

Pizza and Pasta Restaurants - UK - December 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Linking pizza/pasta restaurant/takeaway brands to other lifestyle elements such as music, sport or gaming, which are popular with particular consumer groups, can also be an effective method in fostering a greater sense of brand loyalty amongst diners.”

– Heidi Lanschützer, Food & Drink Analyst

This report looks at the following areas:

- How can operators broaden their appeal as an all-day dining venue?
- In what ways can operators leverage variety to engage consumers?
- What can the market do to improve its poor value image?
- How can pizza/pasta restaurants combat low loyalty levels amongst diners?

The overall pizza/pasta restaurant/takeaway market recorded a 17% increase in sales between 2008 and 2013. This was largely driven by inflation as consumer demand remained muted due to ongoing low consumer confidence. However, with consumer confidence being a key driver behind discretionary spending in general, and eating out in particular, its improvement since the beginning of 2013 should bode well for the market.

Nonetheless, the sector continues to operate in a challenging environment, with consumers' spending habits remaining cautious and competition from in-home alternatives being fierce.

In order to stand out in a highly competitive market and to reignite consumers' enthusiasm for the category, continuous menu innovation together with a focus on elevating the experiential aspect of dining out will therefore be crucial for the pizza/pasta market going forward.

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