

# 2024 Food & Beverage Trends



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# 2024 Food & Beverage Trends

At a macro level, food item rankings continue to fluctuate due to a number of factors, including a shift back to full-service restaurants, more solo dining occasions in urban centres, growing health conscious eating habits among some guests, a recent influx of multicultural Canadians, age cohort preferences (specifically younger Canadians), and changing daypart traffic and order volumes.

While there was little difference in the ranking of food items, seven menu items saw a decline in their share of orders.

- The share of orders that included chicken entrées **slipped from 8.7%** in the 12 months ending March 2023 **to 8.1%** for the 12 months ending March 2024.
- While **vegetarian items saw a decline** in the share of orders in 2024 compared to 2023, they still **remain above the levels seen in 2019 to 2022**.
- In contrast, **cakes, muffins and squares increased in popularity in 2024, to 3.5%** of all occasions from 3.2% in 2023. As a result, it now ranks 8th (just slightly above vegetarian) from 10th place in 2023.
- **Carbonated beverages saw the largest drop** in the share of orders in the 12 months ending March 2024, although the share remains above 2019-2020 levels. **Some guests may be looking to try something different**, as energy/sports drinks and iced/frozen coffee have gained market share over the past five years.
- After a moderation in demand between 2021 and 2023, **hot tea orders rebounded in 2024** and are now **back to 2020 levels**.

## 2024 Top 10 Food Trends (% Orders)

RANKING	MENU ITEM	2023	2024	DIFFERENCE
1	French fries/potatoes/sweet potatoes/onion rings	15.7%	15.6%	-0.1%
2	Breakfast (includes breakfast sandwiches)	10.2%	10.7%	0.5%
3	Burgers	9.9%	9.8%	0.0%
4	Chicken entrées	8.7%	8.1%	-0.6%
5	Sandwiches/subs	7.8%	7.5%	-0.2%
6	Pizza/panzerottis/calzones	4.5%	4.5%	-0.1%
7	Breads	4.0%	4.0%	-0.1%
8	Cakes/squares/muffins	3.2%	3.5%	0.4%
9	Vegetarian	3.8%	3.5%	-0.3%
10	Salads	3.6%	3.5%	-0.1%

Source: Ipsos Foodservice Monitor

Note: Data are for the 12 months ending in March of each year.

Percentage refers to "percentage of items" or "percent of orders" that included a particular food or beverage item.

# 2024 Top 10 Beverage Trends (% Orders)

RANKING	MENU ITEM	2023	2024	DIFFERENCE
1	Hot Coffee	39.2%	39.3%	0.1%
2	Carbonated soft drinks/pop/soda	21.4%	19.6%	-1.7%
3	Iced/frozen coffee	8.4%	8.1%	-0.3%
4	Hot tea	4.6%	5.6%	1.0%
5	Water (includes tap and bottled water)	6.1%	5.5%	-0.6%
6	Fruit juice	3.4%	3.6%	0.2%
7	Beer/cider	2.5%	3.5%	1.0%
8	Milkshake/smoothie	2.9%	2.3%	-0.6%
9	Any energy drink/sports drink	1.9%	2.1%	0.3%
10	Iced tea	1.7%	1.8%	0.1%

Source: Ipsos Foodservice Monitor  
 Note: Data are for the 12 months ending in March of each year.  
 Percentage refers to "percentage of items" or "percent of orders" that included a particular food or beverage item.

## Fastest growing menu items over a three-year period



ENERGY/SPORT DRINK

#5



HOT DOG/SAUSAGE

#4



HOT TEA

#3



BEER/CIDER

#2



WATER

#1



HOT COFFEE

#1



BURGERS

#2



CARBONATED SOFT DRINKS/SODA/POP

#3



FRENCH FRIES/POTATOES/SWEET POTATOES/ONION RINGS

#4



ICED TEA

#5

## Fastest declining menu items over a three-year period

Source: Ipsos Foodservice Monitor



# Global Menu Trend Highlights

- **18-to 54-year-old Canadians** were significantly more likely than older Canadians to be “very comfortable” with **foods from other countries, new global flavours or fusion cuisine.**
- **30%** of **South Asian** and **Middle Eastern** respondents said they look for **Halal on restaurant menus.** It’s important to note, however, that these regions are comprised of people from different religions, and those religious beliefs can have a strong impact on dietary practices. When we focus on religion rather than region, **77%** of **Muslims** said that **Halal** was important to them.
- It is a similar situation when it comes to share of respondents that look for plant-based/vegetarian items. While **48%** of **South Asian** stated that **plant-based items** was important when dining out, this figure jumps to **68%** for those that practice **Hinduism** (either South Asian or other background).
- When it comes to deciding whether to put Halal, plant-based items, or other dietary restrictions on the menu, the key is understanding and listening to your local market and gauging their interest in these food options.
- While food allergies can impact anyone, there are some differences between ethnic or cultural groups. **16%** of **Black** respondents and **11%** of **Latin American** respondents said that **dairy/lactose-free options** were “very important”. **10%** of **Middle Eastern** respondents said that **gluten-free options** were “very important”, while **9%** of **Black** respondents said that **nut-free options** were “very important”.

**WHEN PURCHASING A MEAL OR A SNACK FROM A RESTAURANT, HOW IMPORTANT ARE THE FOLLOWING FOOD OPTIONS**  
(Share of respondents that said “somewhat” or “very” important)

	Black	Chinese	Latin American	Middle Eastern	South Asian	White
Halal	23%	8%	8%	29%	28%	4%
Kosher	17%	8%	7%	16%	20%	4%
Plant-based/vegetarian/ vegan dishes	27%	21%	32%	30%	48%	21%
Celiac/gluten-free	21%	15%	20%	21%	21%	13%
Dairy/lactose-free	31%	13%	27%	23%	23%	17%
Nut-free	15%	10%	17%	12%	18%	9%

Source: Restaurants Canada and Angus Reid, survey conducted June 2024



Restaurants Canada and Groupex Canada members can access the full Foodservice Facts 2024 Annual Canadian Restaurant Market Review & Forecast on the **Restaurants Canada member portal**.

