

Industry Insights

A roundup of noteworthy foodservice findings
for the week of Sept. 30, 2024

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Explore consumer insights

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 restaurant locations on the rise

The overall footprint of Technomic's top 1,500 chain restaurants continues to expand and is forecasted to hit a total of approximately 260,000 U.S. locations by the end of 2024.

Chain restaurant locations are projected to increase by just under 2% on an annual basis in 2024, adding to an existing three-year streak of net location growth.

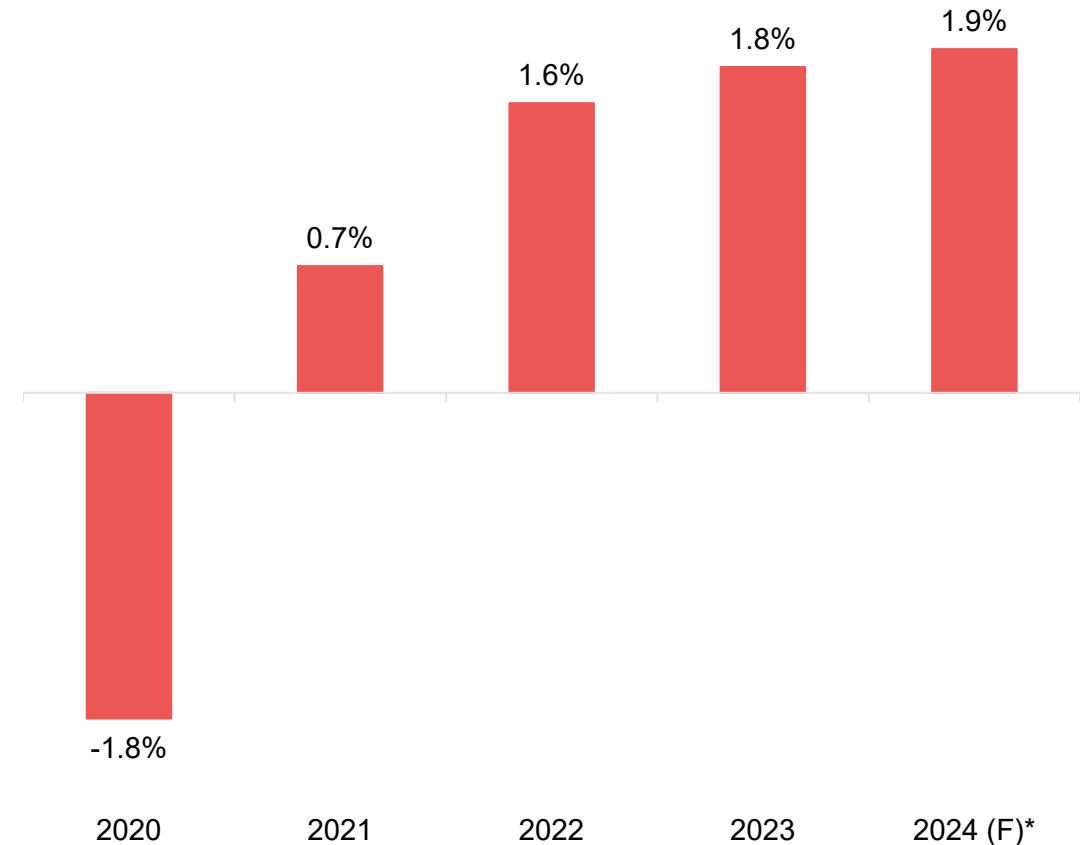
Strong store development from players including Jersey Mike's Subs, Scooter's Coffee and Wingstop is expected to outpace closures at struggling chains such as Red Lobster and Boston Market.

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 September 2024; All forecasts are preliminary and subject to ongoing updates
Source: Technomic Ignite Company

TOP 1,500 CHAIN RESTAURANTS
TOTAL U.S. LOCATIONS: ANNUAL CHANGE



IGNITE MENU

Top-rated consumer LTOs

Technomic's Ignite Menu consumer-rated LTOs data provides consumer insights on Top 500 restaurant and leading 40 convenience-store chain limited-time products. Here are the top-rated LTOs by metric from last month.

Purchase Intent

Mission BBQ's **Strawberry Shortcake**— moist, fluffy shortcake, topped with sweet strawberry sauce, fresh strawberries and homemade whipped cream (27% of consumers would be very likely to purchase)

Draw

Razzoo's Cajun Cafe's **Creole Bacon Grilled Oysters**—These things are flying out of the kitchen.. You better get your hands on them before Razzoo's

Summer Shellebration ends! (38% of potential purchasers would be very likely to increase visits to an operator for this item)

Uniqueness

Pret A Manger's **Miso Glazed Eggplant Bliss Bowl**—Japanese-inspired vegan bowl with miso-glazed grilled eggplant, sesame-chia-crusting avocado, pickled cabbage and carrots, cucumber, carrots, quinoa mix, romaine, chile crunch and miso-sesame dressing (43% of potential purchasers found very unique)

Craveability

Pret A Manger's **Miso Glazed Eggplant Bliss Bowl** (43% of potential purchasers find very craveable)



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

Source: Technomic Ignite Menu

New Starbucks CEO must address value perceptions

Amid a challenging operating environment and slowing sales, Starbucks' board of directors recently staged a significant C-suite coup by poaching Chipotle Mexican Grill CEO Brian Niccol.

While much of the subsequent media attention focused on decision factors, such as Starbucks' deteriorating in-store experience and a lack of food menu innovation, data from Technomic Ignite Consumer points to another significant challenge the incoming veteran leader will face—namely a

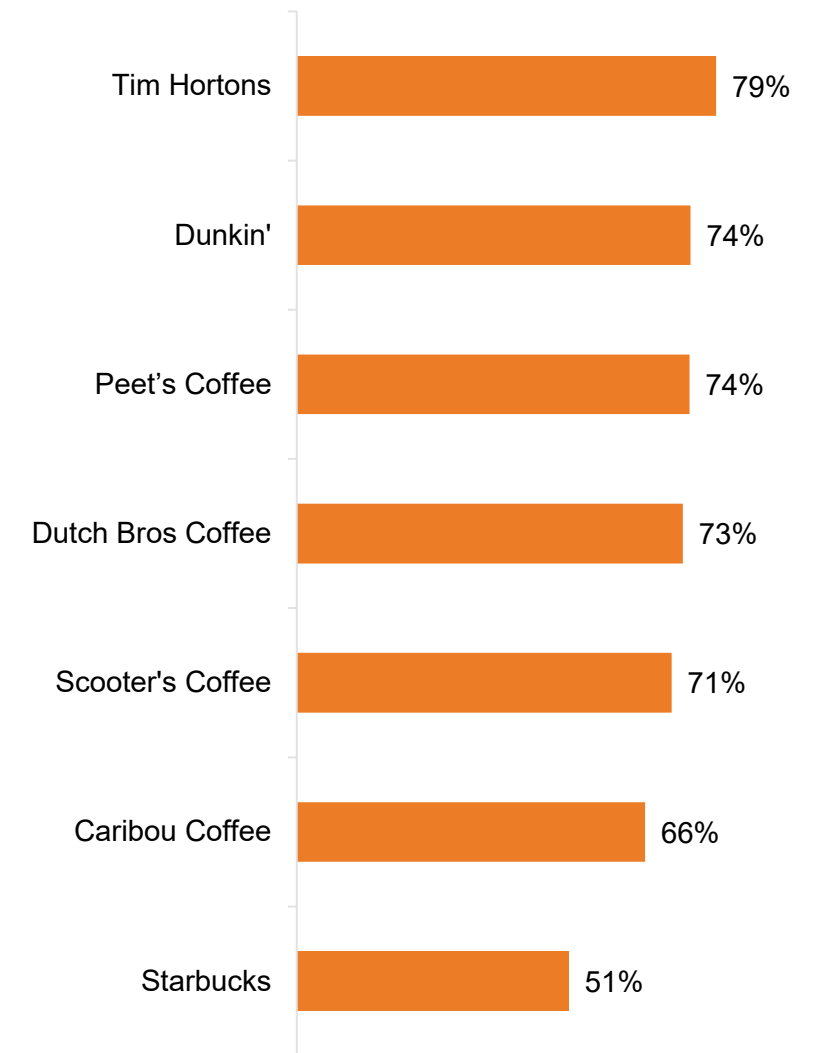
below-average value proposition that may be out of step with today's savvy consumer.

When asked about affordability, only half of recent Starbucks guests respond favorably. A quick comparison to other coffee chains tracked by Technomic reveals significant gaps in ratings and underscores the need to improve consumer perceptions. The rapid growth of beverage-only concepts such as Dutch Bros Coffee and 7 Brew Drive Thru Coffee feeds the urgency for this important initiative.

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

Base: 700 recent guests ages 18+ per brand and 175 recent Scooter's Coffee guests
Source: Technomic Ignite Consumer, Q3 2023-Q2 2024

"THIS RESTAURANT IS AFFORDABLE."
% AGREE/STRONGLY AGREE



Global Foodservice Navigator

Menu development in Latin America

After historically tracking menu development in five key markets in Latin America, Technomic’s Global Foodservice Navigator Program has begun tracking a sixth (Puerto Rico) since the beginning of 2024. This data includes how items fit into dayparts and mealparts.

Top chains in Latin America released just under 2,500 items in 2023, a 32.6% increase from 1,866 in 2022. While about half of this change is from Puerto Rico’s addition, the region would have seen an overall growth even without it.

Menu development was mixed throughout the region. From 2022 to 2023, Chile notched a small decrease

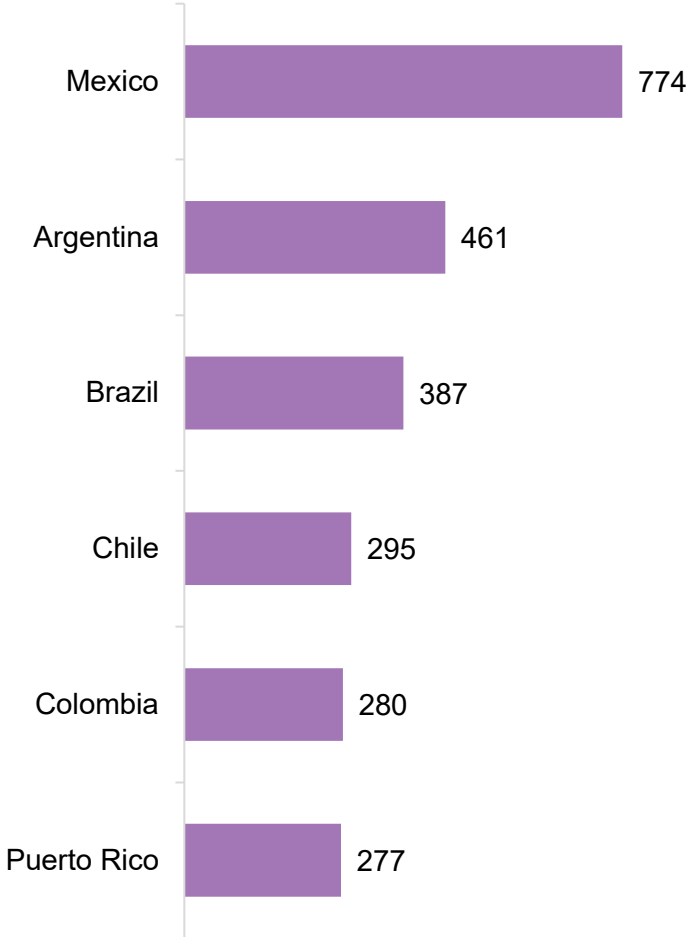
in menu development (down 4.5%), while Brazil and Colombia saw larger decreases (down 9% each). For the second year in a row, Argentina and Mexico saw the most rapid increases in this region at a respective 43% and 55% YOY change in 2023. This continued growth landed operators in these two markets the most in the region at 15.4 and nearly 20 items introduced per chain.

While the exact number of Puerto Rico’s new items in 2023 was lower than any other market in the region, its items released per chain was comparable to that of Colombia (9.2 and 9.3, respectively).

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

Source: Technomic Global Foodservice Navigator Program

NEW & LTO ITEMS IN 2023



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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?

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