

Pizza and Pasta Restaurants - UK - March 2012

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"One of the key challenges in this market is maintaining engagement with consumers as they age. There is a gap in the market to cater to these less frequent diners who are looking for more special occasion dining opportunities."

– Helena Spicer, Senior Foodservice Analyst

In this report we answer the key questions:

- How can operators hold consumers' interest as they age?
- How can operators cater to consumers' stretched budget to gain market share going forward?
- What other features can pizza/pasta restaurants leverage from the wider eating out market?
- How can operators leverage 'experience' trends to engage consumers?

Definition

This report examines changes and developments in the pizza and pasta restaurant market. Within the scope of the report, takeaway, delivery and sit-down restaurants are considered. The market size comprises turnover from pizza and pasta chains (restaurant and home delivery/takeaway) as well as independents.

The definition does not include either fine dining or formal Italian restaurants. The retail and takeaway sales of pizza and pasta from bakeries and supermarkets are specifically excluded, although some mention is made of these where relevant as they offer both an alternative to pizza/pasta outlet usage and a channel for branded product sales.

Value figures throughout this report are at retail selling prices (rsp) unless stated otherwise. Market sizes at constant 2011 prices are devised using Mintel's food service deflator.

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