

Pizza and Italian Restaurants - UK - November 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“Younger Millennials and parents are the core consumers. As a group, parents are not as brand-loyal, prompting brands to work harder to focus on features that are important to them, whereas younger Millennials are more inclined to participate in marketing activities, prompting brands to create lasting relationships with them.”

– Trish Caddy, Foodservice Analyst

This report looks at the following areas:

- Attracting students
- Retaining parents
- Snacking opportunities

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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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