

Quick Service Restaurants – Canada – June 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- QSR has limited space for growth
- Consumers are slow to adopt new technologies
- QSRs stand to gain from staying focused and keeping it simple
- Use flavours, toppings and ingredients strategically
- The rise of plant-based alternatives to meat



"This Report's focus is understanding usage of quick service restaurants, drivers and barriers to visits and opportunities to leverage tactics like new technology, unique flavours and alternatives to meat. The findings are based on Mintel's research and will provide consumer behaviour in a market that is mature and dynamic."

– **Scott Stewart, Senior Technology and Media**

Analyst

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- Minimum wage increases have affected costs and menu prices
- Real estate trends in major cities can be a challenge for QSRs
- Parents are looking for ways to improve their busy schedules
- An aging population will impact the QSR market
- Unemployment rates can be indicative of QSR market health

MARKET FACTORS

- Immigration trends will impact the QSR market
- Minimum wage increases have affected costs and menu prices
- Real estate trends in major cities can be a challenge for QSRs
- Parents are looking for ways to improve their busy schedules
- An aging population will impact the QSR market

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- **QSRs are expanding dayparts to increase traffic**
- **Fast casual is putting pressure on QSRs to improve**
- **HMR and meal kits are competing with a core value of QSR**
- **Plant-based proteins are entering the mainstream**
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WHAT'S WORKING?

- **Third-party companies are making QSRs more convenient**
- **QSRs are expanding dayparts to increase traffic**

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- **HMR and meal kits are competing with a core value of QSR**

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