

Pizza - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the consumer pizza market
- Motivations for choosing store-bought pizza
- Attitudes regarding plant-based pizza
- Pizza attributes that warrant a higher price

The COVID-19 pandemic caused a surge in demand for easy, affordable at-home meal solutions, including pizza. Demand is expected to settle a bit in 2021, but prolonged remote working, cooking fatigue and lingering financial uncertainty will continue to benefit the category. Homemade pizza and subsequently the pizza kits and components segment experienced the strongest disruption from the pandemic and the positive growth gained in 2020 will propel the segment into further success long term.

Pizza restaurants remain one of the biggest threats to the pizza category and their consumption lead over store-bought products has only intensified in 2021. Higher perceived quality paired with advancements in convenience have made pizza restaurants a competitive force and pizza brands will need to double down on advantages in affordability as a differentiator. Additionally, improving product quality and incorporating specialty flavors, formats and preparation methods can help category players rival foodservice offerings.

Pizza brands will find ample opportunity in consumers' adoption of homemade pizza, which was triggered by the COVID-19 pandemic but has persisted into 2021. The pizza kits and components segment is expected to continue growing through 2026 but make up only a minor share of the market, giving category players an opportunity to expand offerings and stand out with premium- and food-service-inspired products.

While buzzworthy, plant-based pizza hasn't yet garnered mainstream appeal. 57% of those that live in households that eat pizza are not interested in plant-



"The \$8.1 billion pizza market is expected to grow an additional 1.9% in dollar sales in 2021 as consumers continue to work remotely, navigate economic uncertainty and face cooking fatigue, continuing reliance on convenient and affordable meal solutions."

– **Kaitlin Kamp, Food and Drink Analyst**

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based options. As such, it will be important for category players to hyper-target interested audiences with plant-based offerings.

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