Industry Insights

A roundup of noteworthy foodservice findings
for the week of Nov. 2, 2026

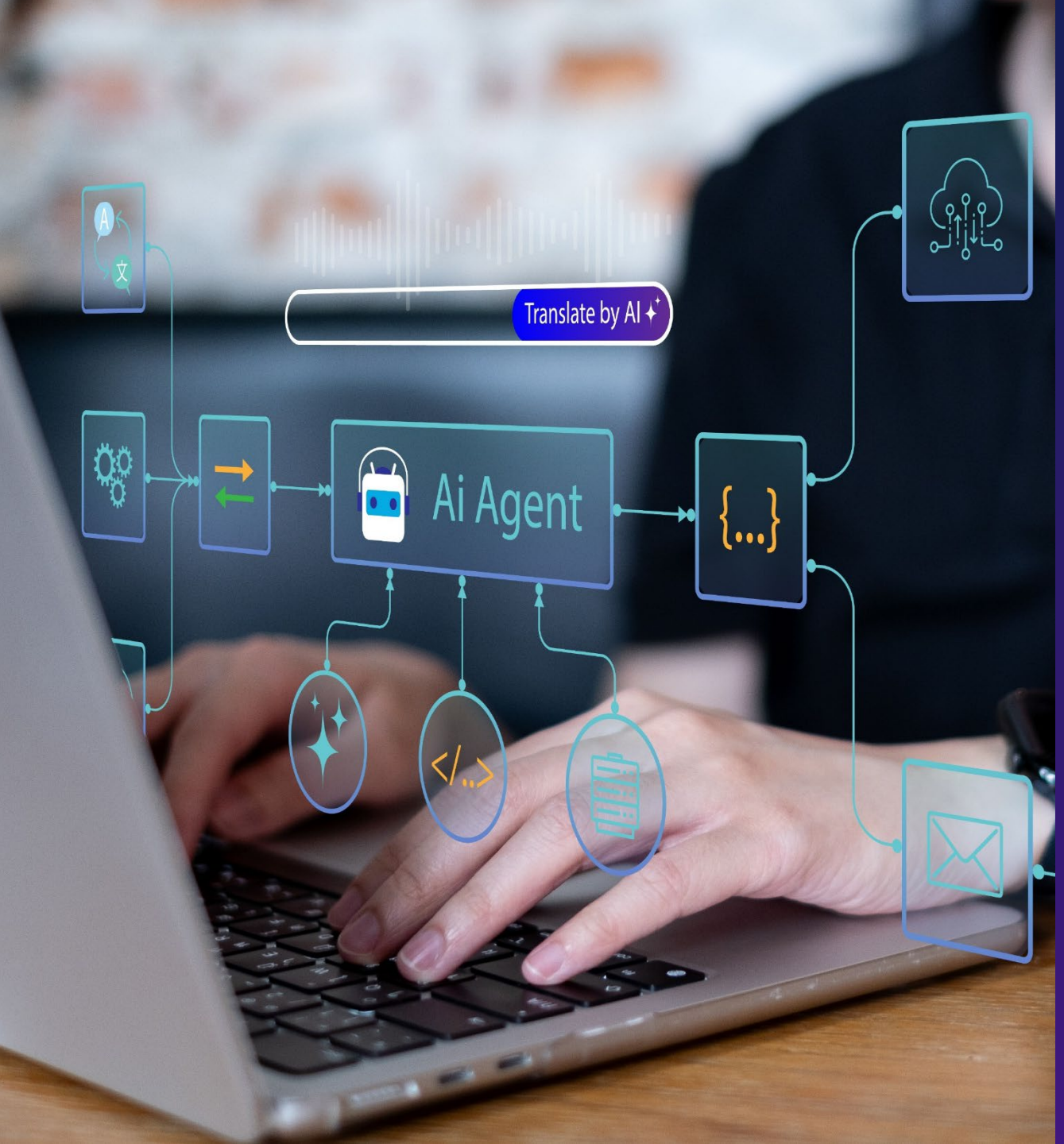





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Foodservice Intelligence, Powered by AI

Ignite AI Edge allows you to instantly uncover insights on markets, consumers, menus, competitors and forecasts—all from one source.

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Ignite AI Prompt of the Week

In each Industry Insights, we ask Ignite AI a top-of-mind industry question and share the answer with you. Copy our prompt or write your own to answer your industry questions in our Ignite.



Key Strategic Insights

Provo, Utah, leads the nation, with a projected 10.30% growth rate, the strongest foodservice expansion among tracked markets heading into 2026.

Sun Belt and growth-corridor markets dominate the list. Florida markets (Baldwin County, Homosassa Springs, Lakeland, Ocala and Port St. Lucie) claim five of the top 10 spots, signaling sustained population and tourism-driven demand.

There is momentum in the Mountain West region. Provo, St. George, Coeur d'Alene and Boise City collectively highlight accelerating foodservice investment in the Intermountain West, likely tied to population inflows and new development.

A tight growth band can be observed, with the top 10 markets all clustered within a narrow 9.36%-10.30% range, suggesting these are not outlier spikes but part of a broader regional growth pattern worth monitoring for expansion planning.

These markets represent strong candidates for new unit development, franchise expansion and distributor route planning.

Technomic Ignite clients: Click here for more

Source: Technomic Ignite AI

Top U.S. MSAs by Foodservice Sales Growth, 2025-2026

MSA	2025 Sales	2026 Forecast Sales	Growth Rate
Provo	$1,896.5M	$2,091.8M	10.30%
St. George	$860.7M	$947.6M	10.09%
Coeur d'Alene	$740.6M	$814.2M	9.93%
Baldwin County	$1,185.2M	$1,302.1M	9.87%
Homosassa Springs	$445.7M	$489.5M	9.84%
Lakeland	$1,981.4M	$2,176.1M	9.83%

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Ignite Company

How does market share compare across top distributors?

Led by top players Sysco, Performance Food Group and US Foods, cumulative sales for the Power 50 broadline distributors surpassed $250 billion last year, reflecting growth of 5% on an annual basis.

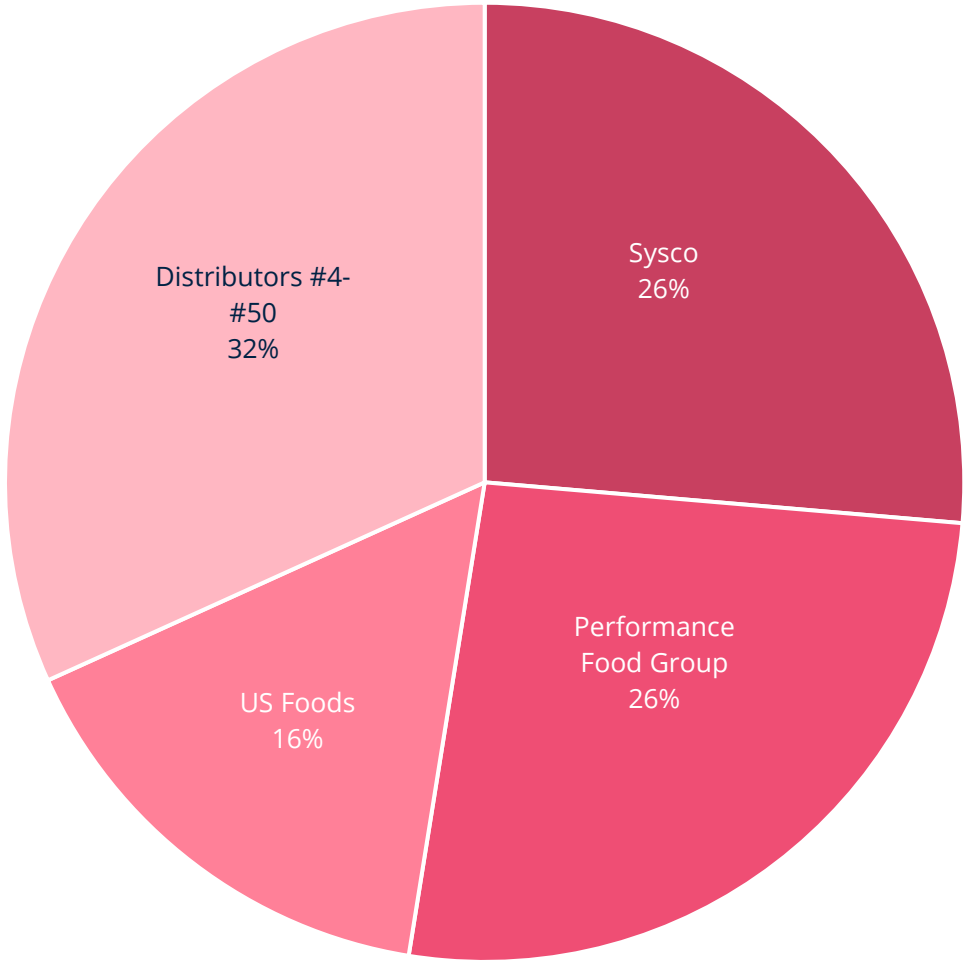
Performance Food Group posted the biggest jump in share among the top distributors in recent years, surging from 11% in 2017 to 26% in 2025. Acquisitions of competitors like Reinhart Foodservice, Core-Mark and Cheney Brothers continue to bolster the reach of the Virgina-based distributor.

Access sizing and performance insights for the foodservice industry's largest distributors with Technomic's recently-released *Power 50 Broadline Distributors* report.

Ignite Company clients: Click here for more

Note: Data reflects share of total 2025 U.S. sales volume
Source: Technomic Ignite Company

POWER 50 BROADLINE DISTRIBUTORS
SHARE OF TOTAL POWER 50 SALES VOLUME



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Ignite Consumer

Families value home cooking but rely on restaurants to manage busy lifestyles

While families with children overwhelmingly agree that cooking meals at home is a good way to live, their busy schedules often leave them relying on restaurants to get through their busy days.

The number of consumers in households with children who report feeling more time-starved is significantly higher than two years ago, as 58% now report frequently eating meals on the run, compared to 38% of households without children.

Additionally, half of families with children (49%) say they rarely have time to sit and enjoy a meal vs. three in 10 child-free households (29%).

This data underscores a dual reality for families. While they value the benefits of home-cooked meals, the demands of their busy lives make restaurant dining a practical necessity. Restaurants that offer convenient, time-saving solutions can position themselves as essential partners in helping families balance their hectic schedules.

Ignite Consumer clients: Click here for more

Base: 34,000 U.S. consumers ages 18+ per quarter
Source: Technomic Ignite Consumer

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% OF CONSUMERS WHO AGREE/STRONGLY AGREE WITH STATEMENT

	Family status	Q1 2024	Q1 2026
Cooking meals at home is a good way to live	Household has no children	76%	77%
	Household has children	78%	80%
Visiting restaurants instead of cooking at home allows me to meet my daily obligations	Household has no children	39%	44%
	Household has children	53%	63%
I often have no choice but to eat meals on the run	Household has no children	37%	38%
	Household has children	52%	58%
I almost never have time to stop and enjoy a meal	Household has no children	26%	29%
	Household has children	41%	49%

Ignite Menu

What's trending within desserts?

During the holidays, dessert offerings tend to lean into comfort and indulgence. We expect no different this coming holiday season, but looking at the fastest-growing desserts on foodservice menus over the past year also showcases other trends to watch.

One notable trend is that three of the top five fastest-growing dishes trace their roots to international traditions, from British-style sticky toffee pudding to French beignets to New Zealand/Australian pavlova. This points to increasing interest in global creations, which is especially noted in younger consumers.

A closer look at these dishes reveals a pattern of flavor crossover, with citrus and berry notes appearing across several formats, from baked goods to frozen treats, a sign that these pairings have staying power beyond any single dessert type.

This trend has already played out in recent limited-time offerings. Cold Stone Creamery's Lemon Berry Batter Signature Creation reinforced this cross-flavor appeal, with 63% of potential purchasers saying they found it craveable, while Portillo's Strawberry Lemon Cake Shake saw 60% of potential purchasers say they would be more likely to visit the operator for this item.

Ignite Menu clients: Click here for more

Source: Technomic Ignite Menu
Image Source: Shutterstock

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FASTEST-GROWING DESSERTS
YEAR OVER YEAR

+27.4%
STICKY TOFFEE PUDDING

+26.1%
BEIGNET

+14.5%
STRAWBERRY DESSERT

+12.8%
LEMON CAKES

+12.5%
MERINGUE/ PAVLOVA



Ignite Global

Chicken in Poland

Starting in 2027, Ignite Global will be adding five new markets to its ongoing global coverage: Egypt, Guatemala, Italy, the Netherlands and Poland.

As seen below, our global chain news coverage has already begun to cover these new markets.

Dave's Hot Chicken is set to enter Poland. The U.S.-based chicken QSR intends to open 25 units in the market in partnership with U.K.-based franchisee Azzurri Group.

KFC operator AmRest reached 700 systemwide locations in Poland. The Spain-based multichain operator ended 2025 with more than 2,100 units in about 20 global markets.

Popeyes operator Rex Concepts plans to reach 50 locations by the end of 2026. The Poland-based operator ended 2025 with around 20 locations of the chicken QSR in the market.

Wingstop is set to enter Poland. The U.S.-based chicken QSR is partnering with U.K.-based franchisee Lemon Pepper Holdings on the market entry.

Global Navigator clients: Click here for more



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Multi Client Studies

Meeting evolving healthcare dining expectations

Healthcare consumers favor foodservice locations that provide a good value and a wide variety of good-tasting food. They want to have agency when dining out and want to feel as though the experience was worth the spend.

Consumers do not always get this type of experience with healthcare foodservice, so, more often than not, they choose to eat off-site. As a result, healthcare operators must get more creative and innovative to entice their audience back to on-site options. For example, while operators are most interested in healing foods and health-forward ingredients, healthcare consumers still want simple comfort foods. Interest exists for spicier and more flavorful foods and ingredients as well.

Strategies here need to be unique to each consumer group. Current senior living residents demonstrate different demands than hospital foodservice consumers. They appreciate welcoming staff and dignified treatment. Residents desire flexibility in their dining experience as they work to maintain their lifestyles. These attributes are even more important to potential future residents who may be considering communities and/or centers. Meanwhile, hospital visitors and employees alike oftentimes view foodservice as a means to relax and/or get a quick energy boost as they go about their day.

Get more data-driven insights on the retail foodservice space, including consumer attitudes, behaviors and perspectives with the Technomic *2026 Healthcare Foodservice Multi Client Studies.*



Learn more about Multi Client Studies

Source: Technomic 2026 Healthcare Foodservice
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Technomic by informa

Since 1966, we have produced in-depth research focused on the foodservice industry.

We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 markets around the world.

Our team of experts helps leaders in the industry make complex business decisions, set strategy and stay ahead of the curve.

Have questions?
Reach out to us today.

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