

Pizza: Incl Impact of COVID-19 - US - October 2020

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“COVID-19 brought sudden gains to the modestly growing pizza category in 2020. These gains are likely to have residual staying power over the next year as consumers rely on affordable and convenient meal solutions during a recession.”

– Kaitlin Kamp, Food and Drink Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the pizza market
- Pizza lessons from past recessions
- Consumer consumption of and attitudes toward pizza
- The importance of quality, value and experience in the category

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