

Industry Insights

A roundup of noteworthy foodservice findings
for the week of Sept. 15, 2025



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Yogurt | Salad Dressing | Frozen Vegetable & Cheese Appetizer | Hot Sauce | Barbecue Sauce | Wing Sauce

Technomic forecasts sales performance for top cuisine categories

Technomic’s newly-released *Chain Restaurant Performance Outlook* reveals that the chicken and Mexican cuisine categories are expected to pace chain restaurant sales growth in 2025, while sluggish results are forecasted for burger, sandwich and pizza players.

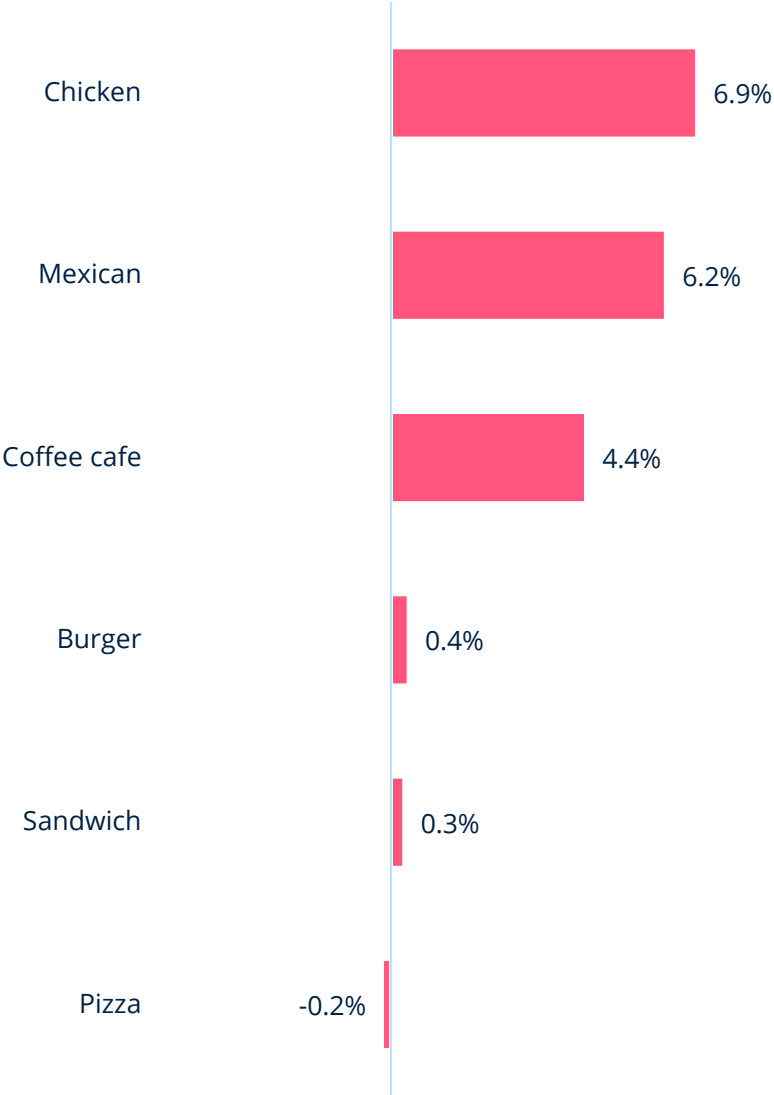
Annual sales volume across all top 1,500 chain restaurants is projected to reach \$478 billion in 2025, representing a 2.8% increase on a nominal basis.

Take advantage of Technomic’s performance forecasts for all top 1,500 chain restaurants on Ignite Company to uncover which players are outpacing their competitors.

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

Source: Technomic Ignite Company

LIMITED-SERVICE CHAIN RESTAURANTS
2025 U.S. SALES FORECAST VS. PRIOR YEAR



Key menu themes to expect in the next two years

Technomic's recently published *2027 Menu Predictions* report identifies the top 50 fastest-growing menu predictions over the coming two years. Let's check out some key takeaways from this report.

Fruity sauces and condiments, including lingonberry sauce (+67%), fig sauce (+60%), fig jam (+53%), mango puree (+52%) and pomegranate vinaigrette (+51%), are forecasting significant operator penetration growth in two years, indicating increasing desire for fruit-forward, functional ingredient infusions.

Operators are increasingly expected to turn indulgent comforts into sauces

over the next two years, with sweet and savory examples, including broccoli cheese sauce (+100%), caramelized onion sauce (+83%) and pecan praline sauce (+48%).

Citrus, such as chile citrus (+100%), lemon pan sauce (+100%), Key lime sauce (+75%), lemon glaze (57%) and yuzu kosho (+48%), are forecasted to increase in operator penetration over the coming two years, indicating rising preference for vitamin C- or fiber-rich ingredients and tart flavor infusions.

A variety of herb-based dressings and marinades are on the forecasted fastest-growing list, including lemon grass marinade (+63%), oregano

dressing (+52%) and cumin dressing (+50%), showcasing growing desire for herbal incorporations on menus.

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

Source: Technomic Ignite Menu
Image Source: Shutterstock



Gen Zers still love and frequent top LSR chains

No one would argue against the idea that Gen Z continues to seek out new and exciting restaurants and foodservice experiences. Social media stunts aside, seeking new and novel foods—and particularly beverages—appears to be a hallmark of this curious generation of consumers.

However, younger diners remain committed to legacy limited-service brands. For example, among Gen Zers who are familiar with McDonald's, 62% indicate they visit or order from the

chain more than once per month, making it the top player for Gen Z frequent usage. Additionally, just 4% of Gen Zers who are familiar with McDonald's say they never order from the brand.

However, the presence of 7 Brew Drive Thru Coffee on this list of top brands frequented by Gen Zers should be an indication of where to find the hearts and minds of these younger diners—in their beverage glasses.

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

Base: Varies; Approx. 1,700 Gen Zers who are familiar with that restaurant per for each chain brand
Source: Technomic Ignite Consumer, Q3 2024-Q2 2025

TOP LSR BRANDS FOR GEN Z HEAVY USAGE:
CHAIN BRAND VISIT/ORDER FREQUENCY DISTRIBUTION AMONG GEN ZERS

LSR Chain	Heavy (More Than Once a Month)	Moderate/Light (Less Than Once a Month)	Never
McDonald's	62%	34%	4%
Starbucks	49%	41%	10%
Taco Bell	45%	48%	7%
Chick-fil-A	44%	49%	7%
Wendy's	43%	49%	7%
Subway	39%	53%	8%
Burger King	38%	51%	10%
7 Brew Drive Thru Coffee	38%	35%	28%
Dunkin'	37%	50%	13%
Domino's	36%	58%	6%

Menu development activity in the Middle East

As part of its regular [monthly menu collection](#), Technomic’s Global Foodservice Navigator Program tracks changes in operator development activity on the market and regional levels. Below are a few highlights:

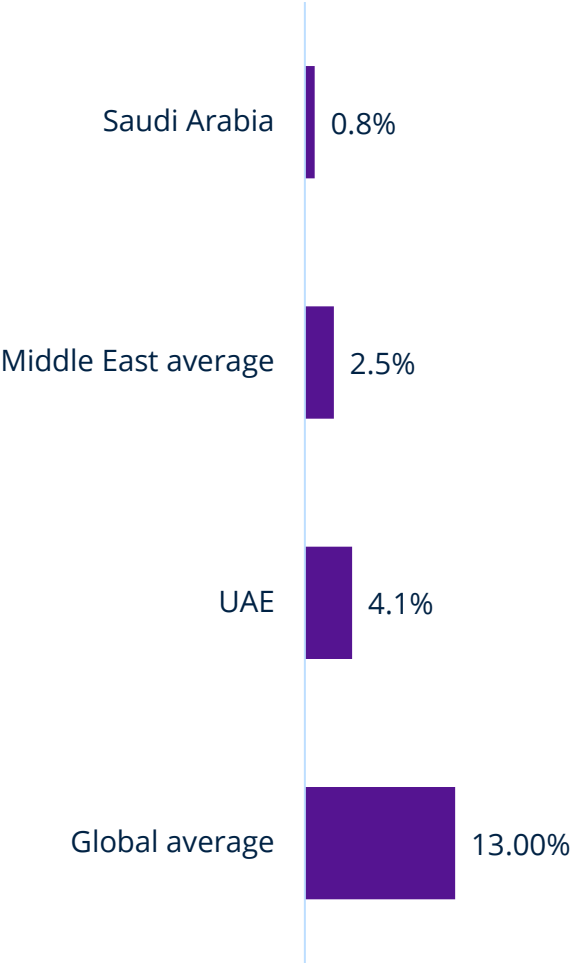
From 2023 to 2024, tracked Middle East markets together saw about a 2.5% increase in items released per chain, with this growth the lowest of any tracked region.

This difference was largely driven by the UAE’s 4.1% rise; Saudi Arabia’s 0.8% increase was the lowest of any tracked market recording positive change over the year.

While menu development in these markets did not see extensive change, both Saudi Arabia and the UAE saw notable mealpart shifts away from desserts toward nonalcohol beverages and entrees.

Concomitantly, both markets, particularly the UAE, also saw a shift from all day items toward those menued for lunch and dinner.

% CHANGE IN AVERAGE ITEMS ADDED PER CHAIN
2023-2024



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

Source: Technomic Global Foodservice Navigator Program

Consumer Trend Reports

Restaurant social causes continue to evolve

Overall, desire for restaurants to be socially responsible has remained stable since 2022. About 30% of respondents think that restaurants should be socially responsible, sustainable and support social justice. However, social responsibility has lost salience among Asian consumers, and sustainability has become a much larger area of concern for Hispanic/Latino consumers.

Further, since 2022, the specific social causes that consumers expect restaurants to support have shifted significantly. Diners across all demographic groups show declining

interest in restaurants taking a role in promoting racial equality and LGBTQ+ rights. Religious rights, however, have gained traction, increasing 4 points overall (11 points among Hispanic/Latino consumers and 9 points among Asian consumers).

Get more data-driven insights on the retail foodservice space, including consumer attitudes, behaviors and perspectives with the *2025 Multicultural Consumer Trend Report*.

[Learn more about Consumer Trend Reports](#)

Source: Technomic 2025 Multicultural Consumer Trend Report
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We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 markets around the world.

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