

# Industry Insights

A roundup of noteworthy foodservice findings  
for the week of Nov. 11, 2024

Image Source: Shutterstock



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# Understand what consumers want now and in the future with Consumer Trend Reports

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



Ignite Company

# Wingstop adds to its double-digit growth streak

Domestic same-store sales surged by 20.9% at Wingstop during Q3 2024, extending an impressive streak of double-digit sales growth for the chicken chain.

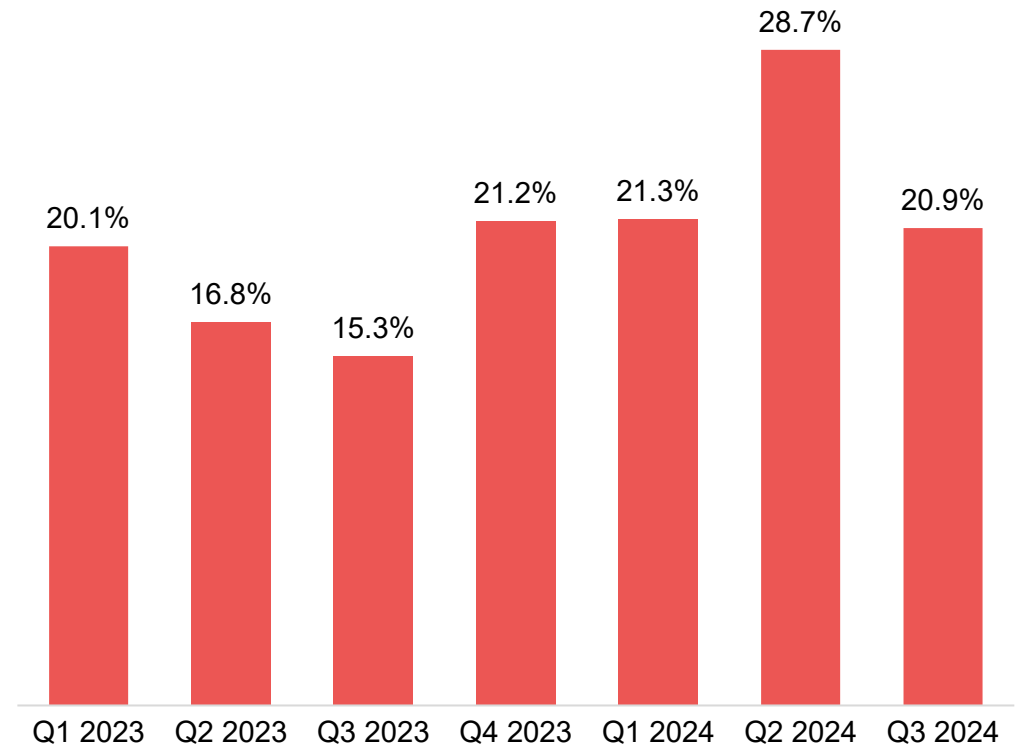
On the heels of adding 205 new U.S. locations during 2023, Wingstop finished its fiscal third quarter ended Sept. 28, with more than 190 domestic year-to-date openings. The chain currently has 2,120 U.S. locations and has effectively doubled its domestic footprint since 2017.

Additional insights on quarterly performance trends for Wingstop and other publicly traded companies can be found in Technomic's *Same-Store Sales and Acquisition Tracker*.

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

Source: Technomic Ignite Company

**WINGSTOP**  
DOMESTIC SAME-STORE SALES



## Ignite Menu

# Menu ideas for spring 2025

Technomic's recently published *Season's Eatings* report highlights spring flavors and ingredients, as well as providing recommended actions for how operators can use them in the upcoming spring season. For example, operators can air-fry zucchini skins for a healthier and more nutrient-dense version of potato skins.

### Here are some themes for spring 2025:

#### Focus on ease of preparation

Save time and labor by looking to air-fried or dehydrated preparations (such

as air-fried zucchini skins), which will also add textural interest.

#### Get creative with serving styles

Use different preparation methods to enhance natural flavors, such as candying ginger or infusing scallions into oil.

#### Look to unique flavor combos

Create interesting flavor combinations, such as spicy-sweet and savory-sweet, utilizing ingredients like ginger, pineapple and asparagus.



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

Source: Technomic Ignite Menu  
Image Source: Adobe Stock

## Ignite Consumer

# Guest experiences at kiosks fall behind traditional ordering

As limited-service restaurant operators continue to struggle with soaring labor costs and quality staff retention, ordering kiosks have become an attractive and seemingly consumer-friendly alternative to traditional counter ordering. Proponents point to ease of use and suggestive selling, that theoretically boosts check averages, as benefits, while freeing up staff for other important tasks.

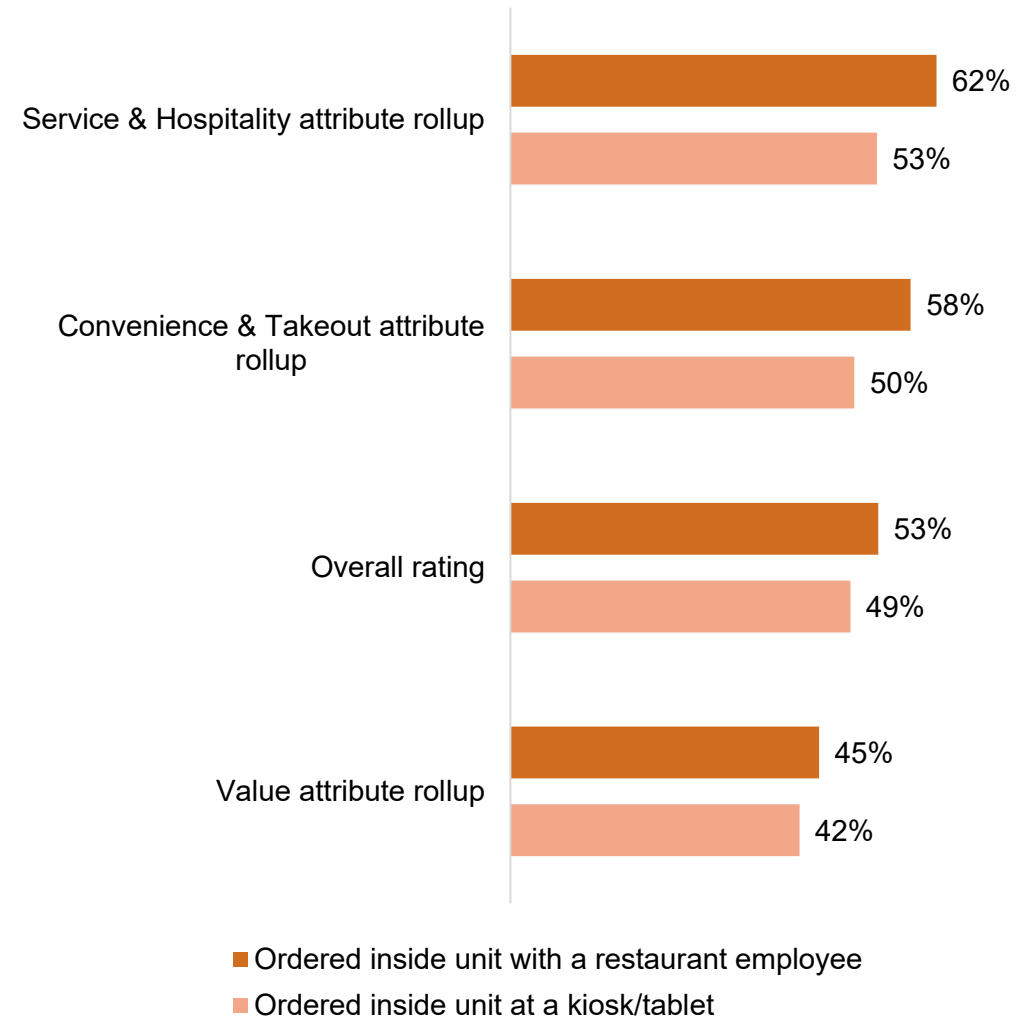
Nevertheless, guest experience measures collected across chains tracked by Technomic show that consumers using kiosks are in fact less impressed by the overall experience.

Operators looking to capitalize on kiosks must also maintain quality counter ordering service to ensure broader guest satisfaction and, subsequently, loyalty, do not suffer.

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

Base: 42,697 recent limited-service chain guests (Q4 2023–Q3 2024)  
Source: Technomic Ignite Consumer

BASED ON YOUR MOST RECENT LIMITED-SERVICE OCCASION, HOW WOULD YOU RATE THE BRAND ON \_\_\_\_?  
% VERY GOOD



## Global Foodservice Navigator

# International MCOs exhibit strong growth

Technomic's updated *200 Global Restaurant Groups to Know* report revealed some fascinating findings on some of the world's key operators outside the U.S.

### Giants Are Emerging in China

New to the list this year is Mixue Group, the fast-growing operator of Mixue Ice Cream & Tea and Lucky Coffee (yes, Lucky, not Luckin). The group has expanded rapidly across the mainland and into Southeast Asia, growing to about 36,500 total units. Yum China has also seen rapid growth, reaching more than 14,600 units, up 22% over the past two years.

### IPOs Remain Hot

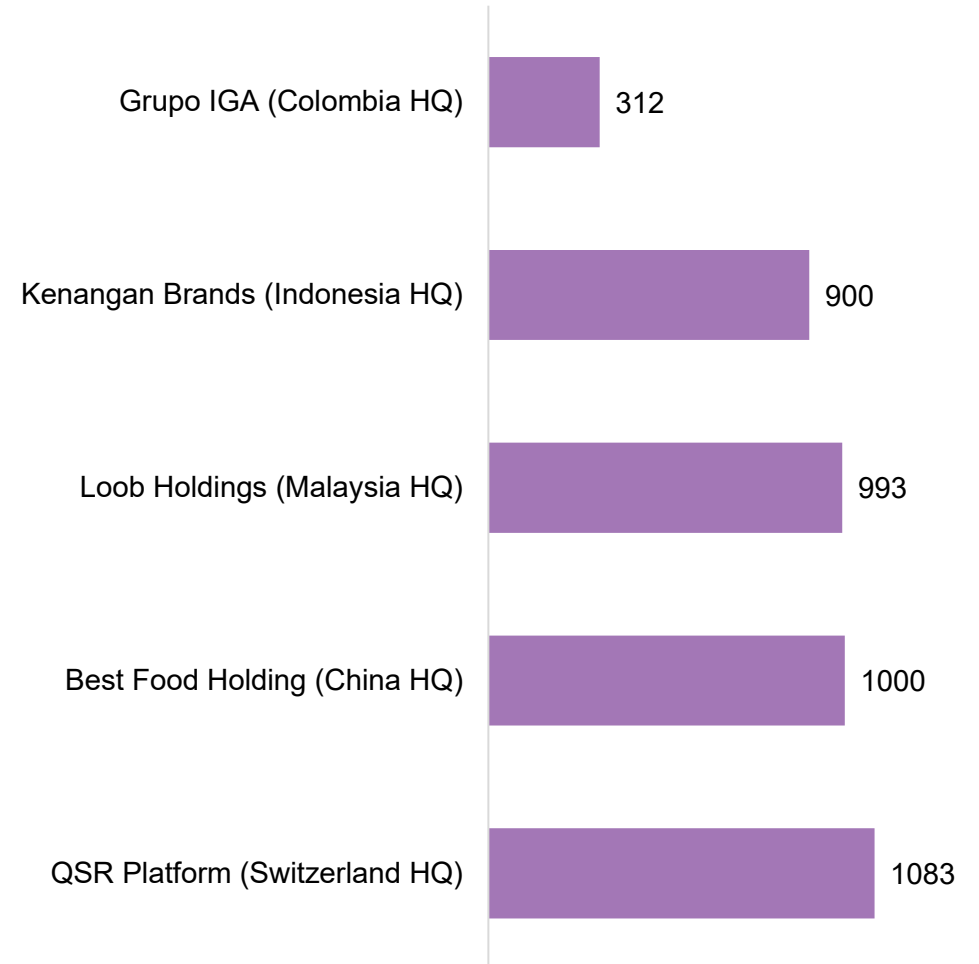
The Born Korea went public last week in South Korea—the latest large multibrand group to enter into an IPO. Saudi Arabia-based Alamar Foods, which oversees about 700 Domino's and Dunkin' units, went public recently while Indonesia-based Kenangan Brands and Spain-based Restaurant Brands Iberia are among several groups prepping for IPOs.

Technomic's exclusive report tracks multibrand and multimarket restaurant operating groups in terms of unit growth, market coverage and brand portfolio updates for 200 of the world's largest operators and franchisors based outside the U.S.

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

Source: Technomic Global Foodservice Navigator Program

## EMERGING GROUPS TO WATCH OUTSIDE THE U.S.



## Consumer Trend Report

# Growing popularity of healthy dessert options

Consumers are increasingly attracted to desserts that offer nutritional benefits, likely driven by rising health consciousness. Although some consumers are steering clear of desserts for health reasons, enthusiasm for healthier alternatives is growing.

More consumers are leaning toward desserts made with healthy substitutes and are consuming these options more frequently than they did two years ago. Additionally, there is considerable interest in desserts featuring better-for-you ingredients. Among the top 10

desserts expected to see increased consumption in the next six months are fruit, fruit juice, tea, coffee/espresso beverages and smoothies. This trend underscores a shift toward desserts with natural ingredients and lower calorie content, reflecting a broader preference for balanced indulgences.

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

[Learn more about Consumer Trend Reports](#)

Source: Technomic 2024 Dessert Consumer Trend Report  
Image Source: Adobe Stock



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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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