

# Pizza Restaurants – US – 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the pizza restaurant industry.
- Important pizza operator features and technology
- Pizza occasions to target
- Consumer interest in ingredients, toppings and menu innovation.

Pizza restaurants were generally well-positioned to accommodate demand for takeout and delivery during the pandemic. More importantly, pizza restaurants could leverage its comfort food status and affordability to increase engagement among its most fervent users and bring back lapsed consumers. Moving forward, pizza restaurants may see some declines in usage as more restaurant availability comes back online and consumers return to normal restaurant dining habits. Operators will need to keep promotional offers competitive, increase innovation by leveraging LTOs, and explore avenues for growth by expanding purchase occasions and opportunities.



"Pizza restaurants came into the COVID-19 crisis ready to handle delivery and carry-out orders, and the uptake in demand provided a crucial opportunity to reach infrequent or lapsed consumers as well as build loyalty among its most avid base."

- Mimi Bonnett, Senior Director – US Research

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