

Pizza - US - June 2014

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“Frozen pizza brands face growing competition from pizza restaurants, as more consumers are able to spend on restaurant pizza again and a majority of consumers perceive store-bought pizza as inferior. Frozen brands can compete by continuing to focus on convenience, while also pointing to brand quality improvements.”

– Amy Kraushaar, Category Manager, Food & Drink Reports

This report looks at the following areas:

- How can frozen brands compete with pizzerias?
- Are consumers looking for BFY pizza?
- What are households with children looking for from store-bought pizza?

Flat sales are forecast for the US market for store-bought pizza between 2014 and 2019, as more consumers recover their spending power due to the slowly reviving economy and spend on restaurant pizza rather than frozen pizza. A majority of consumers feel that store-bought pizza is not as good as restaurant pizza, which means store-bought brands must do more to bring their product quality closer to that of restaurants to compete with pizzerias. This includes more focus on premium ingredients, side dishes, and wider flavor varieties. This report provides analysis of these factors, as well as examination of the following:

- How store-bought brands can also emphasize convenience to compete with pizza restaurants
- How demographics play a role in keeping the market afloat
- Which companies lead the market, and which are providing the type of innovation that consumers demand

This report also features in-depth consumer research from an exclusive Mintel survey, which covers consumption of pizza types, store-bought pizza purchase behaviors, the importance of health-related product attributes, interest in pizza types, and attitudes toward pizza.

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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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Trend: Factory Fear

Trend: Extend My Brand

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Trend: FSTR HYPR

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