Industry Insights

A roundup of noteworthy foodservice findings for the week of Oct. 16, 2023
Cultivate your menu strategy from ideation to launch

Discover market-level food trends, track limited-time offers and test new menu items on the fly with Ignite Menu

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With annual U.S. sales of nearly $60 billion, Sysco held onto its leading position in the 2023 edition of Technomic’s Power 50 U.S. Broadline Distributor Report ahead of key competitors Performance Food Group and US Foods. Combined net sales for Sysco’s U.S. Foodservice and SYGMA divisions jumped by 20% in 2022, as overall volume expanded by nearly $10 billion relative to the prior year.

Sysco recently announced plans to acquire Edward Don & Company, a leading distributor of foodservice equipment, supplies and disposables. The Chicago-based company generates approximately $1.3 billion in annual revenue and serves a broad range foodservice clients.

Access the 2023 Power 50 U.S. Broadline Distributor Report for additional sizing and performance insights on Sysco and other leading foodservice distributors.

*Note: Sales data has been restated to align with the standard calendar year
Source: Technomic Ignite Company
This quarter’s Emerging Eats report spotlights three key themes to watch.

**Desserts Go Globetrotting**
Global desserts are trending this quarter, including Spanish/Latin American bunuelos, French choux pastries and rum baba, East Indian rasmalai and Turkish ice cream.

**International Breads**
Bread and other starches are classic comfort foods, and operators are spotlighting these types of products from around the world, from Mexican sweet roll concha to North African frena bread to Spanish-style French toast torrijas.

**Chile-Based Sauces & Condiments**
Not only are Mexican cascabel and costeno chiles finding momentum in independents this quarter, but so are chile-based sauces and condiments, including Indian idli podi, Mexican salsa martajada and Israeli tatbila.
Millennial parents prioritize adult beverage variety

Within the Ignite Consumer survey, consumers rate the importance of restaurant attributes when choosing a casual-dining location for an order or an occasion. When it comes to the importance of adult beverage variety, millennials with children in the home voice a powerful skew, as 61% indicate it is important or very important in the location selection process. The consumer average for this importance measure is just 41%, underscoring the significance of a broad beverage alcohol offering among these high-spend millennial diners.

What’s driving this skew? Technomic data also shows that “offers something that everyone in the dining party will enjoy” carries above-average importance among millennial parents. For this segment, a family occasion demands more than just kid-friendly amenities; they seek a place where mom or dad can enjoy an enticing adult beverage in the context of the traditional family meal.

Dive deeper into Ignite Consumer with Consumer Crosstabs and discover that more than two-fifths of occasions among millennial families included an adult beverage.

Source: Technomic Ignite Consumer

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Mealpart and daypart breakdowns in Europe

Technomic tracks menu development activity in five key markets in Europe as part of its Global Foodservice Navigator Program, including how items fit into dayparts and mealparts. Below are a few highlights from how these indices have evolved in this region over the last two years.

By far, entrees are the most critical mealpart in this region across both years, making up nearly half of all new items.

Other key mealparts are desserts, nonalcohol beverages and sides/snacks, with salads also disproportionately common in Europe compared to other regions.

Within each tracked market on a year-to-year basis, these mealparts show relatively little fluctuation.

Across both years, the U.K. was the world leader in both number and proportion of starters (a whopping 12% in 2022 against a global average of 3%), with France and Germany also consistently leading all markets in salad menu development.

The lunch/dinner daypart in this region is key. This daypart made up 80% of all new items in 2021, with this figure further increasing to 84% the following year.

All-day items declined from 18% to 14% over the same period as breakfast items remained stable at 2%.

Germany was an outlier over both years, with at least 23% of all new items served all day.

Take a deeper dive into these markets and items with Technomic’s Country Reports.

Global Navigator clients: Click here for more

Source: Technomic Global Foodservice Navigator Program

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Want more insights?

Ignite Consumer
Get to know your customers’ customers through 60+ attributes and visit occasion metrics. Explore>>

Global Foodservice Navigator
Understand the global industry, from menu trends to consumers, in 25 countries. Explore>>

Ignite Company
See where restaurant chains are, how many units they have and how well they’re doing. Explore>>

Ignite Menu
Pinpoint the latest menu trends and see what’s on the horizon. Explore>>

Since 1966, we have produced in-depth research focused on the foodservice industry.

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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