

Pizza Restaurants - US - 2022

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This report looks at the following areas:

- The impact of inflation, technological innovation, and labor crisis on pizza operators
- Consumer interest in pizza styles, crusts, toppings and ingredients
- Consumer association with and attitudes towards pizza
- Pizza occasions to target

Inflation and labor challenges threaten pizza restaurants' ability to deliver on expanded consumer expectations for value, speed, and convenience. Pizza restaurants have historically set the gold standard for off-premises dining, but now must strengthen their position by investing in automation and staying one step ahead of menu innovation from non-pizza restaurants that have become more accessible through third-party delivery channels.

Consumer association of pizza as affordable, convenient, and crowd-pleasing remains, but will need to be reinforced through competitive pricing, promotions and flavor innovation, further enhanced by encouraging more pizza consumption occasions that compete effectively with both healthy and indulgent offerings from non-pizza restaurants.



"Pizza remains top of mind for consumers as a reliable and consistent product that is affordable and customizable. In an uncertain economic climate, however, successfully competing with readily available foodservice options means that pizza operators must reinforce their expertise in delivering on value and convenience."

- Varchasvi, Analyst, US Foodservice and Mintel Menu Insights

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