

## Pizza - UK - July 2013

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“Ham and beef toppings which are flagged up as originating from British producers, with details about the farm on pack, would help consumers trust the quality of the meats considering that around half of adults note that seeing British ingredients and manufacturers’ details on labelling would help them trust a food product.”

– Alex Beckett, Senior Food Analyst

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

- How can manufacturers improve consumers’ health perceptions of frozen pizza?
- Which ideas can the in-home pizza market replicate from the takeaway/delivery sector?
- How can consumer interest in food provenance be leveraged by pizza manufacturers?
- Which NPD areas can pizza manufacturers explore to reinforce usage among families?

The UK pizza market recorded a 21.5% increase in value sales between 2008 and 2013 to reach £881 million, primarily fuelled by commodity inflation and also the thriving chilled sector, with its higher shelf prices. Overall volume growth climbed by 7.3% over the period, partly reflecting the popularity of the market and, also, demand for chilled pizza, which remains the driving force in both value and volume terms. Chilled pizza boasts a healthier and better quality image among consumers, whereas frozen has yet to remedy its association with being processed.

There are tangible NPD opportunities, however, with around a fifth of users showing interest in British-sourced meat while 23% of parents believe there is a lack of pizzas for children. And half of pizza users would like to see better quality microwaveable pizza.

This report examines the UK retail market for pizza. Mintel’s definition includes frozen and chilled products sold through the grocery retail channel for consumption in the home.

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