

Dining Out - Canada - March 2018

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With just over half of the population either getting takeout or dining out, it can be said that Canadians are regulars at foodservice vendors. With young consumers having a hankering for non-traditional meal occasions, foodservice vendors are well positioned to increase traffic beyond dinner and lunches.

This report looks at the following areas:

- **18-24s: the most likely to be regulars, the most likely to feel the financial impact**
- **Parents have differing needs depending on their children's life stage**
- **Quebecers: eating out is less of a reward, but no less meaningful**

While practical considerations of being time-pressed will play a role, there is a strong emotional component associated with eating out – be it rewarding oneself or dining with family or friends. Canadians are driven to chain and independent restaurants for different reasons, meaning that traction will be had by honing in on the unique value propositions of each.

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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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