

## Pizza Restaurants - US - November 2013

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The pizza consumer is changing as people look to healthier, more upscale, and on-the-go dining experiences. We have seen many fast casual pizza restaurant chains spring up in the past year and consumers are moving toward gourmet-like flavor and ingredient combinations. However, with the weak economy, some consumers are still looking for maximum quantity and minimal price.”  
– Bethany Wall, Foodservice Analyst

### This report looks at the following areas:

- The ways pizza restaurants can capitalize on the upscale trend
- The direction pizza restaurants should take in terms of menu expansion
- The out-of-store opportunities available for pizza restaurants
- Health concerns regarding pizza restaurants

The pizza consumer is changing as people look to healthier, more upscale, and on-the-go dining experiences. This means that pizza restaurants may have to expand their menu to meet these needs whether it is offering pizza during a new daypart, introducing a new type of item, or making the experience more convenient.

Over the past few years, fast casuals have rapidly expanded, offering upscale build-your-own creations with premium ingredients and more choices than ever before. Despite this movement, there are still many consumers that are focused on value options at quick service restaurants or seek a family dining experience. Further, consumers are continuing to order to-go and delivery as a way to cut costs or meet their changing lifestyles.

The ability for consumers to trade up or down within the pizza niche is unique and restaurants walk the fine line between segments in terms of menuing to draw in the largest amount of users possible. There is also considerable competition among other types of restaurants as well as grocery stores. Grocery store competition has increased due to the availability of more take-and-bake offerings as well as restaurant branded frozen pizzas.

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Technology  
Ordering  
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