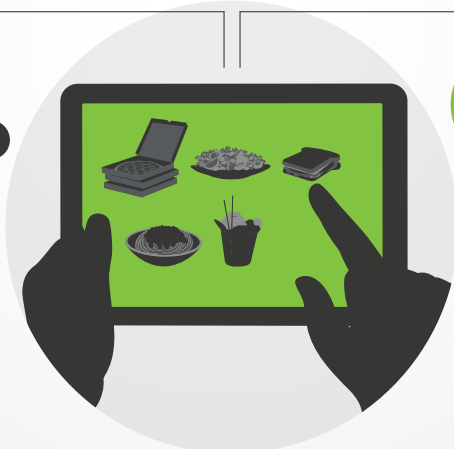


Bright Spots in Canadian Foodservice: Digital Ordering

In Canada’s foodservice market, overall traffic plodded along with 1% growth in 2017 compared to 2016. But there were a few bright spots worth noting — one of which was digital ordering. Traffic related to online/mobile ordering grew a whopping 25%. **Here’s a look at our latest insights on what’s happening in the digital space and where you should focus your strategy.**

Digital traffic tripled over the past five years.



Dollar growth tied to digital increased 26%.



Age group to target? Millennials. There was growth in all groups, but Millennials accounted for 50% of the digital share.

Average eater cheque for digital orders was 53% higher than regular (non-digital) cheques.



Offer deals to drive sales — deal rate for digital is twice that of non-digital traffic.

Consumer motivations towards your digital offerings:

- Quality of food
- Specific menu items
- Need for treats

are key growth drivers for digital ordering.

Daypart to focus on? Dinner.

All dayparts grew last year, but dinner accounts for 51% of digital traffic.



Taking advantage of bright spots in the Canadian foodservice market is all about learning best practices, discovering what's working well in the industry, and capitalizing on growth areas. Do you know what you need to know in order to build traffic and dollar growth in 2018? Behavioural insights can inspire winning branding and communications strategies and innovation.

Source: The NPD Group / CREST®, 2017 vs. 2016

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

