

Pizza - US - September 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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While annual growth in the pizza category has fluctuated over the last several years, the pace picked up modestly in 2015 and 2016, buoyed by growing interest in more premium pizzas. Pizza marketers and retailers have an opportunity to accelerate growth further by continuing to introduce creative new flavors and combinations and capturing new use occasions.

This report looks at the following areas:

- Slow pace of growth continues
- Frozen pizza a popular convenient choice, but trails takeout/delivery
- Toppings, crust, and cost drive pizza purchase decisions

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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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