

PIZZA: INCL IMPACT OF COVID-19 US, OCTOBER 2020



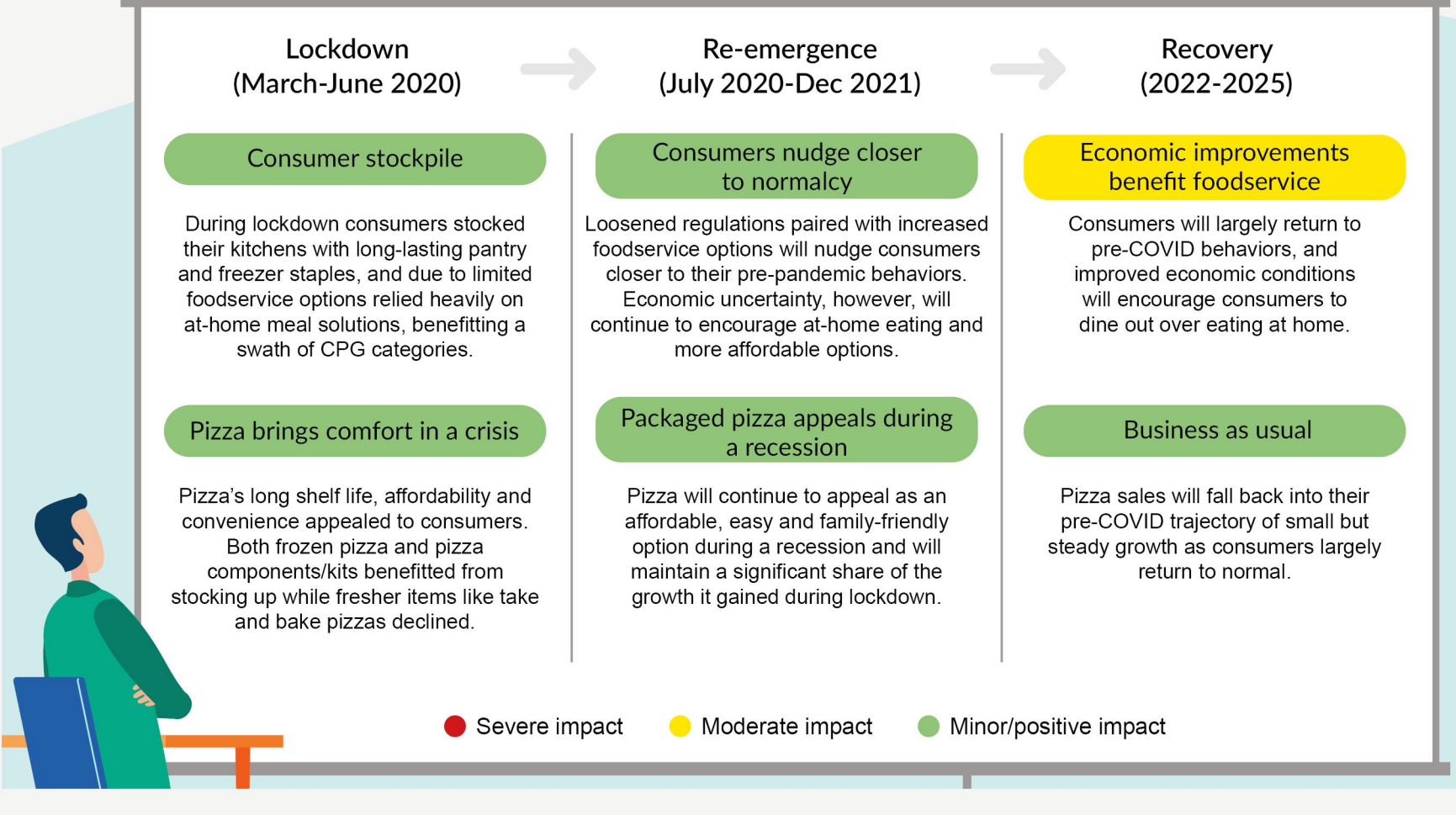
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COVID-19 BROUGHT GAINS TO THE PIZZA CATEGORY IN 2020, WHICH LIKELY HAVE RESIDUAL STAYING POWER AS CONSUMERS RELY ON AFFORDABLE AND CONVENIENT MEAL SOLUTIONS DURING A RECESSION. HOWEVER, THE ELEMENTS OF VALUE THAT BENEFIT PACKAGED PIZZA ARE ALSO STRONG POINTS FOR FOODSERVICE OPERATORS, AND BRANDS WILL BE CHALLENGED TO COMPETE ON QUALITY AND FRESHNESS.

Kaitlin Kamp,
Food and Drink Analyst

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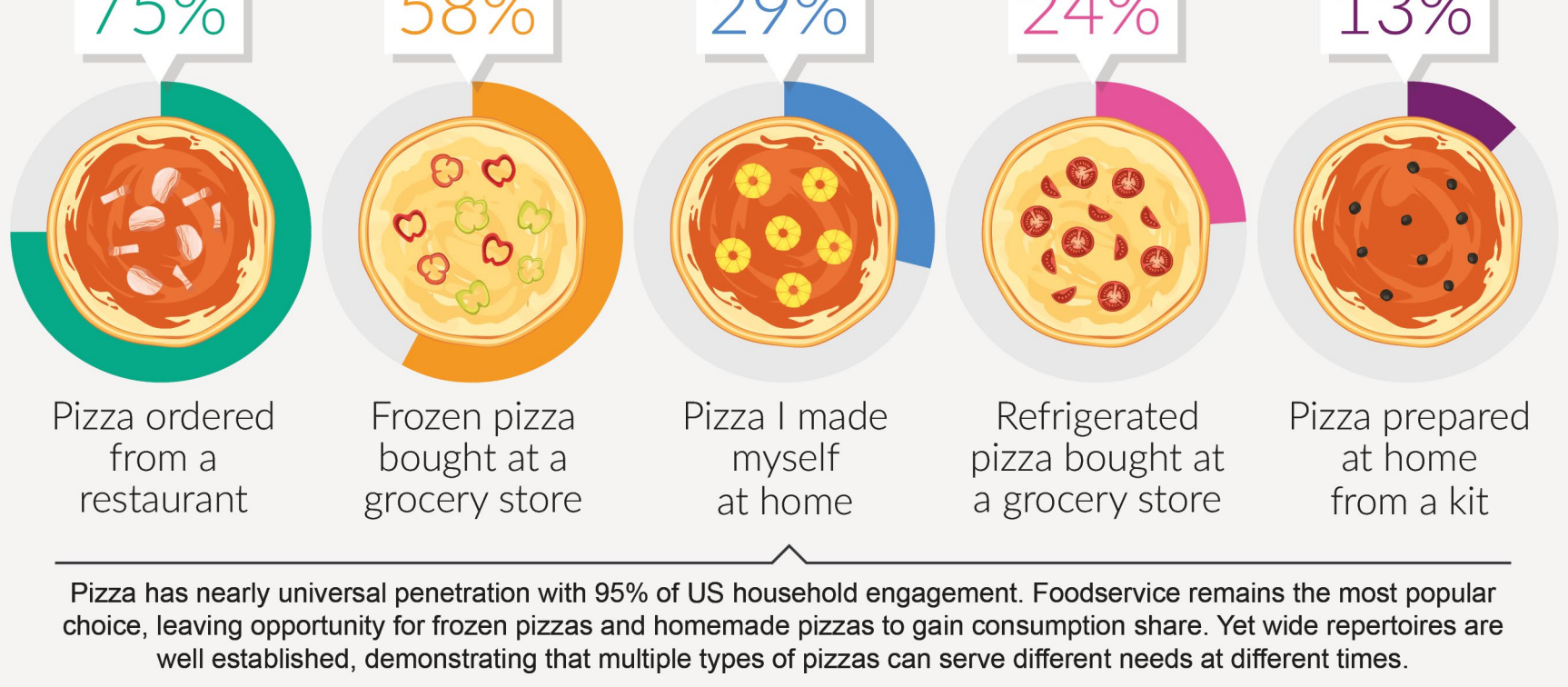
SHORT, MEDIUM AND LONG TERM IMPACT OF COVID-19 ON PIZZA



Source: Mintel

FOODSERVICE IS THE POPULAR CHOICE

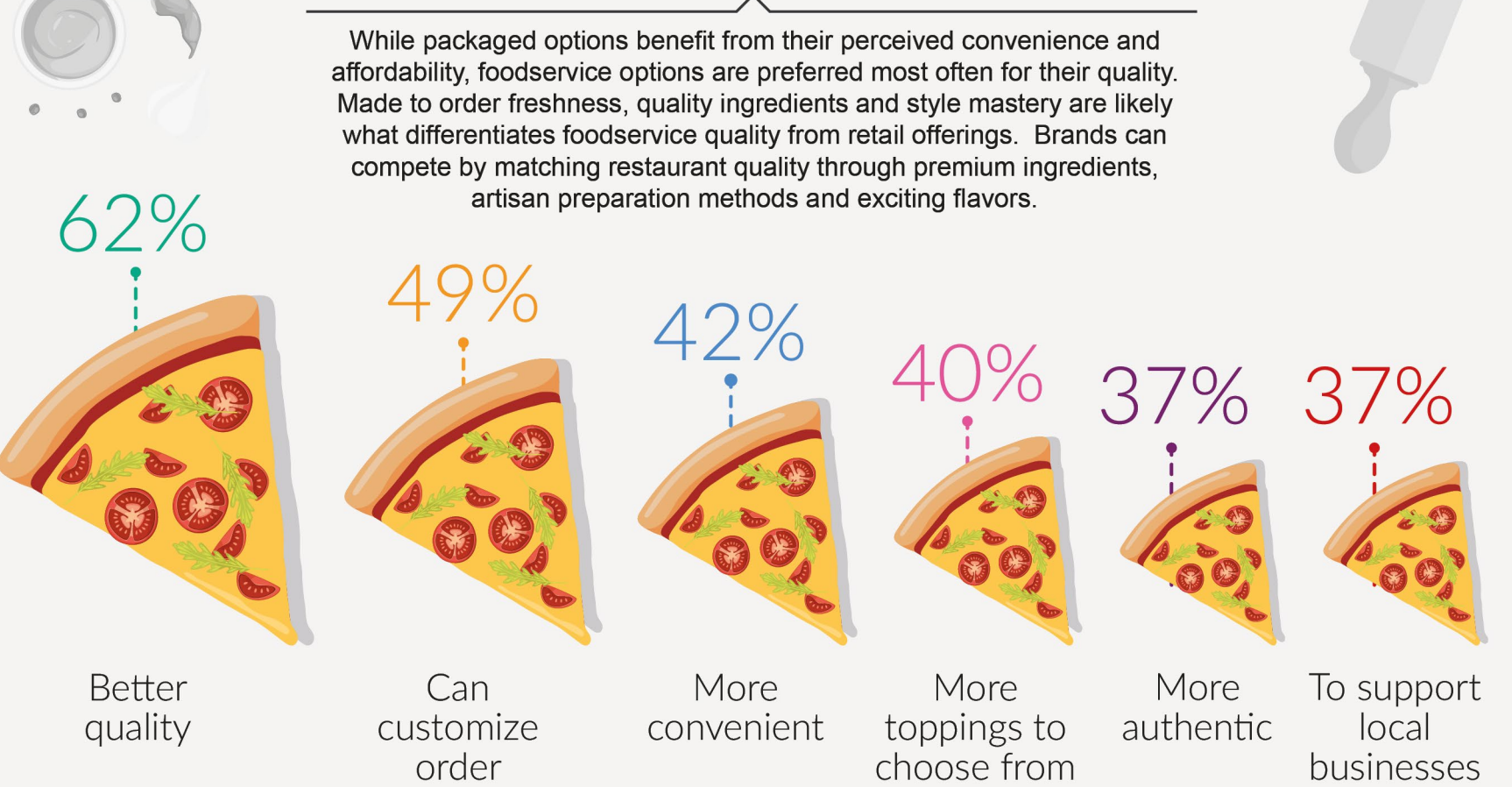
Pizza consumption, July 2020



Note: Which of the following types of pizza has your household eaten in the past three months? Please select all that apply | Base: 2,000 internet users aged 18+ Source: Lightspeed/Mintel

COMPETE ON QUALITY

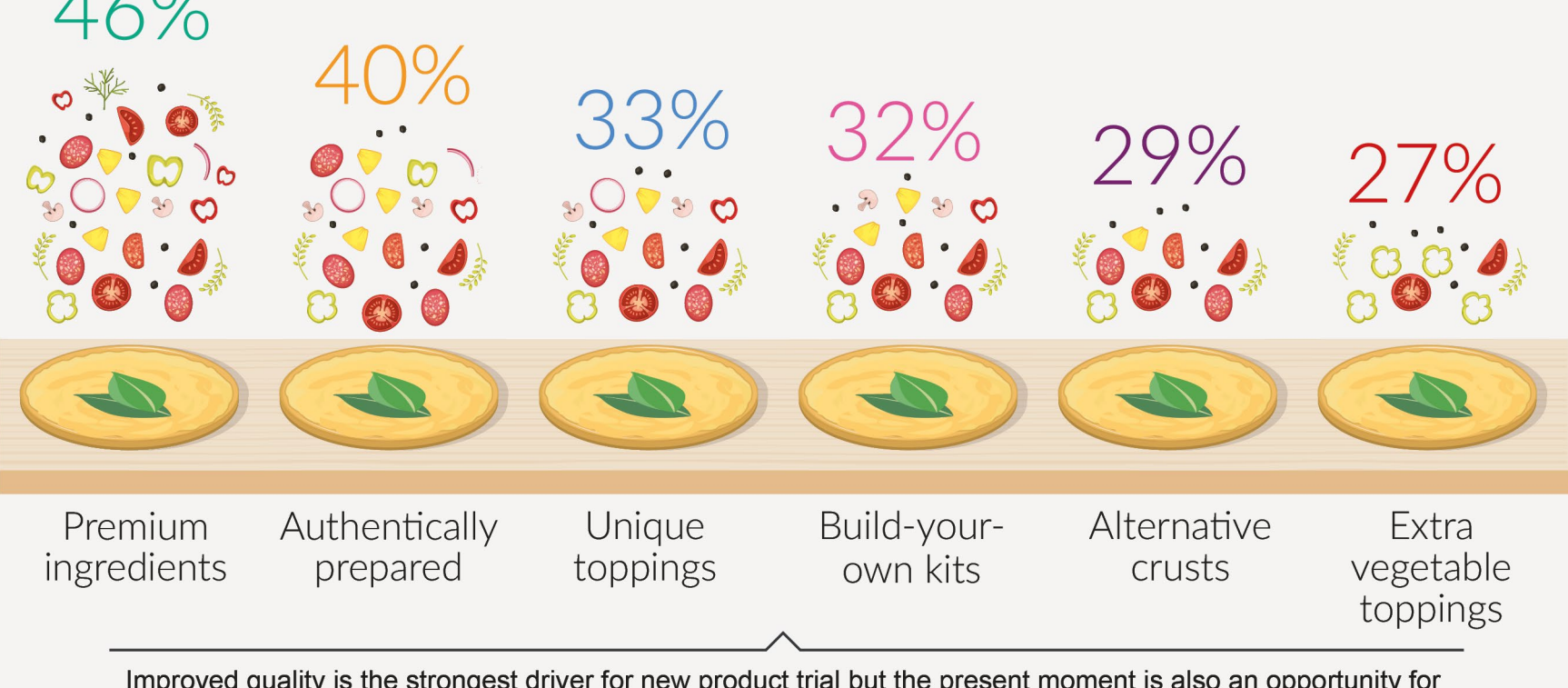
Reasons for choosing pizza from a restaurant, July 2020



Note: Which of the following are reasons that you would buy pizza from a restaurant instead of from a store? Please select all that apply | Base: 954 internet users aged 18+ who household has eaten pizza in the last three months | Source: Lightspeed/Mintel

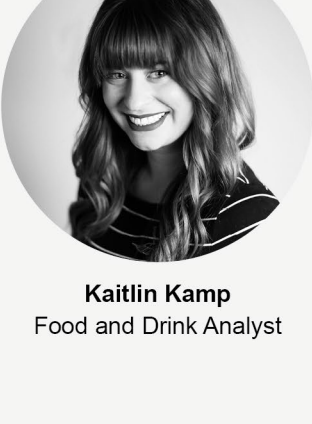
CREATE EXPERIENCES WITH BYO PIZZA

Pizza innovation to drive trial, July 2020

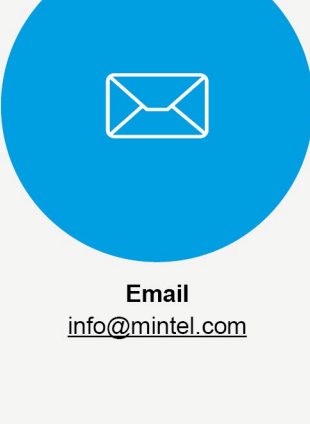


Note: Which of the following would motivate you to try a new store-bought pizza (eg refrigerated/frozen pizza)? Please select all that apply | Base: 1,909 internet users aged 18+ who household has eaten pizza in the last three months | Source: Lightspeed/Mintel

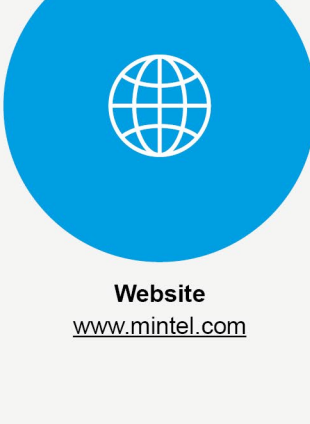
THANKS, GET IN TOUCH



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