

Pizza Restaurants - US - November 2017

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The pizza market continues to grow despite competition from frozen pizza and third party restaurant delivery companies such as GrubHub. Pizza restaurants have evolved as trends in tech have also evolved with many of the growing pizza chains having a strong emphasis on easy intuitive ordering.

This report looks at the following areas:

- A third of consumers visit just one pizza restaurant type
- Frozen pizza innovates

FSR (full service restaurant) pizza operators drive much of the menu innovation in the pizza market as many restaurants now serve pizzas topped with unique ingredients.

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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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