

Pizza Restaurants: Incl Impact of COVID-19 - US - September 2020

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“Pizza restaurants are an indisputable bright spot amid a struggling restaurant industry as a result of the COVID-19 crisis. Many leading pizza chains have managed to grow sales into the double-digits in 2020 due to their continued investments in takeout and delivery and prioritization of value.”

– **Jill Failla, Senior Foodservice Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the pizza restaurant industry.
- The recessionary impact on pizza restaurant sales.
- How off-premise innovations are helping pizza restaurants thrive during the pandemic.
- How pizza restaurants can appeal to consumers' desire for menu innovation.

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