

Five Key Differences Between Canada and U.S. Foodservice — and Why They Matter



The Canada and U.S. foodservice industries share some similarities. But their differences present unique opportunities for operators and manufacturers to grow their businesses and thrive.

Here are five key differences between these two markets ...

1

DIFFERENT MINORITY MAKEUPS

Asian consumers, the largest minority demographic in Canada, made up 18% of traffic. Hispanic consumers, the largest minority in the U.S., accounted for 22% of traffic.

2

DRIVE-THRU ORDERING

Off-premises orders represented over 80% of traffic in both countries. In Canada, 27% used drive thru. In the U.S., drive-thru share was even higher at 32%.

3

CANADIANS SHOW UP IN THE MORNING

The largest daypart in Canada was morning with 29% of visits. In the U.S., the largest daypart was dinner at 31% of traffic. The importance of morning occasions in Canada was also seen in high coffee consumption.

4

BURGERS AND FRIES RULE

The top two food items in both countries were fries and burgers. But burger servings in Canada are projected to grow four times faster than in the U.S. in 2024 compared to 2021.* Pizza was #3 in the U.S. Breakfast sandwiches were #3 in Canada.

5

C-STORE DEVELOPMENT

In the U.S., c-store subsegments represented 16% of traffic. In Canada, that number was only 3%. The high concentration of c-stores implied a greater demand for grab-and-go convenience in the U.S.

*Source: The NPD Group/CREST, YE December 2021 | *Source: The NPD Group/Future of Foodservice*

Understanding the differences in the American and Canadian markets can help you fine-tune your marketing strategy, menu offerings, and more. Our CREST® data and Future of Foodservice report help you see a full view of current and future foodservice trends in North America and around the world so you can uncover growth opportunities for your business.

Learn More

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

