

## Pizzas - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Currently, the main focus in the chilled pizza market is on increasing the range of premium options, while frozen pizza brands are trying to more closely replicate the takeaway experience.”

- **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Scope for brands and retailers to expand occasions for eating pizza
- All-natural and premium ingredients offer scope to boost frozen pizza
- Room in market to expand beyond the traditional approach to pizza

The value of the UK retail market for pizza is expected to reach £992 million in 2017, with recent growth driven mainly by the strong performance seen in chilled pizza, which is dominated by own-label products. More than three quarters of people eat supermarket-bought pizza, and sales have benefited from the strong focus by retailers on premium pizzas with an emphasis on authenticity.

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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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- The facts
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Room in market to expand beyond the traditional approach to pizza

The facts

The implications

## The Market – What You Need to Know

Steady growth in total pizza sales

Continuing growth expected in 2017 and beyond

Premium products boost chilled pizza

Frozen pizza sales hit by price competition

Projected decline in population of younger people

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Discounters increase competition to brands and other retailers

Inflation putting a squeeze on household budgets

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Chilled pizza dominated by own-label

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Bigger presence for brands in frozen pizza  
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 Increase in premium product launches  
 Giving products a more artisan and 'craft' feel  
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 Pizzas looking to target healthier lifestyles  
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### The Consumer – What You Need to Know

- Eight in 10 people eat pizza
- Eating pizza at least once a week relatively common
- Six in 10 people eat pizza as weeknight dinner
- Pizza has most appeal as a family meal
- Strong interest in more healthy ingredients and provenance
- Widening the definition of pizza beyond the traditional
- Frozen pizza still has an image problem
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- All-natural and premium ingredients can help boost frozen
- Half 'n' half pizzas have strong appeal

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