



FOODSERVICE MONITOR

Daily tracking and market measurement of individual consumers' eating and drinking spend, habits, attitudes, and menu item choices at foodservice.

Every day, the Foodservice Monitor (FSM) allows Canadians to tell Ipsos comprehensive details about their past-day purchases from Foodservice establishments. Consumers report on the operators they chose and why, what they consumed for themselves or shared with others, how they placed and paid for their orders, and who they are as individuals. Key performance indicators such as Dollars, Traffic, Eater Cheques, and Item Order volumes are projected to size the market while Visit Frequency and Revisit Intent keep track of customer loyalty. Segment scope includes fully prepared and immediately consumed foods and beverages from quick-service and full-service restaurants, convenience and gas, retail, cafeterias, and other non-commercial operations.

How It's Used

The dedicated and experienced FSM servicing team uses their decades worth of knowledge of the industry and of the study to tailor analysis to address specific business issues.

Our data and insights are used by operators, manufacturers, distributors, and those who serve them to make confident, fact-based decisions in how to go to market. We support clients in short-term and long-term planning in marketing, category management, operations, menu innovation, business planning, and activation.

Clients rely on a decade of FSM tracking to see where the market has come and predict where it is going. They discover white-space opportunities and react to changing consumer behaviours to carve out paths for growth. Clients can measure the impacts of competitors' actions in the market and inform competitive planning initiatives. They rely on FSM to power occasion and segmentation-based marketing strategies.

Survey Content

FSM reports on past-day foodservice usage and projects size the market in dollars, traffic, eater cheques, and items ordered. Variables tracked include:

Guests

- Demographics
- Psychographics
- ESG attitudes
- Party composition incl. presence of kids

Brands

- Chains (250+ brands) and Independents
- Loyalty, visit frequency
- Reasons for brand choice

Foods and Beverages

- Brand-level menu and category detail

- Entrées, sides, appetizers, desserts, confections, snacks, hot and cold beverages
- Consumption of adults and children present

Occasions

- Dayparts
- Clock time
- Activities
- Why choosing Foodservice vs. home

Ordering

- How order was placed and received
- Mobile ordering and third-party aggregators
- Amount and method of payment

Dealing

- Types of deals used and LTOs
- Importance of value

How We Do It

365/12
Continuous survey field
N=36k p.a.

Captured behavior for a single day (yesterday) among ages 2+

Projected to Stats Can and calibrated to operator sales

We Provide



Customized deliverables for your marketing objectives



Advisory partnership to uncover opportunities and solve problems for your business



Data access via Tableau dashboards



Annual trends report

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