

Pizza and Italian Restaurants - UK - October 2019

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

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“The rising costs of operating sit-down venues will be unsustainable for some pizza and Italian restaurants in the long run. Instead of adding more restaurant sites, operators will focus on two areas: enhancing the dining experiences at their flagship stores and expanding their delivery catchment areas through third-party delivery companies.”

- **Trish Caddy, Senior Foodservice Analyst**

This report looks at the following areas:

- Tiered pricing matters
- The destination restaurant model
- Meet customers where they live

For the first time, 2019 will see the majority of pizza/Italian restaurant sales coming from the takeaway sector. The rising cost of operating sit-down venues will be unsustainable for some pizza and Italian restaurants in the long run. Instead of adding more restaurant sites, operators will focus on two areas: enhancing the dining experiences at their flagship stores and expanding their delivery catchment areas through third-party delivery companies (eg Deliveroo, Uber Eats).

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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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