

Foodservice Trends - Canada - January 2015

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“Restaurant review platforms may be an underused resource for patrons of food service venues. Though increasing engagement with such platforms should generate traffic and awareness, adding a playful spin to loyalty programs may be the key to turning these customers into regular clientele.”
— Carol Wong-Li, Senior Lifestyle Analyst

This report looks at the following areas:

- Benefits aplenty by leveraging technology
- Getting customers to try a new restaurant and keep them coming back
- Healthy options are a must, though positioning may generate additional eating opportunities
- Celebrating seniors

The commercial food service industry is thriving in the Canadian marketplace, with coffee/donut and fast food burger shops owing much of the traffic to takeout and/or delivery patronage. While Canadians also enjoy dining in at food service venues, pub restaurants prove to be the most popular outlet in this regard. Restaurant patronage is a regular occurrence for most. Takeout holds a particularly strong appeal for parents, particularly those with children under-6, as highlighted by their weekly usage of these establishments.

This report explores the variety of food service venues, the frequency consumers are dining in and/or ordering takeout and participation in restaurant-focused activities while out for a meal (ie usage of restaurant Wi-Fi) by life stage and demographic groups. The report also explores the reasons that lead diners to eating out, factors that restaurant patrons consider when choosing a restaurant and attitudes towards specific aspects of the food service industry.

The takeover of Tim Hortons by Burger King has spurred some concerns among many Canadians, a handful are optimistic while many are concerned about the Americanization of the chain. Given the timing of the merger, this report will also delve into Canadian perceptions of this news item.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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