



Euromonitor
International

Limited-Service Restaurants in Canada

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive performance for limited service restaurants

INDUSTRY PERFORMANCE

Limited-service restaurants thrive on back of value, convenience, and health trends
Chained pizza restaurants lead growth
Ghost kitchens gain traction

WHAT'S NEXT?

Modest growth projected amid rising costs and competition
Delivery and takeaway will outpace eat-in with integrated services
AI integration to revolutionise operations

COMPETITIVE LANDSCAPE

McDonald's Canada leads through premium locations, innovation and convenience
241 Pizza leads growth with national expansion
Chained operators dominate sales

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EXECUTIVE SUMMARY

Industry remains resilient amid continuing cost-of-living pressures

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INDUSTRY PERFORMANCE

Tourism and tax relief support growth amid cautious consumer spending
Delivery is core to foodservice
Loyalty programmes serve to strengthen customer retention

WHAT'S NEXT?

Tourism, loyalty programmes and digital engagement to drive value growth
Fulfilment will continue to evolve

Smart packaging and circular waste systems will drive foodservice sustainability

COMPETITIVE LANDSCAPE

Tim Hortons leads Canadian foodservice

Ikea leads growth

Major brands expand across untapped areas

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Chained operators increase their dominance

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