinnamon and salt, shaken and poured over ice (Elixr in Philadelphia)
- Anoush'ella Tahini Mocha—iced or hot (Anoush'ella in Boston)

Espresso Martini Riffs

- Triple Espresso Martini—cold brew-infused Ketel One, French-pressed turbinado syrup and robusta espresso (Adorn Bar & Restaurant in Chicago)
- After Hours Espresso Martini—Tito's Handmade Vodka, St. George coffee

- liqueur, Borghetti espresso liqueur, espresso and vanilla cinnamon espresso whipped cream (Next Door Speakeasy & Raw Bar in Boston)
- Espresso Martini—vodka, espresso liqueur, coffee and oat milk (Atrium in Atlanta)

Florals & Veggie Add-Ins

- Squash Latte—espresso, squash, esquite and milk (Valentine in Phoenix)
- Vanilla Corn Cappuccino—espresso, vanilla, bay leaf, sweet corn and milk (Valentine in Phoenix)
- Hazelind Coffee—hazelnut-chocolate honey and linden flower simple syrup (Birch & Rye in San Francisco)

Source: Technomic Ignite Menu
Image Source: Shutterstock



Millennials' Parenting Life Stage Puts Kids Front and Center

While kids menus and seating are highly important to millennials overall, there are some intergenerational differences.

Specific attributes such as a kid-friendly ambiance, family-meal combos and play areas are more important to younger millennials, who are more likely to have younger children. While younger millennials are also more likely to put a focus on health for their kids, older millennials are more ready to expose their kids to new foods and flavors at restaurants.

While parenting is a central component of these consumer's lives, brands must

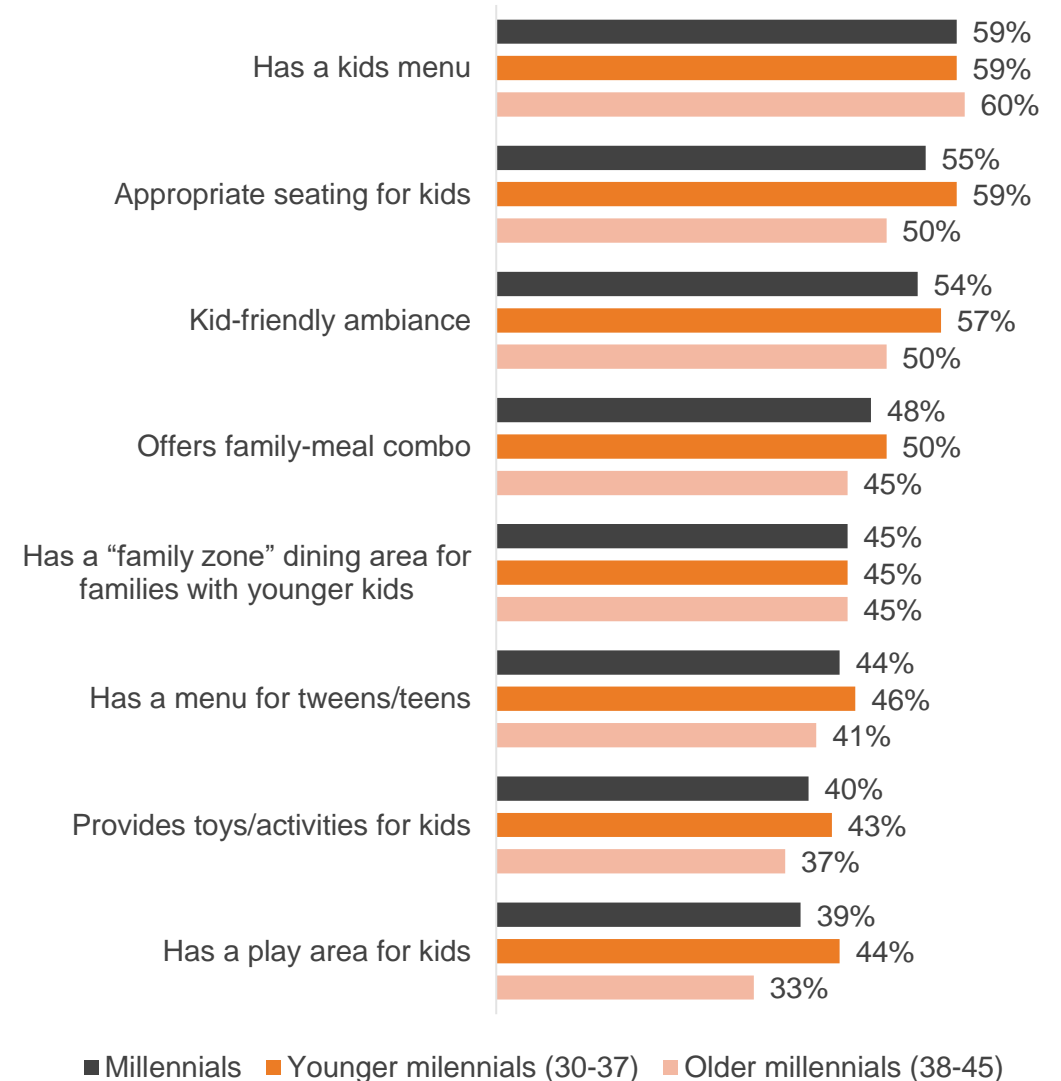
also appeal to the millennials themselves. Millennials visit foodservice for special and social occasions in addition to kids occasions, and they continue to express elevated interest in new, innovative experiences.

Operators and their supplier partners must work together to develop both family-meal bundles and menus that will highlight craveability for kids at various ages, from toddlers to teens.

Additionally, positioning menus ideal for date nights or social occasions with friends can also help appeal to this generation.

Base: 221 consumers ages 30-45 who indicated the importance of kids attributes
 Q: You mentioned that you live with kids. How important or unimportant are the following factors to you when choosing a restaurant to visit with children?
 Source: Technomic Ignite Consumer featuring the Technomic 2022 Generational Consumer Trend Report

IMPORTANCE OF KIDS ATTRIBUTES
 TOP TWO BOX=IMPORTANT & EXTREMELY IMPORTANT



Fastest-Growing Restaurant Chains in Asia

Restaurant chains are poised for significant expansion in the post-pandemic landscape and nowhere is that truer than in Asia.

China, Indonesia, Malaysia and other markets in this region not only boast large populations and opportunistic marketplaces—they're also relatively underbuilt from a chain perspective.

And it's not just American export brands on growth tracks. Increasingly, younger players from within the region are showing some of the largest growth.

Here's a look at some of the expansion leaders across various countries in Asia.*

Wuye Noodles—China

Founded in 2018, this LSR noodle specialist ended 2021 with about 1,190 units on the mainland, up 245.8%.

Nowwa Coffee—China

Founded in 2019, this LSR with a penchant for fruit-flavored coffees grew to about 1,520 locations on the mainland in 2021, up 67.9%.

Pizza Hut—India

Though it's been in India for more than two decades, 2021 was a banner growth year for the U.S.-based pizza giant, which surpassed 600 locations in the market at a 37.5% growth rate.

Kopi Kenangan—Indonesia

Founded in 2017 and now the fourth-largest chain in the world's fourth-largest country by population, this coffee cafe posted an impressive 32.6% unit growth in 2021 to reach 565 locations.

Only Technomic tracks restaurant chain news and trends daily across 25 countries in a dozen languages to keep clients informed and ahead of their competition. [Learn more now.](#)



Nowwa Coffee
挪瓦咖啡



kopi kenangan 

Source: Technomic Global Foodservice Navigator Program

*Note: YOY growth through end of 2021; had at least 100 units at end of 2020

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