Pizza Market in the U.S.: Foodservice and Retail, 2nd Edition

Description:
Pizza remains one of the most popular foods in the U.S. So that presents an ongoing opportunity for foodservice and retail pizza marketers, but also a challenge: how do you gain market share in a saturated market?

Packaged Facts' report, Pizza Market in the U.S.: Foodservice and Retail, 2nd Edition, gives industry participants a wealth of insights and information to help them navigate this industry.

Competition for each slice of the pizza market has intensified, so in response, retail pizza marketers and pizza restaurants are ratcheting up the quality bar. Retail pizza marketers seek to keep consumers from migrating to restaurant fare and offer them more options aligning with health and wellness trends. Pizza restaurants seek to address competition from the broader restaurant market, as fast casualization alters the fast food landscape.

The frozen pizza market has been sliding, with a drop in consumption among the product's historical base demographics during 2010-2014. Marketers in the space have responded by improving the nutritional values of frozen pizzas to create a health halo for frozen pizza. And while there are slightly fewer pizza options on menus since 2010, restaurants are countering with flatbread innovation, reimagining and, in some cases, a torrent of limited-time offers to motivate usage and trial.

Pizza Market in the U.S.: Foodservice and Retail, 2nd Edition: Places pizza consumption trends within the context of other food trends: via proprietary consumer survey analysis, we place frozen pizza consumption trends within the context of 13 other foods and food types, ranging from fresh fruits and vegetables to processed foods to all-natural proteins. This allows us to assess the interplay between frozen pizza consumption trends (eating more or less of it) within the context of other foods and food types. Assesses pizza menu trends and innovation: via proprietary survey analysis, we analyze consumers' usage of pizza restaurants and their menu item ordering decisions; the types of restaurants from which consumers get pizza; and consumer interest in pizza from within the context of 24 other cuisine types, according to whether the restaurant is quick-service or full-service and whether it specializes in pizza. Via trended menu analysis, we assess the prevalence of pizza restaurants by restaurant type (i.e. quick-service, family, casual, fine dining), as well as menu penetration of top pizza proteins, vegetables and sauces by restaurant type; and the degree pizza is featured on kids' menus. We also explore menu themes related to health and convenience. Assesses retail pizza choice influencers, trends household pizza and pizza brand use over time, and discusses new product innovation related to foodservice brands at retail and healthy/lifestyle diet pizza.

Analyses pizza usage channel distribution, identifying consumer usage penetration and preferences among eight pizza procurement sources/types: Restaurant delivery, restaurant pick up; restaurant dine-in; “uncooked” from food retail; pizza made at home from scratch or kit/mix; “uncooked” from restaurant; “ready-to-eat” from food retail; and frozen pizza. Presents and discusses frozen pizza sales and product trends among Nestle, Schwan's and General Mills. We include IRI brand sales data analysis and trended consumer brand usage analysis. Analyzes six leading pizza restaurant chains: California Pizza Kitchen, Domino's Pizza, Little Caesars Pizza, Papa John's and Pizza Hut. Analysis includes menu, promotion, technology, guest traffic, and other demographic trends; and selected sales information. We also assess consumer rankings of pizza & restaurant attributes. Sizes and segments the market, providing an all-channel market size and forecast for retail pizza sales, with 2014 sales segmented by nine distribution channels; and a market size and forecast for pizza restaurants, segmented by type.

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