

## Pizza and Pasta Restaurants - UK - November 2014

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

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“There is room for pizza/pasta restaurants to improve the leisure experience of dining at their venues to make them both more relaxing and engaging. Adding more experiential factors to store layouts, for example, could help elevate the dining out occasion and distract consumers from focusing on the cost of eating out.”  
– Helena Childe, Senior Foodservice Analyst

### This report looks at the following areas:

- Fast casual concepts can support growth by tapping into new occasions
- Putting the ‘experience’ back into dining out
- Adopting US trends for ‘stunt foods’ can give UK takeaways standout

The overall pizza/pasta restaurant/takeaway market recorded an increase in sales between 2009 and 2014. This was largely driven by inflation, particularly in the dine-in segment, as operators have failed to translate improvements in consumer confidence into more frequent visits.

A number of operators in this sector have struggled to retain their relevance to consumers’ lifestyles or create key points of difference in the highly competitive marketplace. As such, revamping brands in order to re-establish their place in an evolving eating out market has been a central trend in recent years. Menu development has been a key tenet to many of these brand refreshes as operators look to both create better standout and add additional revenue streams/reasons to visit such as breakfast and lunch.

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Adopting US trends for 'stunt foods' can give UK takeaways standout

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Guiding Choice  
Human

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Attitudes towards pizza/pasta restaurants

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Stunt foods

Leveraging reviews to make dish recommendations

Snacking opportunities

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