

# Industry Insights

A roundup of noteworthy foodservice findings  
for the week of Aug. 26, 2024

Image Source: Shutterstock



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Technomic

ignite

# Streamline your menu pricing analysis with Ignite Menu price pulse

Evaluate and enhance your pricing strategies across brands, locations and markets with menu pricing insights from over 140,000 units.

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Ignite Company

# Technomic predicts 2024 chain restaurant performance

Due to the sluggish performance of many of the industry's largest players during the first half of the year, Technomic has downgraded its full-year chain restaurant sales growth forecast for 2024.

After starting the year with a growth projection of over 6%, overall chain restaurant sales are now predicted to increase by 4.9% relative to the prior year. High foodservice inflation continues to have a major impact on chain restaurant performance as

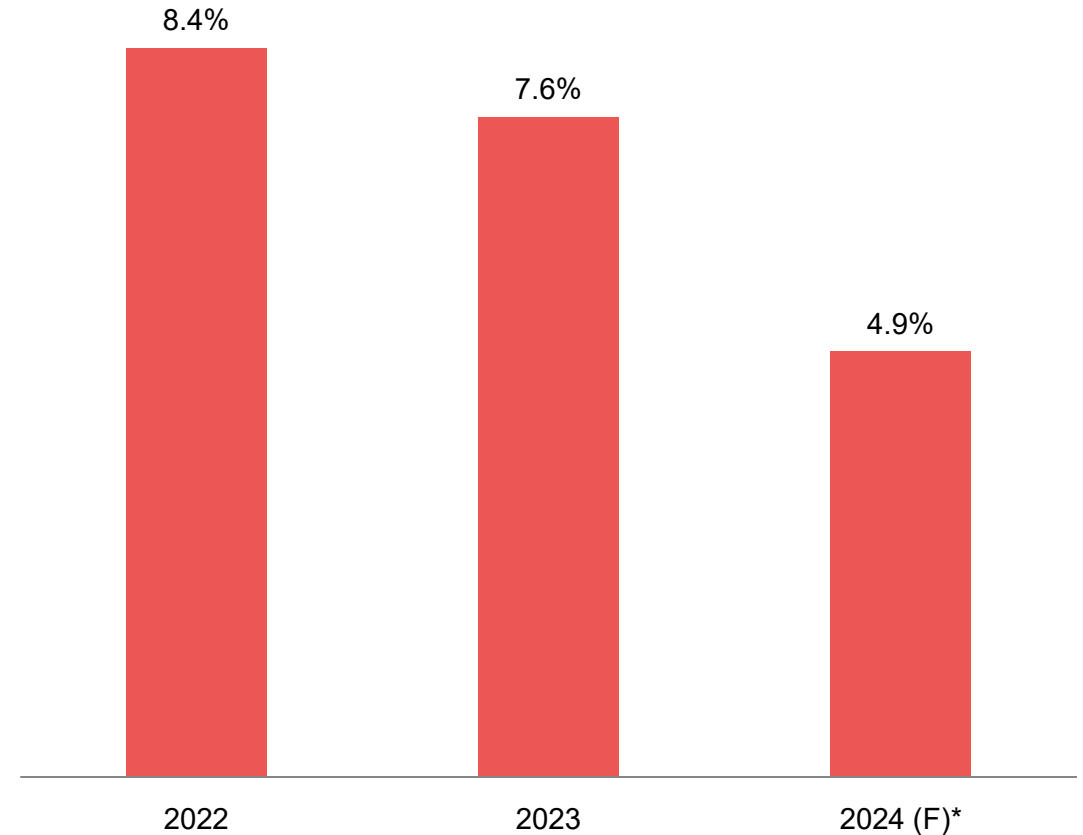
menu prices have increased by 4.1% over the trailing 12-month period ending in July.

Additional forecasting intelligence can be accessed in the recently released *Chain Restaurant Performance Outlook* report.

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

\*Note: (F)=forecast as of August 2024; All forecasts are preliminary and subject to ongoing updates  
Source: Technomic Ignite Company

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



## Ignite Menu

# Q2 2024 menu pricing highlights

With the launch of Technomic's new Ignite Menu data for the second quarter of 2024, here are some key pricing takeaways from U.S. menus.

### Appetizers

Several global soups are driving the price uptick in soup appetizers, including pho appetizer (up 46.2%), Italian wedding soup appetizer (up 21.5%) and dumpling soup appetizer (up 18.5%).

### Entrees

Savory pies (up 8.9%) are the entree category that rose the most in price in the last year, driven by upticks in vegetable tart/pie (up 15.0%)

### Desserts

Ice cream (down 2.2%) is the only dessert category to have decreased in price in the past year, with floats and sodas (down 1.9%), specialty ice cream desserts (down 8.8%) and ice cream cake/pie (down 9.7%) all showing price drops.

### Nonalcohol Beverages

Specialty coffee drinks are contributing to the price increase in hot beverages, including cafe au lait (up 7.6%), cappuccino (up 6.9%) and macchiato (up 6.6%).

## YEAR-OVER-YEAR PRICE CHANGE BY MEALPART

Q2 2023-Q2 2024

Adult Beverage **+13.3%**

Add-On **+4.7%**

Appetizer **+4.3%**

Nonalcohol Beverage **+3.8%**

Dessert **+3.5%**

Kids Menu **+3.5%**

Side **-2.5%**

Overall **+7.9%**

Entree  
**+4.1%**



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

Source: Technomic Ignite Menu data, Q2 2023-Q2 2024  
Image Source: Shutterstock

## Ignite Consumer

# Cravings drive impulse/unplanned visits at QSRs

At quick-service restaurants, nearly half (47%) of recent impulse/unplanned visits were driven by the need to satisfy a craving. This figure compares to 35% for both everyday meals and special occasions.

For the spontaneous consumer, the dominance of this singular need state speaks to the power and pull that cravings exert on consumers when the occasion is not planned or part of a routine.

For routine or everyday meals, as well as special occasions, cravings are still

quite likely to drive the restaurant selection process, but better-for-you need states are more competitive for these occasions.

Operators and suppliers can think about tailoring messages to meet a particular need state, with an eye on the type of occasion they are better situated to handle. For example, better-for-you and cravings may need to coexist more comfortably for an operator to be a viable option during both routine and impulse occasions.

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

Base: 43,931 recent quick-service chain guests  
Source: Technomic Ignite Consumer, Q3 2023-Q2 2024

**QUICK-SERVICE CHAINS**  
CONSUMER NEED STATE BY PRIMARY REASON  
FOR MOST RECENT OCCASION SETTING

Primary need state	Impulse/unplanned visit	Routine meal/everyday occasion	Special occasion
<b>Cravings</b>	<b>47%</b>	35%	35%
Convenience	17%	13%	10%
Comfort/a simple meal	16%	19%	12%
Better for you	12%	23%	22%
Experiential	8%	10%	21%

# Global Foodservice Navigator

# Menu development in Asia

Technomic tracks menu development activity in nine key markets in East and Southeast Asia, both from month to month and year to year. Below are a few highlights from how this region’s activity has fared over the last two years.

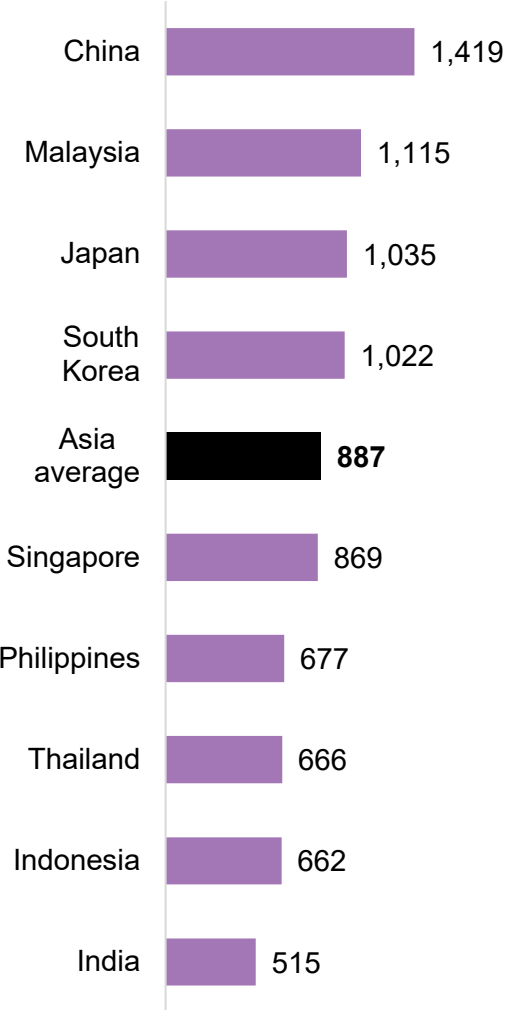
Top chains in Asia collectively released just under 8,000 items in 2023, an almost 13% increase from 2022, when they introduced nearly 7,100 items. This rise—driven by a substantial increase in menu activity in South Korea—helped resolidify the region as the most active in the world. Top chains in China released about 1,400 items in 2023, an

11% decrease from the preceding year, which also saw declines. Even with this second year of decline, operators still released more items per chain than in almost any other tracked market.

After recording the single largest percentage decrease in Asia in 2022, South Korea roared back in 2023, with an eye-popping 93% increase over the preceding year. Other markets recorded relatively small YOY changes, with every tracked country but Indonesia and the Philippines seeing increases. In these two markets, only the Philippines reached a 5% decrease.

Only Technomic can track emerging menu trends around the world with over 70,000 new and limited-time menu items from 25 different countries. Take a deeper dive into these markets and items with Technomic’s [Country Reports](#).

NEW & LTO ITEMS IN 2023



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

Source: Technomic Global Foodservice Navigator Program

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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?

Reach out to us today.

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