

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

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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.



"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

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IMPACT OF COVID-19 ON PIZZA RESTAURANTS

- Impact of COVID-19 on pizza restaurants is largely positive

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- **Everyone is taking a piece of the pie, much to pizza restaurants' dismay**
- **Chicken is a highly relevant pizza restaurant offering in 2020 and beyond**

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- **Pizza's growth is slower than rest of Top 200 restaurant industry in 2019**

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- **Pandemic gives needed sales boost to top fast food pizza players**

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COMPETITIVE STRATEGIES

- Off-premise innovation helps pizza restaurants thrive during crisis
- Automated pizza pickup cubbies
- Contactless delivery and curbside pickup
- Ghost restaurants deliver
- Everyone is a pizza restaurant
- Plant-based pizzas continue to liven up menus
- Pizza chains haven't forgotten about chicken

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- **Consumer survey data**
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