

Pizza and Pasta Restaurants - UK - November 2015

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“Discounting continues to be a double-edged sword for this market. Whilst it remains a key venue differentiator, the expectation of promotions is hindering players’ ability to capitalise on the improving economic climate. The cut-price image sees consumers look to more exciting eating out options.”

– Helena Childe, Senior Foodservice Analyst

This report looks at the following areas:

- Scope for fast casual pizza formats to shake up the category
- Technological advances could help operators engage core youth market
- Pizza/pasta venues can draw on healthy eating trends to drive growth

Growth in the pizza/pasta restaurant/takeaway sector has been sluggish. Whilst the takeaway/home delivery sector has seen robust growth thanks to consumers’ continuing demand for convenience, growth in the dine-in sector has largely been inflation-driven.

Frequency of eating at these venues has declined in the last year. The long-running heavy discounting in the market has seen diners seek to trade up as they become less focused on price and more on exciting dining experiences.

Greater segmentation could help to shake up the category and revive growth by targeting meal occasions and consumer types more specifically, such as through US-inspired fast casual formats.

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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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Table of Contents

Overview

What you need to know

Topics covered in this report

Executive Summary

The market

Takeaway outperforms dine-in

Figure 1: Value sales of the total UK pizza and pasta restaurant/takeaway market, 2010-20

The market may not benefit as budgets relax

The National Living Wage drives up costs

Ageing population is challenge for the market

Companies and brands

Changes to the competitive landscape

Brands in the market lack differentiation

Expanding distribution channels and occasions

Gourmet trends and crowdsourcing

Technological developments

The consumer

Perceptions of types of restaurants

Figure 2: Correspondence analysis – Perceptions of pizza and pasta restaurants, August 2015

Frequency of visiting pizza/pasta restaurants/takeaways

Figure 3: Frequency of visiting pizza and pasta restaurants, takeaways/home deliveries, August 2015

Reasons for using pizza/pasta restaurants/takeaways

Figure 4: Reasons for using pizza/pasta restaurants/takeaways, August 2015

Pizza/pasta restaurant/takeaway purchasing behaviours

Figure 5: Pizza/pasta restaurant/takeaway purchasing behaviours, August 2015

Attitudes towards pizza/pasta restaurants/takeaways

Figure 6: Attitudes towards pizza/pasta restaurants/takeaways, August 2015

Interest in products/services at pizza/pasta restaurants/takeaways

Figure 7: Interest in products/services at pizza/pasta restaurants/takeaways, August 2015

What we think

Issues and Insights

Scope for fast casual pizza formats to shake up the category

The facts

The implications

Technological advances could help operators engage core youth market

The facts

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The implications

Pizza/pasta venues can draw on healthy eating trends to drive growth

The facts

The implications

The Market – What You Need to Know

The market may not benefit as budgets relax

The National Living Wage drives up costs

Britain's ageing population is challenge for the market

Market size, segmentation and forecast

Market Drivers

The economic recovery

Figure 8: Selected consumer spending priorities (after bills), October 2014-October 2015

The National Living Wage

Tipping policies

Britain's ageing population

Figure 9: Trends in the age structure of the UK population, 2010-15 and 2015-20

Market Size, Segmentation and Forecast

Market size

Figure 10: Value sales of the total UK pizza and pasta restaurant/takeaway market, 2010-20

Segment performance

Takeaway/home delivery

Figure 11: Value sales of the UK pizza and pasta takeaway market, 2010-20

Dine-in

Figure 12: Value sales of the UK pizza and pasta restaurant market, 2010-20

Forecast

Figure 13: Value sales of the total UK pizza and pasta restaurant/takeaway market, 2010-20

Takeaway/home delivery

Figure 14: Value sales of the UK pizza and pasta takeaway market, 2010-20

Dine-in

Figure 15: Value sales of the UK pizza and pasta restaurant/market, 2010-20

Key Players – What You Need to Know

Changes to the competitive landscape

Takeaway/home delivery brands expand

Expanding menus and distribution channels

Technological developments

Spending on above-the-line advertising falls with focus on digital

Brands in the market lack differentiation

Sit-down venues stand out on quality

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Scope for fast casual formats
 New product development – Gourmet trends
 Crowdsourcing New Product Development

Market Share

Market shake-up
 Figure 16: Outlet numbers of selected major pizza/pasta restaurant/takeaway brands, 2011-15

The Azzurri Group looks to next stages of growth
 Confident expansion in the takeaway/home delivery arena

Launch Activity and Innovation

New product development trends
 Gourmet pizza options
 Breakfast menus
 Updated children's menus
 Crowdsourcing NPD
 Fast casual pizza options
 Technological developments
 Pay-at-table apps
 Digital loyalty apps
 Alternative distribution channels

Brand Communication and Promotion

Spending on above-the-line advertising fell by 9.3% in 2014
 Figure 17: Above-the-line advertising expenditure of selected operators in the UK pizza/pasta market, by media type, 2010-14

A move from conventional media into digital
 Creating more emotive connections
 Attention economy

Figure 18: Above-the-line advertising expenditure of selected operators in the UK pizza/pasta market, by media type, 2010-14

Brand Research – Pizza/Pasta Restaurants and Takeaways

What you need to know

Brand map
 Figure 19: Attitudes towards and usage of selected brands, October 2015

Key brand metrics
 Figure 20: Key metrics for selected brands, October 2015

Brand attitudes: Papa John's noted for innovation, PizzaExpress for customer service
 Figure 21: Attitudes, by brand, October 2015

Brand personality: Pizza Hut is seen as tired whilst Domino's excels as fun
 Figure 22: Brand personality – Macro image, October 2015

Domino's strength as convenient marred by image as tacky
 Figure 23: Brand personality – Micro image, October 2015

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Brand analysis

Prezzo

Figure 24: User profile of Prezzo, October 2015

Domino's

Figure 25: User profile of Domino's, October 2015

PizzaExpress

Figure 26: User profile of PizzaExpress, October 2015

Pizza Hut

Figure 27: User profile of Pizza Hut, October 2015

Papa John's

Figure 28: User profile of Papa John's, October 2015

The Consumer – What You Need to Know

Frequency of use falling

Value-for-money perceptions are an issue for pizza/pasta restaurants

Discounting: A double-edged sword

Opportunities to create more special-occasion dining visits

The importance of unique product ranges

Visual cues in-store can reassert expertise and add to experience

Boosting convenience could help takeaway brands stand out

Encouraging more impulse purchases

Opportunities for more fast/fast casual pizza concepts in the UK

Technological advances afford operators more flexibility with service

A fifth of users limit their pizza/pasta intake due to health concerns

Perceptions of Types of Restaurants

Value-for-money perceptions are an issue for pizza/pasta restaurants

Figure 29: Correspondence analysis – Perceptions of pizza and pasta restaurants and key competing restaurant types, Aug 2015

Figure 30: Perceptions of pizza and pasta restaurants and key competing restaurant types, August 2015

American venues stand out as 'fun', pubs as 'welcoming' and ethnic venues as 'fresh'

Opportunities for more fast food/fast casual pizza concepts in the UK

Frequency of Visiting Pizza/Pasta Restaurants/Takeaways

Usage of pizza/pasta venues declines with age

Figure 31: Frequency of visiting pizza and pasta restaurants, takeaways/home deliveries, August 2015

Frequency of use is falling

Figure 32: Frequency of visiting pizza and pasta restaurants and using takeaways/home deliveries, October 2013, August 2014 and August 2015

Reasons for Using Pizza/Pasta Restaurants/Takeaways

Opportunities to expand special-occasion dining

Helping mum to plan family time and romantic getaways

Enhanced service plays into older diners' special occasion-focused expectations

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Figure 33: Reasons for using pizza/pasta restaurants/takeaways, August 2015

- Boosting convenience could help takeaway brands stand out
- Encouraging more impulse purchases

Behaviours and Attitudes towards Pizza/Pasta Restaurants/Takeaways

Pizza/pasta restaurant/takeaway purchasing behaviours

Discounting: A double-edged sword

Figure 34: Pizza/pasta restaurant/takeaway purchasing behaviours, August 2015

- Competition from generalist venues intensifies
- Visual cues in-store could help reassert expertise and add to the experience
- Attitudes towards pizza/pasta restaurants/takeaways

House specialities resonate

Figure 35: Attitudes towards pizza/pasta restaurants/takeaways, August 2015

Balancing healthy eating concerns

Interest in Products/Services at Pizza/Pasta Restaurants/Takeaways

Using fast casual pizza trends to increase student appeal

Figure 36: Interest in products/services at pizza/pasta restaurants/takeaways, August 2015

- Technology trends
- Technological developments bring more flexibility to service formats
- Tweet a pizza – Making it easier to choose your brand
- High openness to push marketing

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

Forecast methodology

Figure 37: Best- and worst-case forecasts for the total UK pizza and pasta restaurant/takeaway market, 2015-20

Figure 38: Best- and worst-case forecasts for the UK pizza and pasta takeaway market, 2015-20

Figure 39: Best- and worst-case forecasts for the UK pizza and pasta restaurant market, 2015-20

Brand research

Brand map

Consumer research

Correspondence analysis methodology

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