

## Pizza - US - October 2015

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Retail pizza sales are consistent, if not spectacular, as consumers turn to the options most often out of the need for a convenient, value-conscious option for their families.

Brands seeking to lure new or current consumers in the category should bear in mind the notable interest in customizable options and the opinion of frozen pizzas as lacking in premium ingredients."

- William Roberts, Jr, Senior Food & Drink Analyst

### This report looks at the following areas:

- Flat retail pizza sales
- Frozen dominates retail pizza category
- Restaurant options provide distinct competition

This report builds on the analysis presented in Mintel's Pizza – US, June 2014 report, as well as Pizza at Retail – US, July 2013 report, as well as the 2012, 2011, and 2010 reports of the same title.

For the purposes of this report, pizza at retail consists of the following:

- Frozen pizza
- Refrigerated/frozen kits, crusts, and dough
- Shelf-stable kits, pizza sauces, and crusts
- Take 'n bake pizzas that come prepared in the package and require only heating at home.

Prepared, ready-to-eat pizza sold in retail outlets is excluded from the market size scope of this report, as is pizza sold in foodservice outlets.

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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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