

CANADA VANTAGE 2026

CANADIAN FOODSERVICE TRENDS

Adapt and Endure



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11th Edition of Foodservice Sales, Traffic, Orders and Behavioural Trends Report

Foodservice: Adapt and Endure

How does Foodservice fare in Canada? Provocative news articles inform us restaurants are shuttering and profit margins are dropping¹. Statistics Canada tells us the cost of food at restaurants is growing faster than any other category they track². It is a grim tale, with real impact on the lives of Canadians.

And yet, Foodservice endures. This year's Vantage report tells the story of how Foodservice has proven itself an indispensable part of Canadian culture. The Ipsos Foodservice Monitor asks Canadians every day about their foodservice purchases. They tell us they are visiting more and spending more, but that modest market growth hides the truth: there have been significant changes in behaviour that show how restaurants and their customers adapt and endure.

Vantage 2026 explores eight drivers of growth that impact how restaurants and their suppliers go to market. These trends impact, who to attract, how to make their lives better, how to entice them, and what to serve them:

- Boomers and Zoomers
- Convenience and Connection
- Deal Seeking and Novelty Seeking
- Hot Foods and Cool Beverages

Business Applications

The Canada Vantage 2026 report, uncovers strategies for operators and their suppliers to drive growth in an industry where margins for profit are as slim as the margins for error. Outputs will empower clients to take informed action that will ensure they can adapt and endure in Canada's Foodservice market.

- Ensuring annual plans and long-term strategies are on trend
- Shaping marketing plans and initiatives
- Uncovering innovation and growth opportunities
- Enhancing customer communication by understanding the "why behind the buy": consumer needs triggers and tensions

1. Global News, January 9, 2026, <https://globalnews.ca/news/11606618/closing-restaurants-canada-2026/>

2. Statistics Canada, Table 18-10-0004-01 Consumer Price Index, monthly, not seasonally adjusted

Trends to Adapt and Endure

Foodservice Market Fundamentals - Trend key performance indicators and market dynamics

- Market sizing and trend on incidence, dollars, traffic, and average eater cheques by region
- Segments and operator types: Quick-Service, Full-Service, Retail, and Non-Commercial
- Channel dynamics and ordering methods
- Daypart shifts: changing dynamics of meals and snacking occasions
- Performance of top entrées, sides/apps, beverages, and snacks

Boomers and Zoomers - The Foodservice consumer is aging, and Boomers' preferences are carrying more weight on industry trends. They bear a strategic re-assessment after years of Millennials being in the spotlight.

At the same time, the Gen Z "Zoomers" are tired of feeling left out. Youth have faced more financial barriers to Foodservice but have resumed growth. The industry needs a vision into how Gen Z has reimagined Foodservice to claim a seat at the table.

Each of these cohorts has unique dietary needs impacted by health conditions, dietary preferences, and GLP-1 usage. Vantage 2026 will assess implications on menu items to serve and promote.

Convenience and Connection - Two paths that lead consumers to choose restaurants are for needs of Convenience and Connection. Both have long been strengths of the Foodservice industry and provide enduring value. However, in 2026 consumers are

making unique choices in how they fulfill these traditional needs. Technology, affordability, and adaptability of young generations have changed the competitive landscape for Convenience and Connection and how they intersect.

Deal Seeking and Novelty Seeking - It goes without saying consumers are relying on more special offers to afford or justify foodservice spend. However, deal attractiveness and techniques are far from ubiquitous. Before leaving money on the table, assess the deals that are most attractive to your specific consumers.

Enticing guests to try something new is what restaurants do better than home-cooked meals, and the industry is increasingly leaning on this strength. In 2026 there is a new frontier when it comes to exploring culture through cuisine, and it's inspiring LTOs and earning real estate on menus.

Hot Foods and Cool Beverages - Foodservice snacks and confections struggle to compete with the value offered at grocery. What guests just cannot replace is hot, fresh foods. Discover the comfort-food classics that are appearing in dayparts and channels you may not expect.

For years, restaurants have been struggling with guests passing on the beverage, but that behaviour is turning around. While there's still a ways to go, innovation by restaurants and their suppliers is paying off. Cold beverages lead the path to recovery within generations and between them.



Main Report Sources

Ipsos Foodservice Monitor (FSM) – FSM is an on-going daily market measurement tool detailing what individual consumers purchased from all foodservice channels yesterday (e.g., Quick-Service Restaurants, Full-Service Restaurants, Non-Commercial, and Home Meal Replacement Retail channels). It captures detail related to industry size and channels, visit details, party dynamics, menu choice and demographics among other metrics. FSM tracks approximately 25,000 individuals annually and links consumer needs with behaviour to offer a 360 degree look at the commercial foodservice experience in Canada

Ipsos FIVE – FIVE is a daily online diary capturing everything an individual ate and drank yesterday across all categories, brands, all dayparts and all venues (including out of home channels). We also track situational dynamics, item preparation, motivations, health statuses, lifestyle habits and purchase dynamics driving item choice. The study is a strategic targeting tool launched in 2013 that provides an unparalleled view of consumption among 23,000 individuals annually aged 2+ years.

Launch Date and Deliverables

Launch Date: May 6th, 2025

Vantage 2026 Deliverables Include:

Vantage 2026 Standard Package: \$32,000

(Early bird pricing \$29K*)

Resource report and 1-hour presentation

Vantage 2026 Premium Package: \$44K

(Early bird pricing \$40K*)

Standard deliverables plus an additional bank of 15 client service hours for report/presentation follow-ups only. Hours must be used by Dec 31st, 2026.

**Early Bird pricing available until April 24, 2026.*

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