

Pizza and Italian Restaurants - UK - November 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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"Consumers' desire to cook pizza or Italian food at home as well as the rise of "more adventurous cuisines" is forcing operators to innovate with menu choices and retail formats in order to maintain demand. While the spate of emerging pizza or Italian fads looks to have potential to retain the interest of its core consumer groups, operators must ensure they still cater for those wanting familiar classics."

- Trish Caddy, Foodservice Analyst

This report looks at the following areas:

- Focus on customer experiences
- Tap into wider menu trends
- Collaborate to expand reach

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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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