

Pizza Restaurants - US - November 2016

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"Pizza is a segment where innovation is consistently occurring from a menu and service perspective."
- Diana Kelter, Foodservice Analyst

This report looks at the following areas:

- A lack of loyalty among pizza chains
- Consumers crave healthy sides

While the segment is becoming more competitive and consumers value a premium pizza experience, there is an interest in menu items that go beyond the pizza, with a focus on healthier sides and appealing non-pizza items on the menu.

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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

Definition

Executive Summary

The issues

A lack of loyalty among pizza chains

Figure 1: Pizza Chain NPS, Among chain visitors, June 2016

Consumers crave healthy sides

Figure 2: Interest in healthy options at pizza restaurants, June 2016

The opportunities

The fast casual pizza segment is growing

Figure 3: Number of Fast Casual Pizza Restaurants*, Q2 2015-Q2 2016

A wealth of options for the same result

Figure 4: Methods for ordering pizza, June 2016

Parents value convenience and experience

Figure 5: Motivators for visiting a pizza restaurant, by parents versus nonparents, June 2016

What it means

The Market – What You Need to Know

Fast casuals drive new innovation

Millennial culture values pizza

The freezer section diversifies

Market Perspective

Fast casual pizza chains

Figure 6: Number of Fast Casual Pizza Restaurants*, Q2 2015 – Q2 2016

Retail pizza competition

Market Factors

Millennials love pizza

Figure 7: Casual dining restaurants visitation, by restaurant cuisine type, by millennials, high frequency visitation (one to three times a week or more), August 2016

The delivery space is getting more competitive

Figure 8: Third Party Delivery Usage Frequency, June 2016

Key Trends – What You Need to Know

Alternative pizza trends

Transparency in the kitchen

International pizza

What's Working?

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Pizza customization
 The open-kitchen experience
 Pizza for brunch
 Regional pizza styles move beyond their core

What's Next?

Delivery 2.0
 International influence blends into pizza creations
 Preparation innovation creates new pizza opportunities

MMI Data

Preparation methods
 Pizza toppings diversify
 Pizza claims

ePerformance

What is ePerformance?
 ePerformance and the pizza industry
 Figure 9: Number of email campaigns, September 1, 2016-October 18, 2016

Pizza chain analysis
 Pizza Hut focuses on timely events
 Figure 10: Pizza Hut Company Email September 25, 2016 "The Dinner Debate has been settled"
 Figure 11: Pizza Hut company email October 9, 2016 "Land Of the Free...Sides"
 Figure 12: Pizza Hut Company Email October 8, 2016 " Good job being born. Time to celebrate"

Papa John's and football
 Figure 13: Papa John's Company Email October 10, 2016 "50% Off TODAY for Monday Night Football!"

Domino's takes a personal approach
 Figure 14: Domino's Company Email October 10, 2016 "Dom is awaiting your voice order!"
 Figure 15: Domino's Company Email October 8, 2016 "Welcome to Domino's email!"

The Consumer – What You Need to Know

Consumers still leverage traditional methods to order pizza
 Looking beyond pizza

Restaurant Visitation

Pizza Hut leads in overall visitation
 Figure 16: Pizza restaurant visitation, June 2016

Women and high-income consumers are more likely to visit independent, local pizza restaurants
 Figure 17: Pizza restaurant visitation, by gender, June 2016
 Figure 18: Independent Pizza Restaurant visitation, by income, June 2016

Childhood nostalgia towards pizza
 Figure 19: Pizza restaurant visitation, by age, June 2016

Parents with three or more children are more likely to visit pizza chains

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Figure 20: Pizza restaurant visitation, by parents versus nonparents, June 2016

Figure 21: Pizza restaurant visitation, by number of children in household, June 2016

Midwest lacks strong pizza chain loyalty

Figure 22: Pizza Restaurant visitation, by region, June 2016

Pizza Chain Loyalty

Net promoter score definition

Premium and unique pizza experiences create higher loyalty

Figure 23: Pizza Chain NPS, Among chain visitors, June 2016

Men and parents show a stronger loyalty to pizza chains

Figure 24: Pizza Chain NPS, Among chain visitors, by gender, June 2016

Figure 25: Pizza Chain NPS, Among chain visitors, by parents versus nonparents, June 2016

What it means

Pizza Ordering and Delivery

Traditional methods for ordering pizza remain popular

Figure 26: Methods for ordering pizza, June 2016

iGens and Millennials enjoy having options for ordering pizza

Figure 27: Methods for ordering pizza, by generation, June 2016

Parents value online ordering

Figure 28: Methods for ordering pizza, by parents versus nonparents, June 2016

Satisfaction with Pizza Chains

Overall satisfaction with pizza chains

Figure 29: Key drivers of satisfaction with pizza chains, June 2016

A focus beyond the pizza

Pizza Hut

Figure 30: Key drivers of satisfaction with Pizza Hut, June 2016

Domino's

Figure 31: Key drivers of satisfaction with Domino's, June 2016

Papa John's

Figure 32: Key drivers of satisfaction with Papa John's, June 2016

Pizza Restaurant Motivators

Coupons and recommendations lead as visitation motivators

Figure 33: Motivators for pizza restaurant visitation, June 2016

Women prefer coupons over men

Figure 34: Motivation to visit a restaurant that offers coupons, by gender, June 2016

55+ consumers place an increased value on recommendations

Figure 35: Motivators for pizza restaurant visitation, by age, June 2016

The pizza experience plays a role in visitation for younger consumers and parents

Figure 36: Motivators for visiting a pizza restaurant, by age, June 2016

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Figure 37: Motivators for visiting a pizza restaurant, by parents versus nonparents, June 2016

Craft beer is a nice to have, but there's increased interest from Millennials and Men

Figure 38: Craft Beer as a visitation motivator, by Generation and Gender, June 2016

Health on the Menu

Veggies on the side

Figure 39: Interest in healthy options at pizza restaurants, June 2016

Women show an increased interest in health from a beverage perspective

Figure 40: Interest in healthy options at pizza restaurants, by gender, June 2016

Older consumers show less concern towards health as a factor when ordering pizza

Figure 41: Interest in healthy beverages at pizza restaurants, by generation, June 2016

Premium pizza experiences correlate with healthy offerings

Figure 42: Interest in healthy ingredients, by restaurant, June 2016

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Direct marketing creative

Mintel Menu Insights

Abbreviations and terms

Abbreviations

Appendix – Key Driver Analysis

Interpretation of results

Figure 43: Overall satisfaction with pizza chains — Key driver output, June 2016

Figure 44: Level of satisfaction with Pizza Hut—key driver output, June 2016

Figure 45: Level of satisfaction with Domino's—key driver output, June 2016

Figure 46: Level of satisfaction with Papa John's—key driver output, June 2016

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