

Pizza Restaurants - US - November 2015

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"Pizza has a long history in the United States as a favorite dish for diners of all ages. And while pizza restaurants are ubiquitous, there has been a surge in activity in recent years as fast casual pizza restaurants have emerged on the scene and other, established, pizza restaurants are responding to new competition."

- Caleb Bryant, Foodservice Analyst

This report looks at the following areas:

- Pizza restaurant visitation low among older consumers
- Majority of consumers have not yet had fast casual pizza
- Price is a top concern for pizza consumers

Regional fast casual pizza places have begun fighting for market dominance. Technology has become the battleground among the QSR pizza brands as the major players vie for the best and fastest app. There also has been no shortage of flavor innovation, as chains have released both traditional versions of pizza, international mash-ups, and indulgent offerings. Both consumer and menu data reflects the evolving tastes surrounding the pizza category.

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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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