

Pizza - Canada - March 2015

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“Declining in-store pizza sales underscore challenges in marketplace dynamics for the category. Competition from foodservice where consumers perceive pizza to be of better quality, the overall importance of health, changing population composition and aggressive in-store pricing strategies amplify the ongoing sales decline.”
– Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- Addressing the health perception of in-store pizza among women
- Closing the gap with foodservice
- Is pizza innovating to younger consumers' demands?
- Adapting pizza for the ageing population

Highly popular among Canadians, many consumers ate takeout or delivery pizza in the six months to December 2014 and a few less consumed frozen pizza from a grocery store. However, with frozen pizza sales declining over the past five years and forecast to decline, the category is challenged as discounting and demographic pressures have an impact.

Despite this challenging sales environment, opportunities to be capitalized on still exist. The majority of pizza consumers agree that the variety and taste of store-bought options have improved throughout the past couple of years. Consumers also point to a demand for more varieties, which also means they are open to innovation. Additionally, as Millennials mature into their “family” years, an opportunity exists to leverage frozen pizza as a convenient but satisfying meal solution that can be made on demand and on budget for larger households.

The ageing of Canada's population will likely cause headwinds for the frozen pizza market. Similarly concerns over health and weight management also work against the category. As such, it is important for manufacturers to strike a balance between taste and health in both innovation and messaging. Though consumers show an interest in more healthful options, their purchase behaviour is most likely to be dictated by price, habit and an element of customisation. Companies that build their strategy on these foundational pillars optimize their chance of success in the coming years.

This report explores the profile and habits of Canadian frozen and refrigerated pizza consumers, including the frequency they eat pizza, what influences their purchase decisions, interest in different options and factors that lead consumers to choose one pizza over another. This report also examines attitudes towards the category across various demographic groups and identifies opportunities for innovation.

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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

Introduction

Definition
Methodology
Abbreviations

Executive Summary

The market

Figure 1: Forecast of Canada retail volume sales of pizza, 2009-19

Figure 2: Forecast of Canada retail value sales of pizza, 2009-19

Market factors

Increasing number of overweight or obese Canadians may prove a challenge for frozen pizza

Figure 3: Body mass index, self-reported rate of being overweight or obese among Canadian adults, by gender, 2009-13

Canada's ageing population may impact pizza preferences in the coming years

Figure 4: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Key economic indicators suggest slight increases in food costs in the future, holding true for food sold from both stores and restaurants

The consumer

Frozen pizza holds broad appeal among Canadians

Figure 5: Types of pizza eaten in the last six months, December 2014

Opportunities for customization

Figure 6: Importance of different factors when purchasing pizza (any rank), December 2014

Consumers are interested in a range of pizza types

Figure 7: Interest in pizza types (any rank), December 2014

Preferred toppings is the most important factor when choosing frozen/refrigerated pizza

Figure 8: Importance of different factors when purchasing frozen/refrigerated pizza (any rank), December 2014

Summary of attitudes towards frozen/refrigerated pizza

Figure 9: Attitudes towards frozen/refrigerated pizza, December 2014

What we think

Issues and Insights

Addressing the health perception of in-store pizza among women

The facts

The implications

Closing the gap with foodservice

The facts

The implications

Is pizza innovating to younger consumers' demands?

The facts

The implications

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Adapting pizza for the ageing population

The facts

The implications

Market Drivers

Key points

Demographic overview

Canadian population expected to grow

Figure 10: Share of population of Canada, by territory/province, 2014

Canada's population is ageing and will continue to do so in the coming years

Figure 11: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Figure 12: Projected trends in the age structure of the Canadian population, 2014-19

Over half of Canadians are overweight or obese

Figure 13: Body mass index, self-reported rate of being overweight or obese among Canadian adults, by gender, 2009-13

Economic overview

Consumers' economy to pick up, but risks remain

Figure 14: Household disposable income and savings rate in Canada, Q1 2008-Q1 2014

Consumer confidence may waver with falling oil prices

Key economic indicators suggest slight increases in food costs in the future, holding true for food sold from both stores and restaurants

Figure 15: Monthly movements in selected major components of the Canadian Consumer Price Index, seasonally adjusted, January 2010-July 2014

Canada's employment rates remain steady

Figure 16: Canada's unemployment rate, by gender, January 2008-January 2014

Strengths and Weaknesses

Strengths

Weaknesses

Trend Application

Trend: Transumers

Trend: Make It Mine

Trend: The Real Thing

Who's Innovating?

Key points

Private label increasing share of new product launches

Figure 17: Percentage of new product pizza launches in Canada, by brand type, 2010-14

Scoring points with the consumer through sports partnerships

Making ordinary parts of the pizza extraordinary

Clearing the ingredient decks

Appealing to the "upper crust" pizza consumer

Market Size and Forecast

Key points

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Pizza volume increases as sales decline

Figure 18: Canada retail value and volume sales of pizza, at current and constant prices, 2009-19

Figure 19: Forecast of Canada retail volume sales of pizza, 2009-19

Figure 20: Forecast of Canada retail value sales of pizza, 2009-19

Forecast methodology

Companies and Products

Frozen pizza companies – Overview and innovations

Dr. Oetker Ltd.

Overview and product range

Recent activity and innovation

McCain Foods Ltd.

Overview and product range

Recent promotions

Nestlé

Overview and product range

Recent activity and innovation

President's Choice

Overview and product range

Recent activity and innovation

Foodservice – Overview and innovations

Pizza Pizza

Overview and product range

Recent activity and innovation

Boston Pizza

Overview and product range

Recent activity and innovation

Pizza Hut

Overview and product range

Recent activity and innovation

Social Media – Pizza

Key findings

Market overview

Key social media metrics

Figure 21: Key social media metrics, March 2015

Brand usage and awareness

Figure 22: Brand usage and awareness for selected pizza brands, December 2014

Interactions with pizza brands

Figure 23: Interactions with selected pizza brands, December 2014

Social media activity and campaigns

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What we think

Online conversations

Figure 24: Online conversations for selected pizza brands, by day, March 4, 2014-March 4, 2015

Where are people talking about pizza?

Figure 25: Online conversations for selected pizza brands, by page type, March 4, 2014-March 4, 2015

What are people talking about?

Figure 26: Topics of conversation around selected pizza brands, March 4, 2014-March 4, 2015

The Consumer – The Consumption of Pizza

Key points

Three quarters of Canadian adults eat frozen pizza

Figure 27: Types of pizza eaten in the last six months, December 2014

Figure 28: Types of pizza eaten in the last six months, by gender, December 2014

Opportunity to grow frequency of frozen vs takeout/delivery pizza

Figure 29: Frequency of pizza eaten in the last six months, by type, December 2014

Figure 30: Types of pizza eaten (select) at least twice per month, by age, December 2014

Urban consumers more likely to look for a restaurant experience

Figure 31: Types of pizza eaten (select) in the last six months, by area, December 2014

Who is not eating frozen pizza?

Figure 32: Consumers who did not eat frozen pizza in the last six months, by demographics, December 2014

The Consumer – Pizza Purchase Behaviour

Key points

Price trumps brand for a third of pizza consumers

Figure 33: Importance of different factors when purchasing pizza (any rank), December 2014

The impact of “new” toppings for the consumer

Opportunities for customization

Address different needs by offering multiple tiers

High- versus low-frequency pizza eaters

The Consumer – Interest in Pizza Types

Key points

Consumers are interested in a range of pizza types

Figure 34: Interest in pizza types (any rank), December 2014

Interest in whole meal style pizza options wanes with consumer age

Figure 35: Interest in trying frozen/refrigerated pizzas that include side dishes, by age, December 2014

What women want (to try, when it comes to pizza)

Figure 36: Pizza eaters who buy pizzas with toppings they have not tried before, by gender, December 2014

Adding pizza to the grill

Interest in pizza based on other types of cuisines

The Consumer – Choice Factors

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Key points

Preferred toppings is the most important factor when choosing frozen/refrigerated pizza

Figure 37: Importance of different factors when purchasing frozen/refrigerated pizza (any rank), December 2014

Consumers care more about what's on a pizza versus what's in it

Figure 38: Leading motivating factors when buying frozen/refrigerated pizza (#1 ranked), December 2014

Figure 39: Motivating health factors when buying pizza (any rank), by gender, December 2014

Pizza choice preferences by region

Figure 40: Motivating factors when buying pizza (any rank), by region, December 2014

The importance of brand

Does size really matter?

The Consumer – Attitudes towards Frozen Pizza

Key points

Summary of attitudes towards frozen/refrigerated pizza

Figure 41: Attitudes towards frozen/refrigerated pizza, December 2014

Perceptions of frozen pizza are improving

Figure 42: Attitudes towards frozen/refrigerated pizza (improvement), December 2014

Frozen pizza's perceived quality gap to foodservice

Figure 43: Attitudes towards frozen/refrigerated pizza (quality versus foodservice), December 2014

Brand's importance when purchasing pizza

Figure 44: Attitudes towards frozen/refrigerated pizza (brand), December 2014

Store-bought pizza's perceived health gap

Figure 45: Attitudes towards frozen/refrigerated pizza (portability and health), December 2014

The Consumer – Frozen/Refrigerated Pizza and Chinese Canadians

Key points

Chinese Canadians are more likely to eat pizza

Figure 46: Importance of different factors when purchasing frozen/refrigerated pizza (any rank), Chinese Canadians versus overall population, December 2014

Interest in healthy and natural options among Chinese Canadians

Figure 47: Importance of different factors when purchasing frozen/refrigerated pizza (any rank), Chinese Canadians versus overall population, December 2014

Customized options for the family for Chinese Canadians

The Consumer – Target Groups

Key points

Four target groups

Figure 48: Target groups frozen/refrigerated pizza, December 2014

Quick and Simple (20%)

Frozen Fans (25%)

Pizza Enthusiasts (31%)

Disengaged (24%)

Appendix – Market Size and Forecast

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Figure 49: Best- and worst-case forecasts for the Canada pizza market, by value, 2014-19

Figure 50: Best- and worst-case forecasts for the Canada pizza market, by volume, 2014-19

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