

Pizzas - UK - July 2017

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“Currently, the main focus in the chilled pizza market is on increasing the range of premium options, while frozen pizza brands are trying to more closely replicate the takeaway experience.”

- **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Scope for brands and retailers to expand occasions for eating pizza
- All-natural and premium ingredients offer scope to boost frozen pizza
- Room in market to expand beyond the traditional approach to pizza

The value of the UK retail market for pizza is expected to reach £992 million in 2017, with recent growth driven mainly by the strong performance seen in chilled pizza, which is dominated by own-label products. More than three quarters of people eat supermarket-bought pizza, and sales have benefited from the strong focus by retailers on premium pizzas with an emphasis on authenticity.

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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

Overview

What you need to know
Products covered in this Report

Executive Summary

The market
Steady growth in pizza sales
Figure 1: Best- and worst-case forecast of UK retail value sales of pizza, 2012-22
Premium products boost chilled pizza
Projected decline in population of younger people
Inflation putting a squeeze on household budgets
Companies and brands
Chilled pizza dominated by own-label
Bigger presence for brands in frozen pizza
Figure 2: Brand shares of UK retail value sales of frozen pizza, 2016/17*
Increase in premium product launches
PizzaExpress moves into frozen pizza
Retail pizzas look to replicate takeaway more closely
The consumer
Eight in 10 people eat pizza
Figure 3: Frequency of eating different types of pizza, May 2017
Six in 10 people eat pizza as weeknight dinner
Strong interest in more healthy ingredients and provenance
Expanding beyond the traditional approach to pizza
Figure 4: Interest in trying different types of pizza, May 2017
Frozen pizza still has an image problem
Premium supermarket pizzas viewed favourably
All-natural and premium ingredients can help boost frozen
Figure 5: Attitudes towards pizza, May 2017
What we think

Issues and Insights

Scope for brands and retailers to expand occasions for eating pizza
The facts
The implications
All-natural and premium ingredients offer scope to boost frozen pizza
The facts
The implications

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Room in market to expand beyond the traditional approach to pizza

The facts

The implications

The Market – What You Need to Know

Steady growth in total pizza sales

Continuing growth expected in 2017 and beyond

Premium products boost chilled pizza

Frozen pizza sales hit by price competition

Projected decline in population of younger people

Growth of the child population

Discounters increase competition to brands and other retailers

Inflation putting a squeeze on household budgets

Focus on healthy eating could impact on pizza sales

Market Size and Forecast

Steady growth in total pizza sales

Figure 6: Total UK retail volume and value sales of chilled and frozen pizza, 2012-22

Continued growth expected for 2017 ...

... and the category could benefit from people trying to save money

Figure 7: Best- and worst-case forecast of UK retail value sales of pizza, 2012-22

Figure 8: Best and worst-case forecast of UK retail volume sales of pizza, 2012-22

Forecast methodology

Market Segmentation

Premium products boost chilled pizza

Figure 9: Total UK retail volume and value sales of chilled pizza, 2012-22

Average prices set to increase further in 2017

Figure 10: Best- and worst-case forecast of UK retail value sales of chilled pizza, 2012-22

Frozen pizza sales hit by price competition ...

Figure 11: Total UK retail volume and value sales of frozen pizza, 2012-22

... but premiumisation should arrest the decline in 2017

Figure 12: Best- and worst-case forecast of UK retail value sales of frozen pizza, 2012-22

Market Drivers

Projected decline in the population of younger people

Figure 13: Trends in the age structure of the UK population, 2011-21

Discounters increase competition for brands and other multiples

Inflation putting a squeeze on household budgets again

Focus on healthy eating could impact on pizza sales

Companies and Brands – What You Need to Know

Chilled pizza dominated by own-label

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Bigger presence for brands in frozen pizza
Majority of new launches own-label
Increase in premium product launches
Giving products a more artisan and 'craft' feel
PizzaExpress moves into frozen pizza
Pizzas looking to target healthier lifestyles
Retail pizzas look to replicate takeaway more closely
Dip in 2016 advertising spending on pizza
Dr Oetker by far the biggest advertiser

Market Share

Chilled pizza dominated by own-label
Figure 14: Leading brands' sales in the chilled pizza market, by value and volume, 2015/16 and 2016/17

Bigger presence for brands in frozen pizza
Figure 15: Leading brands' sales in the chilled pizza market, by value and volume, 2015/16 and 2016/17

Launch Activity and Innovation

Majority of new launches own-label
Figure 16: New product launches in UK pizza market, branded vs. own-label, 2012-17

Asda particularly active in NPD
Figure 17: New product launches in UK pizza market, by company, 2012-17

Increase in premium product launches
Figure 18: New product launches in UK pizza market, by claim, 2012-17

Giving pizza a more artisan and 'craft' feel
Taking Italian provenance a stage further
Pizzas taking influences from wider food trends
PizzaExpress moves into frozen pizza with Iceland
Pizzas with a healthier focus
Retail pizzas look to replicate takeaway more closely
More gluten-free pizzas being launched
Extending pizza offer with new bases and flavours

Advertising and Marketing Activity

Dip in 2016 advertising spending on pizza
Figure 19: Total above-the line, online display and direct mail advertising expenditure on fresh and frozen pizza, 2013-17

Dr Oetker by far the biggest advertiser
Figure 20: Above-the line, online display and direct mail advertising expenditure on fresh and frozen pizza, by advertiser, 2013-17

Dr Oetker Ristorante focuses on fresh pizzeria taste message
Figure 21: Above-the line, online display and direct mail advertising expenditure on fresh and frozen pizza, by advertiser and brand, 2016

Chicago Town heavily targets young people
Nielsen Ad Intel coverage

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The Consumer – What You Need to Know

- Eight in 10 people eat pizza
- Eating pizza at least once a week relatively common
- Six in 10 people eat pizza as weeknight dinner
- Pizza has most appeal as a family meal
- Strong interest in more healthy ingredients and provenance
- Widening the definition of pizza beyond the traditional
- Frozen pizza still has an image problem
- Premium supermarket pizzas viewed favourably
- All-natural and premium ingredients can help boost frozen
- Half 'n' half pizzas have strong appeal

Frequency of Eating Different Types of Pizza

- Eight in ten people eat pizza
- Figure 22: Eating of different types of pizza, May 2017
- Younger bias to the eating of different types of pizza
- Eating pizza at least once a week relatively common
- Figure 23: Frequency of eating different types of pizza, May 2017

Occasions for Eating Pizza

- Pizza eaten as a weeknight dinner by six in 10 people
- Room to cater more for lunches and snacking
- Figure 24: Mealtimes on which pizza eaten in the last three months, May 2017
- New products could help expand occasions for pizza
- Pizza has most appeal as a family meal
- Figure 25: Who people have eaten pizza with in the last three months, May 2017
- 16-34s more likely to eat pizza with friends

Interest in Trying Different Types of Pizza

- Strong interest in more healthy ingredients
- Figure 26: Interest in trying different types of pizza, May 2017
- Details on provenance can increase product appeal
- Expanding beyond the traditional approach to pizza
- Three in 10 people interested in pizza kits

Perceptions of Different Formats of Pizza

- Frozen pizza still suffering from an image problem
- Figure 27: Correspondence analysis: perceptions of different formats of pizza, July 2017
- Frozen pizza most closely associated with negative attributes
- Need to improve the visibility of frozen pizza
- Chilled pizza has edge over frozen on freshness
- Still room for chilled and frozen to improve authenticity

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Methodology

Figure 28: Perceptions of different formats of pizza, July 2017

Attitudes towards Pizza

Premium supermarket pizzas viewed favourably

Figure 29: Attitudes towards pizza, May 2017

Strong interest in all-natural and premium ingredients in frozen

Half 'n' half pizzas have strong appeal

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology

Figure 30: Best- and worst-case forecast of total UK retail value sales of pizza, 2012-22

Figure 31: Best- and worst-case forecast of total UK retail volume sales of pizza, 2012-22

Appendix – Market Segmentation

Figure 32: Best- and worst-case forecast of UK retail volume sales of chilled pizza, 2012-22

Figure 33: Best- and worst-case forecast of total UK retail value sales of chilled pizza, 2012-22

Figure 34: Best- and worst-case forecast of total UK retail volume sales of chilled pizza, 2012-22

Figure 35: Best- and worst-case forecast of UK retail volume sales of frozen pizza, 2012-22

Figure 36: Best- and worst-case forecast of total UK retail value sales of frozen pizza, 2012-22

Figure 37: Best- and worst-case forecast of total UK retail volume sales of frozen pizza, 2012-22

Appendix – Market Share

Figure 38: Leading manufacturers' sales in the chilled pizza market, by value and volume, 2015/16 and 2016/17

Figure 39: Leading manufacturers' sales in the frozen pizza market, by value and volume, 2015/16 and 2016/17

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