

## Dining Out - Canada - May 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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Canadians are dedicated patrons of foodservice outlets with some 94% who have eaten at a restaurant in the three months leading up to February 2016. However, tightening of budgets means that more consumers are spending in moderation and cutting back on treats – including dining out. As such, the industry will see a softening in terms of sales.

### This report looks at the following areas:

- The pinch of the economy will make economical foodservice options more appealing
- Women are less likely to dine in on a weekly basis
- Consumers are strapped for time and many seek greater efficiency in the dining experience

Consumer behaviour will skew towards more high-value, high-quality options such as fast casuals where one can save on tipping or coffee shops/grocery stores offering hot foods. Restaurants must therefore continue to understand what motivates consumers to dine out and how to attract those who plan on spending less.

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### DID YOU KNOW?

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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## Market Factors

### Economic factors

Cost of food has been impacted by inflation

The weak Canadian dollar is impacting import costs

Household debt levels are adding pressure to Canadian spending habits

What this means for foodservice operators

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The population is ethnically diverse and aging

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Snacking and lunch options draw Canadian diners

The role of technology continues to grow

The foodservice space becomes more crowded with food halls

## What's Working?

Limited-service restaurants and fast casuals deliver on cost and quality

Lunch as a key eating occasion

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Quality of food wins over quality of service

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Consumers are drawn to lower-cost foodservice providers

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Some four in 10 who eat out at foodservice operators do so weekly

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Grocery retailers have good potential to extend their reach – particularly among Millennials and parents  
Expansion of QSR menus may be widening the gap

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Food quality is king

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Grocery stores are encroaching on the dining-in territory

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How Tim Hortons is winning: coffee shops see greater traction as an eat-in venue amongst Canadians  
Economic conditions will drive marketing strategies required in each country

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### Appendix – Data Sources and Abbreviations

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- Data sources
- Fan chart forecast
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations

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