

## Pizza at Retail - US - July 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The biggest competition for frozen pizza brands is consumers' return to restaurant pizza as spending power revives alongside the recovering economy. Frozen brands must work harder to improve the quality of their products.

Doing so will require improving recipes, variety, and healthfulness, as well as the addition of side dishes that fit the same criteria."

– John N. Frank, Category Manager, Food & Drink

### In this report we answer the key questions:

- Consumers see restaurant quality as better than frozen/refrigerated
- Store brands are stepping up quality, offerings
- Refrigerated brands need to improve their image

The U.S. market for pizza sold at retail faces growing competition from pizza sold at restaurants, as the economy continues to recover and more consumers rediscover the power to spend on food away from home that they had lost during the recession. This report analyzes these factors and their impact on the market, and provides in-depth examination of the following:

- How demographic factors, such as the child and black populations, are helping to slow declines
- How the frozen pizza segment dominates the market and why its decline drags down the entire market
- The four major manufacturers in the market and their efforts to provide products that compete with restaurant pizza
- The marketing strategies of leading frozen pizza brands

This report also features analysis of the results of Mintel's exclusive, custom survey, which asks about product usage, purchase habits, interest in new products and product attributes, and attitudes toward pizza at retail. This report also covers the results of the Experian Marketing Services NCHS, focusing on brands used and usage among teens and kids.

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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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