

## Pizza Restaurants - US - November 2013

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The pizza consumer is changing as people look to healthier, more upscale, and on-the-go dining experiences. We have seen many fast casual pizza restaurant chains spring up in the past year and consumers are moving toward gourmet-like flavor and ingredient combinations. However, with the weak economy, some consumers are still looking for maximum quantity and minimal price.”  
– Bethany Wall, Foodservice Analyst

### This report looks at the following areas:

- The ways pizza restaurants can capitalize on the upscale trend
- The direction pizza restaurants should take in terms of menu expansion
- The out-of-store opportunities available for pizza restaurants
- Health concerns regarding pizza restaurants

The pizza consumer is changing as people look to healthier, more upscale, and on-the-go dining experiences. This means that pizza restaurants may have to expand their menu to meet these needs whether it is offering pizza during a new daypart, introducing a new type of item, or making the experience more convenient.

Over the past few years, fast casuals have rapidly expanded, offering upscale build-your-own creations with premium ingredients and more choices than ever before. Despite this movement, there are still many consumers that are focused on value options at quick service restaurants or seek a family dining experience. Further, consumers are continuing to order to-go and delivery as a way to cut costs or meet their changing lifestyles.

The ability for consumers to trade up or down within the pizza niche is unique and restaurants walk the fine line between segments in terms of menuing to draw in the largest amount of users possible. There is also considerable competition among other types of restaurants as well as grocery stores. Grocery store competition has increased due to the availability of more take-and-bake offerings as well as restaurant branded frozen pizzas.

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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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## Table of Contents

### Scope and Themes

- What you need to know
- Definition
- Data sources
- Market size and forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

### Executive Summary

- Market size and forecast
  - Figure 1: Total US sales and fan chart forecast of pizza restaurants, at current prices, 2008-18
- Market drivers and competition
- Insights and opportunities
- Menu analysis
  - Figure 2: Top 10 types of pizza at pizza restaurants, by incidence, Q2 2010-13
  - Figure 3: Top 10 nutritional claims for pizza at pizza restaurants, by incidence, Q2 2010-13
- The consumer
  - Figure 4: Desired menu improvements at pizza restaurants, September 2013
  - Figure 5: Reasons for limited pizza restaurant usage, September 2013
- What we think

### Issues and Insights

- The ways pizza restaurants can capitalize on the upscale trend
- The issues
- The implications
- The direction pizza restaurants should take in terms of menu expansion
- The issues
- The implications
- The out-of-store opportunities available for pizza restaurants
- The issues
- The implications
- Health concerns regarding pizza restaurants
- The issues
- The implications

### Trend Applications

Trend: Transumers

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Trend: Extend My Brand  
Mintel Futures: East Meets West

## Market Size and Forecast

Key points

Sales and forecast

Figure 6: Total US sales and forecast of pizza restaurants, at current prices, 2008-18

Figure 7: Total US sales and forecast of pizza restaurants, at inflation-adjusted prices, 2008-18

Fan chart forecast

Figure 8: Total US sales and fan chart forecast of pizza restaurants, at current prices, 2008-18

## Market Drivers

Economic indicators

Rising commodity prices

Calorie Disclosure Legislation

Gluten-free defined by government

Promoting health to children

Millennials drive usage

## Competitive Context

Grocery stores

Convenience stores and vending

Figure 9: CiCi's To-Go Banner Ad, October 2013

Quick service restaurants

Fast casual restaurants

Full-service restaurants

## Featured Companies

New fast casual players

Expansion

## Innovations and Innovators – Menu Items

Unique and upscale

Ethnic flavors

BFY (Better-for-you)

Assembly line customization

Dough

Gluten-free

LTOs (Limited-time offers)

## Innovations and Innovators – Operational

Value and deals

Transparent rebranding

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Alcohol offerings  
Technology  
Ordering  
Experience

## Marketing Strategies

Overview of the brand landscape

Upscale/"Better Pizza" category

Figure 10: Pie Five Pizza Co., Franchise Marketing tools, October 2013

Market position/Rebranding

Figure 11: California Pizza Kitchen Mobile Phone App, October 2013

Campaigns/Promotions

Figure 12: Pizza Inn "Pizza Inn Everybody Wins," July 2013

Figure 13: Papa Murphy's Take 'N' Bake Valentine's Day Campaign, February 2013

## Social Media – Pizza Restaurants

Key points

Social media metrics

Figure 14: Key social media metrics, Oct. 2013

Market overview

Brand usage and awareness

Figure 15: Brand usage and awareness for selected pizza restaurants, Oct. 2013

Interactions with pizza restaurants

Figure 16: Interactions with selected pizza restaurants, Oct. 2013

Online conversations

Figure 17: Online mentions around select pizza restaurants, by day, April 28-Oct. 27, 2013

Where are people talking about pizza restaurants?

Figure 18: Online mentions around select pizza restaurants, by page type, April 28-Oct. 27, 2013

What are people talking about?

Figure 19: Topics of discussion among the select pizza restaurants, April 28-Oct. 27, 2013

Figure 20: Topics of discussion among the select pizza restaurants, by page, April 28-Oct. 27, 2013

Analysis by brand

Pizza Hut

Figure 21: Social media metrics—Pizza Hut, October 2013

Domino's

Figure 22: Social media metrics—Domino's Pizza, October 2013

Little Caesars

Figure 23: Social media metrics—Little Caesars, October 2013

Papa John's

Figure 24: Social media metrics—Papa John's, October 2013

CiCi's Pizza

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Figure 25: Social media metrics—CiCi's Pizza, October 2013

Papa Murphy's

Figure 26: Social media metrics—Papa Murphy's, October 2013

## Menu Analysis – Menu Breakdown

### Segment overview

Figure 27: Segment breakdown of pizza restaurants, by incidence, Q2 2010-13

Figure 28: Segment breakdown of food menu items at pizza restaurants, by incidence, Q2 2010-13

Figure 29: Food items by menu section at pizza restaurants, by incidence, Q2 2010-13

### Pizza overview

Figure 30: Segment breakdown of pizzas menued at pizza restaurants, by incidence, Q2 2010-13

Figure 31: Top 10 types of pizza at pizza restaurants, by incidence, Q2 2010-13

## Menu Analysis – Pizza Ingredients

### Pizza ingredients

Figure 32: Ingredients for pizzas at pizza restaurants, by incidence, Q2 2010-13

### Pizza crusts

Figure 33: Top 10 crusts for pizzas at pizza restaurants, by incidence, Q2 2010-13

### Pizza protein

Figure 34: Top 10 proteins on pizzas at pizza restaurants, by incidence, Q2 2010-13

### Pizza cheese

Figure 35: Top 10 cheeses on pizzas at pizza restaurants, by incidence, Q2 2010-13

### Vegetable toppings

Figure 36: Top 10 vegetables on pizzas at pizza restaurants, by incidence, Q2 2010-13

### Pizza sauces

Figure 37: Top 10 sauces on pizzas at pizza restaurants, by incidence, Q2 2010-13

### Herbs on pizzas

Figure 38: Top 10 herbs on pizzas at pizza restaurants, by incidence, Q2 2010-13

## Menu Analysis – Pizza Claims

### Geographical claims

Figure 39: Top 10 geographical claims for pizza at pizza restaurant menus, by incidence, Q2 2010-13

### Nutritional claims

Figure 40: Top 10 nutritional claims for pizza at pizza restaurants, by incidence, Q2 2010-13

### Marketing claims

Figure 41: Top 10 marketing claims for pizza at pizza restaurants, by incidence, Q2 2010-13

## Consumer Trends Overview

### Key points

### Pizza restaurant usage

Figure 42: Pizza restaurant usage, September 2013

### Changes in behavior at pizza restaurants

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Figure 43: Changes in behavior at pizza restaurants, September 2013

## Desired menu improvements at pizza restaurants

Figure 44: Desired menu improvements at pizza restaurants, September 2013

Figure 45: Desired menu improvements at pizza restaurants, by gender, September 2013

## Reasons for limited pizza restaurant usage

Figure 46: Reasons for limited pizza restaurant usage, by gender, September 2013

## Desired operational improvements at pizza restaurants

Figure 47: Desired operational improvements at pizza restaurants, by gender, September 2013

## Consumer attitudes toward pizza restaurants

Figure 48: Consumer attitudes toward pizza restaurants, September 2013

Figure 49: Consumer attitudes toward pizza restaurants, September 2013

## Consumer Trends by Gender

### Key points

#### Men lead in usage of most types of pizza restaurants

Figure 50: Pizza restaurant usage and dayparts, by gender, September 2013

#### Women are ordering healthier items; men are ordering more upscale items

Figure 51: Changes in behavior at pizza restaurants, by gender, September 2013

#### Women prefer salads and flatbreads while men look for specialty pizzas

Figure 52: Desired menu improvements at pizza restaurants, by gender, September 2013

#### Women are deterred by calories while men are dissuaded by long waits

Figure 53: Reasons for limited pizza restaurant usage, by gender, September 2013

#### Women are more deal conscious, while men are technology oriented

Figure 54: Desired operational improvements at pizza restaurants, by gender, September 2013

#### Women value health, while men want low price, transparency, and alcohol

Figure 55: Consumer attitudes toward pizza restaurants, by gender, September 2013

Figure 56: Consumer attitudes toward pizza restaurants, by gender, September 2013

## Consumer Trends by Age

### Key points

#### Pizza consumption at restaurants and retail is led by Millennials

Figure 57: Pizza restaurant usage and dayparts, by age, September 2013

#### Millennials most likely increased usage of deals, pick-up, and orders

Figure 58: Changes in behavior at pizza restaurants, by age, September 2013

#### Millennials seek bite-sized items, specialty pizzas, and alcohol offerings

Figure 59: Desired menu improvements at pizza restaurants, by age, September 2013

Figure 60: Desired menu improvements at pizza restaurants, by age, September 2013

#### Younger Millennials are deterred by time; older Millennials are deterred by low-quality ingredients that are not fresh

Figure 61: Reasons for limited pizza restaurant usage, by age, September 2013

#### Millennials are interested in operational and promotional aspects of apps

Figure 62: Desired operational improvements at pizza restaurants, by age, September 2013

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Millennials value transparency, high quality, and healthfulness

Figure 63: Consumer attitudes toward pizza restaurants, by age, September 2013

Figure 64: Consumer attitudes toward pizza restaurants, by age, September 2013

### Consumer Trends by Income

#### Key points

Middle class are the prime users for pizza restaurants and retail pizza

Figure 65: Pizza restaurant usage and dayparts, by household income, September 2013

Low income increased deal usage, while middle class increased orders

Figure 66: Changes in behavior at pizza restaurants, by household income, September 2013

Low income seek bite-sized items and affluent want upscale custom pizzas

Figure 67: Desired menu improvements at pizza restaurants, by household income, September 2013

Low income are deterred by price; affluent are deterred by calories and fat

Figure 68: Reasons for limited pizza restaurant usage, by household income, September 2013

Low income want ready-made pizzas; middle class want reward programs

Figure 69: Desired operational improvements at pizza restaurants, by household income, September 2013

Low income are focused on price; affluent value quality and health

Figure 70: Consumer attitudes toward pizza restaurants, by household income, September 2013

### Consumer Trends by Hispanic Origin

#### Key points

Hispanics use all types of pizza restaurants more than non-Hispanics

Figure 71: Pizza restaurant usage and dayparts, by Hispanic origin, September 2013

Hispanics increased usage of apps, deals, and ordering upscale items

Figure 72: Changes in behavior at pizza restaurants, by Hispanic origin, September 2013

Hispanics seek salads, portable items, dipping sauces, and gourmet pizzas

Figure 73: Desired menu improvements at pizza restaurants, by Hispanic origin, September 2013

Figure 74: Desired menu improvements at pizza restaurants, by Hispanic origin, September 2013

Hispanics are deterred from pizza restaurants due to price, health, and time

Figure 75: Reasons for limited pizza restaurant usage, by Hispanic origin, September 2013

Hispanics seek ready-made pizzas, reservations, games, and location tools

Figure 76: Desired operational improvements at pizza restaurants, by Hispanic origin, September 2013

Hispanics are more likely to agree with attitude statements surveyed

Figure 77: Consumer attitudes toward pizza restaurants, by Hispanic origin, September 2013

Figure 78: Consumer attitudes toward pizza restaurants, by Hispanic origin, September 2013

### Consumer Trends by Region

#### Key points

Northeasterners use independents, Southerners use sit-down chains and grocery take-and-bakes, while Westerners use restaurant take-and-bakes

Figure 79: Pizza restaurant usage and dayparts, by region, September 2013

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**Southerners increased items per order, delivery, and usage of apps**

Figure 80: Changes in behavior at pizza restaurants, by region, September 2013

**Midwesterners are deterred the least from pizza restaurants due to health**

Figure 81: Reasons for limited pizza restaurant usage, by region, September 2013

**Northeasterners most likely to desire more online payment options**

Figure 82: Desired operational improvements at pizza restaurants, by region, September 2013

**Southerners would order non-pizza items from pizza restaurants**

Figure 83: Consumer attitudes toward pizza restaurants, by region, September 2013

### Consumer Trends by Presence of Children

**Key points**

**Parents living with children aged 6-11 use pizza restaurants the most**

Figure 84: Pizza restaurant usage and dayparts, by parents with children and age, September 2013

**Parents with children 6-11 increased ordering upscale items while parents with children 12-17 increased grocery store pizza purchases**

Figure 85: Changes in behavior at pizza restaurants, by parents with children and age, September 2013

**Parents of children 0-5 seek breakfast pizzas, parents of children 6-11 seek portable items, and older families desire salad items**

Figure 86: Desired menu improvements at pizza restaurants, by parents with children and age, September 2013

**Parents of children 6-11 avoid pizza restaurants due to time constraints**

Figure 87: Reasons for limited pizza restaurant usage, by parents with children and age, September 2013

**Families with children 0-5 seek mobile coupons, those 6-11 want location finders, and those 12-17 want daily deals and take-and-bake options**

Figure 88: Desired operational improvements at pizza restaurants, by parents with children and age, September 2013

**Parents of children 0-5 seek more healthful items; parents of children 6-11 would like more non-pizza items including breakfast offerings**

Figure 89: Consumer attitudes toward pizza restaurants, by parents with children in household, September 2013

Figure 90: Consumer attitudes toward pizza restaurants, by parents with children and age, September 2013

### Appendix – Other Useful Consumer Tables

Figure 91: Desired menu improvements at pizza restaurants, by region, September 2013

Figure 92: Desired menu improvements at pizza restaurants, by gender, September 2013

Figure 93: Desired menu improvements at pizza restaurants, by household income, September 2013

Figure 94: Desired menu improvements at pizza restaurants, by region, September 2013

Figure 95: Desired menu improvements at pizza restaurants, by parents with children and age, September 2013

Figure 96: Consumer attitudes toward pizza restaurants, by household income, September 2013

Figure 97: Consumer attitudes toward pizza restaurants, by region, September 2013

### Appendix – Market Drivers

**Consumer confidence**

Figure 98: University of Michigan's index of consumer sentiment (ICS), 2007-13

**Unemployment**

Figure 99: US Unemployment Rate, by month, 2002-13

Figure 100: US unemployment and underemployment rates, 2007-13

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Figure 101: Number of employed civilians in US, in thousands, 2007-13

## Food cost pressures

Figure 102: Changes in USDA Food Price Indexes, 2011-14

## Obesity

Figure 103: American adults by weight category as determined by body mass index (BMI), 2008-June 20, 2013

## Childhood and teen obesity – highest in decades

Figure 104: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

## Racial, ethnic population growth

Figure 105: US population by race and Hispanic origin, 2008, 2013, and 2018

Figure 106: Households with children, by race and Hispanic origin of householder, 2012

## Shifting US demographics

Figure 107: US population, by age, 2008-18

Figure 108: US households, by presence of own children, 2002-12

## Appendix – Social Media – Pizza Restaurants

### Online conversations

Figure 109: Online mentions around select pizza restaurants, by week, April 28-Oct. 27, 2013

Figure 110: Online mentions around select pizza restaurants, by page type, April 28-Oct. 27, 2013

Figure 111: Topics of discussion among the select pizza restaurants, April 28-Oct. 27, 2013

Figure 112: Topics of discussion among the select pizza restaurants, by page, April 28-Oct. 27, 2013

### Brand usage or awareness

Figure 113: Brand usage or awareness, October 2013

Figure 114: Pizza Hut usage or awareness, by demographics, October 2013

Figure 115: Papa John's usage or awareness, by demographics, October 2013

Figure 116: Domino's usage or awareness, by demographics, October 2013

Figure 117: Little Caesars usage or awareness, by demographics, October 2013

Figure 118: CiCi's Pizza usage or awareness, by demographics, October 2013

Figure 119: Papa Murphy's usage or awareness, by demographics, October 2013

### Activities done

Figure 120: Activities done, October 2013

Figure 121: Pizza Hut—Activities done, by demographics, October 2013

Figure 122: Papa John's—Activities Done, by demographics, October 2013

Figure 123: Domino's—Activities done, by demographics, October 2013

Figure 124: Little Caesars—Activities done, by demographics, October 2013

Figure 125: CiCi's Pizza – Activities done, by demographics, October 2013

Figure 126: Papa Murphy's – Activities done, by demographics, October 2013

## Appendix – Trade Associations

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