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# Restaurants & Foodservice: Canada

June 2020



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# About This Report

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## Scope

This report forecasts to 2024 restaurant and foodservice revenues in nominal US dollars in Canada. Total revenues are segmented by type in terms of:

- full-service restaurants
- quick-service and fast casual restaurants
- other eating and drinking places such as bakeries, bars/pubs, and coffee shops
- other foodservice establishments such as catering services, hotel foodservice, and retail, sports venue, and theater concessions

To illustrate historical trends, total revenues are provided in annual series from 2009 to 2019; the various segments are reported at five-year intervals for 2009, 2014, and 2019.

For any given historical year, US dollar amounts are obtained from values expressed in the applicable local currency. These local currency values are converted to US dollars at the average annual exchange rate for that year. For forecast years, the US dollar amounts assume the same annual exchange rate as that prevailing in 2019.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Restaurants & Foodservice: Canada* (FA95019) is based on *Global Foodservice*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

## About This Report

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 4 | NAICS & SIC Codes Related to Restaurants & Foodservice

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
311991	Perishable Prepared Food Manufacturing	5812	Eating Places
722310	Food Service Contractors	5813	Drinking Places
722320	Caterers		
722330	Mobile Food Services		
722511	Full-Service Restaurants		
722513	Limited-Service Restaurants		

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

## About This Report

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

*Global Foodservice*

### Freedonia Industry Studies

*Converted Flexible Packaging*

*Food & Beverage Packaging Innovation*

*Food Containers in the US*

*Food Safety Products in the US*

*Foodservice Single-Use Products*

*Global Cups & Lids*

*Global Disposable Masks & Respirators: COVID-19 Impact Analysis*

*Global Disposable Medical Gloves: COVID-19 Impact Analysis*

*Global E-Commerce*

*Global Food Processing Machinery*

*Global Foodservice Single-Use Products*

*Global Single-Use Plastic Packaging Regulations*

*Meat, Poultry, & Seafood Packaging*

*Molded Pulp Packaging*

*Retail Bags*

*Wipes*

### Freedonia Focus Reports

*Beverages: United States*

*Commercial Refrigeration Equipment: Canada*

*COVID-19 Market Impact Analysis*

*E-Commerce: Canada*

*Fast Food: United States*

*Food Processing Machinery: Canada*

*Global Demographics*

*Global Food E-Commerce*

*Housing: Canada*

*Lodging Services: United States*

*Plastic Foams: United States*

*Processed Food: United States*

*Restaurants & Foodservice: United States*

*Soft Drinks: United States*

### Freedonia Custom Research

### Packaged Facts

*Eating Trends: Restaurant Use*

*Global Meat & Poultry Trends*

*Meal Kits: Trends and Opportunities in the U.S.*

*Online Grocery Shopping in the U.S.*

*U.S. Beverage Market Outlook 2020: Grocery Shopping & Personal Consumption in the Coronavirus Era*

*U.S. Food Market Outlook 2020: Home Cooking, Grocery Shopping, & Food Trends in the Age of Coronavirus*

### Trade Publications

*Convenience Store News Canada*

*Food & Beverage Magazine*

*Foodservice and Hospitality Magazine*

*Full Service Restaurant News*

*Luxury Hospitality Magazine*

*Nation's Restaurant News*

*QSR Magazine*

*Restaurant Business Online*

*The Caterer Catering & Hospitality News*

### Agencies & Associations

Environment Canada

Foodservice Packaging Institute

International Foodservice Distributors Association

International Franchise Association

International Hotel & Restaurant Association

National Restaurant Association

Restaurants Canada

Statistics Canada

United Nations Comtrade

World Bank