

Pizza and Italian Restaurants: Inc Impact of COVID-19 - UK - October 2020

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This report looks at the following areas:

Mintel's Global COVID-19 Tracker shows that 44% of Britons are planning to dine out less over the coming month as of 24 September – 1 October, rising to 50% of those who describe their financial situation as "tight".

Some pizza/Italian operators may exit the dine-in sector completely as they explore ways to expand their catchment areas and transform into delivery-only businesses without the overheads of running traditional restaurant sites.

The market will struggle to recover quickly even in the aftermath of the pandemic due to the significant number of permanent closures of pizza/Italian restaurants, including Pizza Hut closing 29 sites, PizzaExpress closing 73 sites and Frankie & Benny's closing 125 sites.

Although this will give consumers wishing to enjoy a pizza/Italian meal inside a specialist restaurant fewer options, it will also present opportunities for businesses offering this cuisine to adapt their distribution models to meet demand, which could see more brands explore e-commerce (eg meal kits) and pop-ups in local neighbourhoods.

- The impact of COVID-19 on the pizza/Italian restaurant and takeaway/home delivery sectors, with a focus on consumers' eating out decision-making process.
- How consumers' pizza/Italian dine-in and takeaway habits have been impacted by the COVID-19 outbreak.
- Consumers' satisfaction levels towards their pizza/Italian takeaway/home delivery experience.
- Consumers' attitudes towards the value and quality of pizza/Italian restaurants and takeaway/home delivery.



"The entrepreneurial spirit of pizza and Italian restaurants/takeaways is strong and some have actively sought out change and embraced innovation amid the pandemic."

– Trish Caddy, Senior Foodservice Analyst – 20 October 2020

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