

Pizza Restaurants - US - December 2012

Scope and Themes



“Pizza restaurants have adapted well to the changing needs of consumers with a product that hadn’t been altered a great deal since it became a mainstream cuisine option. Concepts are entering into the fast casual arena with the help of new technology to give consumers personal made-to-order items with upscale ingredients and flavors. Health-minded consumers can now find appropriate items to meet their dietary needs through increased crust, sauce, cheese, and topping customization..”

– Emily Krol, Health and Wellness analyst

In this report we answer the key questions:

- **How can pizza restaurants offer healthier items?**
- **Is there an opportunity for pizza restaurants in the fast casual segment?**
- **How has the economy shifted behavior at pizza restaurants?**
- **What can pizza restaurants do to meet the needs of snackers?**

Despite the weak economy, pizza restaurant sales continue to grow. This is due to the breadth of the pizza restaurant segment in terms of delivery methods available, and range of prices and quality. Since many consumers are struggling financially, value-priced, foodservice pizza eaten at home gives consumers the restaurant experience at an affordable price. While consumers can trade up or down within the pizza niche, there is great competition both within the pizza restaurant segment as well as from other restaurant and retail players. Many pizza concepts have created promotions using new items and discounts to draw in traffic. Others are choosing rebranding initiatives or moving into different segment types to compete.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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Scope and Themes

Among the topics covered in this report are:

- What is driving the pizza restaurant market as well as the current market size and future projections?
- Marketing strategies across many advertising media, as well as menu and pricing promotions
- Menu trends over the past three years covering multiple dayparts and menu sections
- Consumer ordering behavior, including menu items, pizza toppings, and changes from last year
- Data revealing consumer preferences, decision influences, and suggested improvements
- Usage group breakdowns by demographics and their corresponding attitudes and behaviors

This report builds on the analysis presented in Mintel's *Pizza Restaurants—U.S., December 2011* as well as the October 2010, October 2009, September 2008, October 2007, and September 2006 reports of the same title.

The report focuses on pizza restaurant trends and menu analysis using Mintel's Menu Insights database as well as consumer survey analysis revealing behavior and attitudes toward the segment.

Pizza restaurants are restaurants that primarily serve pizza but can also include other menu items including non-pizza entrées. They span from limited service (fast food and fast casual) to full service (family midscale and casual dining) and include take-and-bake, dine-in, pick-up, and delivery models. These restaurants can carry beer and wine licenses.

The report excludes refrigerated/frozen sales of pizza through supermarkets and other retail channels that are not foodservice.

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