

## Pizza - UK - July 2011

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"Although pizza has avoided the kind of negative press that has traditionally been directed at other fast food, such as hamburgers and ready meals, it is tarred with the same brush, when it comes to healthiness, in the eyes of the consumers."

– Alex Beckett, Senior Food Analyst

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

- How can more over-65s be attracted into the pizza market?
- How can take home pizza compete with delivery companies?
- Does pizza need to improve its health image?
- How can brands fight back against own-label?

### Definition

This report examines the retail market for pizza. Mintel's definition includes frozen, chilled and ambient products sold through the grocery retail channel for consumption in the home, focusing specifically on:

- main meal and individually-sized pizzas, including delicatessen pizzas and multipacks
- pizza slices
- French bread pizza
- mini pizzas and novelty products
- ambient pizza kits.

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