



# Canadian Foodservice Landscape

And the implications for the  
potato market

January 2024



# French fries are the top food item in foodservice

Servings in 2023 totaled 1.2billion, an increase of 9%, representing 72% of all potato servings.

French fries are included in 13% of all foodservice meals. Highest of any food item and surpassed only by brewed coffee.

This rate has risen from 12% due to the ongoing popularity of off-premises dining, which got a boost during the pandemic.



French fry growth is being driven by specialty preparations as consumers search for new and different menu offerings.

Traditional fry servings	+8%
Poutine servings	+9%
Curly / waffle / wedge servings	+22%



Older Gen-Zs (aged 19-27) are the least likely to order fries, included in just 11% of their meals.

This generation of consumers are looking for unique menu offerings. They are most inclined to order global cuisine, plant-based, organic, sustainable, and high-protein menu items.



Hash-browns and home fries are the second most popular potato offering in foodservice.

Servings of this menu item are up by 13% in 2023 due to the growing popularity of breakfast occasions, the most popular meal of the day in Canadian foodservice.

# Key takeaways

**The foodservice market continues to grow**, creating opportunities for french fries, the number one food item in Canadian restaurants

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**Shifting foodservice habits** present a challenge for the french fry industry of the future

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The **versatility of potatoes** are a potential buffer against new consumer trends



# Thank you

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