

Industry Insights

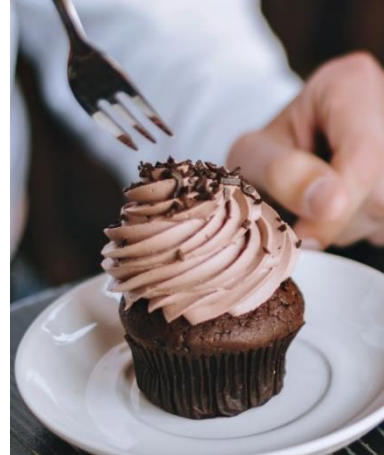
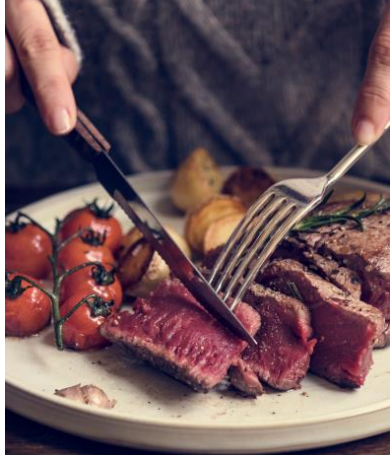
A roundup of noteworthy foodservice findings
for the week of Feb. 26, 2024

Image Source: Shutterstock



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2024 Topics

Center of the Plate: Beef & Pork

The Future of Limited-Service Restaurants

Lunch

Generational Differences

Delivery & Takeout

Beverage

Dessert

Breakfast

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Case volume growth boosts 2023 results for US Foods

US Foods, one of the industry’s largest foodservice distributors, saw its net sales climb by 4.5% to a total of \$35.6 billion in 2023, propelled by strong case volume growth throughout the year.

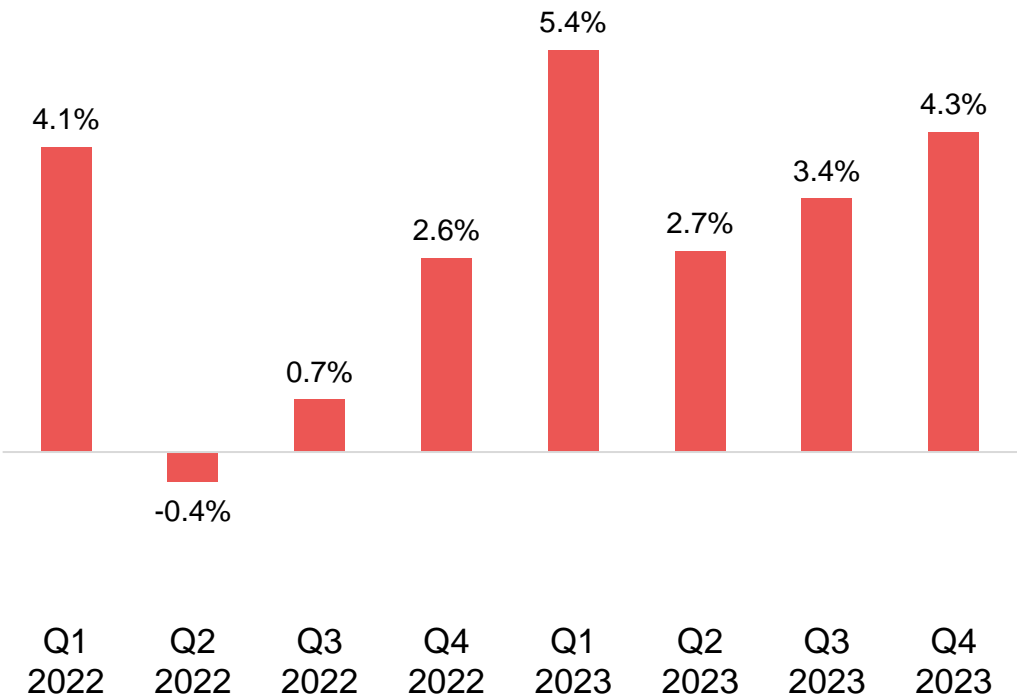
The Illinois-based broadline distributor expanded its overall case volume by 4.4% in 2023, following a 1.7% increase in 2022. Hospitality and independent restaurant operators helped drive the overall increase, with segment case volumes growing by 8.9% and 6.9% during 2023, respectively.

Additional performance insights for US Foods as well as hundreds more of the industry’s largest foodservice distributors can be accessed on Ignite Company Distributor.

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

Source: Technomic Ignite Company

US FOODS TOTAL CASE VOLUME
YEAR-OVER-YEAR CHANGE %



Ignite Menu

Q4 2023 menu data highlights

With the launch of Technomic's new Ignite menu data for the fourth quarter of 2023, here are some key takeaways from U.S. menus.

Overall, menu item counts are flat, with average item counts for all mealparts showing a decrease of 0.3%. Menu prices, however, are increasing with an average growth of 5.0% in the last year.

Dessert-inspired flavors are growing on U.S. menus, with chocolate macadamia nut (+37.5%), toasted marshmallow (+24.1%) and pumpkin spice (+20.6%) all appearing on the list of fastest-growers.

Plant-based items have fallen out of the list of top 10 fastest-growing proteins, and seafood is dominating. Seafood items including stone crab (+76.5%), sturgeon (+30.4%) and crab legs (+14.8%) occupied eight out of 10 spots on the list.

When it comes to condiments, jams and jellies such as raspberry jam (+27.6%), bacon jam (+19.8%), grape jelly (+19.6%) and strawberry jelly (+8.0%) are among those showing the most growth.

AVERAGE PRICE GROWTH % OVER THE LAST YEAR (Q4 2022-Q4 2023)

Adult Beverage **+11.6%**

Add-On **+5.9%**

Nonalcohol Beverage **+4.7%**

Entree **+4.3%**

Kids Menu **+3.2%**

Appetizer **+2.4%**

Side **+1.7%**

Overall +5.0%

**Dessert
+2.8%**



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

Source: Technomic Ignite Menu data
Image Source: Shutterstock

Checkers/Rally's tops list of chains for craveable fries

More than any other consumer need state, consumers indicate “the need to satisfy a craving” is the primary reason behind their decision to order from or visit a specific restaurant. Fries often appear near the top of any list of items that diners crave, so touting highly craveable fries can be a very powerful differentiator for a brand that seeks to win occasions and guest loyalty.

In fact, recent guests at chains with craveable fries will often mention the item when describing excellent overall visit satisfaction.

“I love their famous seasoned fries so much.”

“I crave their French Fries everyday.”

“The fries are just killer.”

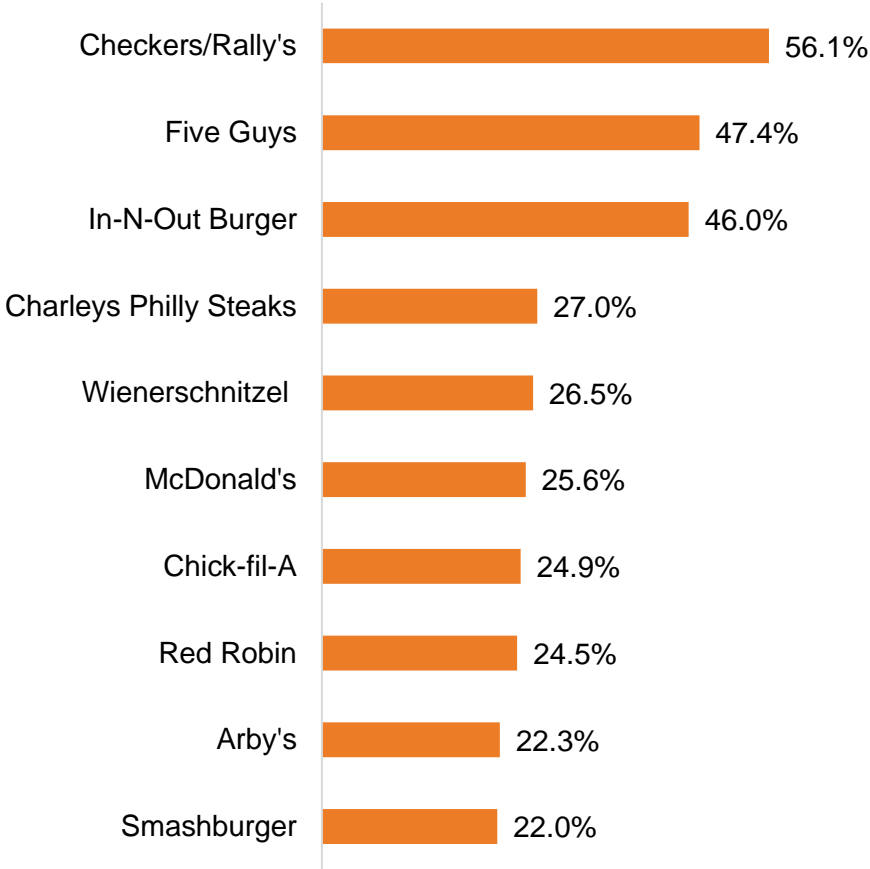
“Their fries are among my top three.”

-Recent Checkers/Rally's guests stating reasons for excellent satisfaction

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

Base: Varies, approx. 465 recent guests per brand (Q1 2023-Q4 2023)
Source: Technomic Ignite Consumer

TOP CHAINS: % RECENT GUESTS MENTIONING FRIES AS CRAVEABLE
Q: WHAT CRAVEABLE ITEMS CAN YOU ONLY GET AT THIS RESTAURANT?



When the world drinks

Technomic recently asked consumers in 25 countries around the world about the types of occasions during which they order beverages from restaurants and other operators. Below are a few highlights:

While beverage orders accompanying lunch and dinner meals average out as the top two most common occasions worldwide, consumers on a market-by-market basis often report wide differences in order frequency between each daypart. Chile (21%), Japan (17%) and Canada (15%) consumers are particularly notable in this regard.

Lunch orders, by far, differ the most by region. Two-thirds of Latin American consumers order a beverage with lunch meals while just 46% of Middle East consumers do so.

Consumers in almost every surveyed market preferred morning beverages without food, with the margins reaching double digits in 13 countries. The U.S., Japan and China were among just 5 countries who preferred food with breakfast orders or made no such distinctions.

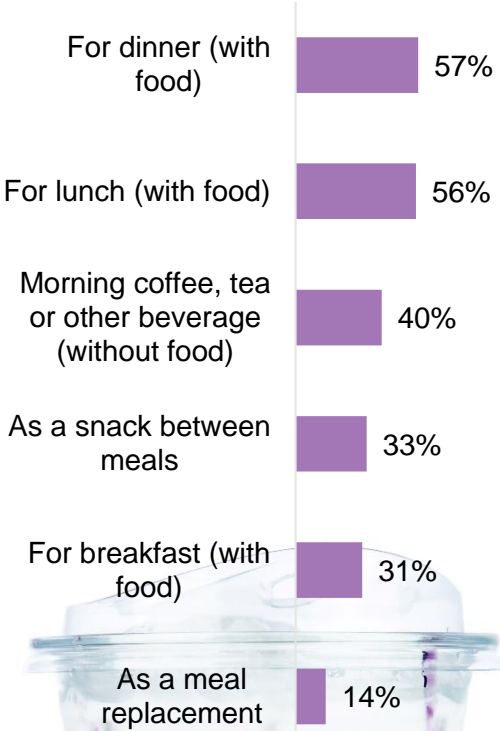
While about a third of respondents worldwide order beverages as a snack

between meals, consumers in South and Southeast Asia frequently overindex for this. More than half of those in the Philippines, Indonesia and India order beverages for this kind of occasion.

Finally, at 9% over the global average, consumers in the Middle East notably overindex compared to those in other regions for ordering beverages as a meal replacement.

Get more data-driven insights into consumer trends around the world with Technomic's [Global Navigator Program](#).

BEVERAGE ORDER
FREQUENCY BY OCCASION



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

Base: 8,719 consumers
Q: For what occasions do you order beverages at a restaurant or other dining establishment at least occasionally?
Source: Technomic Global Navigator
Image Source: Shutterstock

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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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