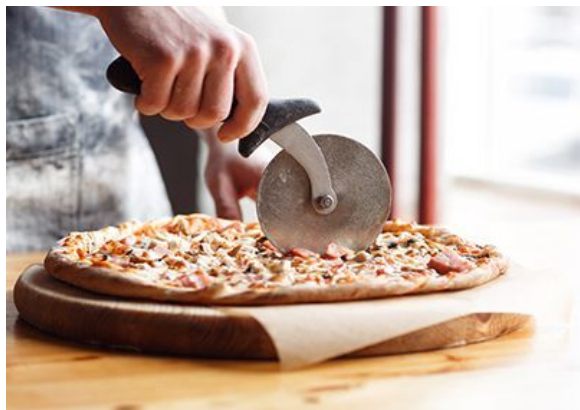


## Pizza - US - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"While sales growth has been minimal for retail pizza, a strong uptick in 2018 provides an indication of the growth potential of the category. Continued improvements in flavor variety, quality, and healthfulness will help marketers and retailers take advantage of frozen and refrigerated pizza's unique combination of convenience and fun."

- **John Owen, Senior Food & Drink Analyst**

This report looks at the following areas:

- Sales growth picks up in 2018
- Frozen pizza trails take-out and delivery
- Shopping routine may be a barrier to trying new types and flavors

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