

THE OUTLOOK AND OPPORTUNITY FOR PIZZA IN FOODSERVICE

BACKGROUND

Pizza isn't just a meal; it's a cultural phenomenon. In 2025, pizza continues to dominate menus worldwide, transcending age groups, cultures, and dining formats. Foodservice IP (FSIP) has recently completed an in-depth study on this stellar category, offering foodservice manufacturers actionable insights into channel preferences, emerging trends, and market dynamics. The all-new study explores opportunities in health-focused and sustainable pizza offerings, innovative ingredient usage, and flavor profiles that resonate with modern tastes. Pizza isn't just a dish—it's a growth platform, and this study serves as a roadmap to unlock its full potential in 2025 and beyond.

KEY DELIVERABLES

Gain critical insights to help manufacturers better:

- **Assess current category size, segmentation, and formats.**
- **Identify which channels consumers are frequenting** and how business has changed over the past five years.
- **Examine the future outlook** for each sub-category.
- **Evaluate the competitive landscape** and top competitors.
- **Explore operator and consumer attitudes and category behavior.**

APPROACH

- **Existing data review:** thorough assessment of key industry information for deep contextual perspectives on channel dynamics.
- **In-depth research:** FSIP conducted 300 interviews with QSRs, FSRs, C-Stores, Education, Hotels and Healthcare. An additional 10-15 interviews were conducted with foodservice executives at corporate headquarters. Broadline, club stores and specialty distributors were interviewed for volumetric purposes.
- **Strategic analysis:** robust PowerPoint report with clear implications and next-step guidance.

NEXT STEPS

To purchase **The Outlook and Opportunity for Pizza in Foodservice channels study**, please complete the purchase agreement on the following page or contact:

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SCOPE: FROZEN PREPARED PIZZA & RELATED PIZZA PRODUCTS

Pizza and pizza-related products

Doughballs

Sheeted dough

Par-baked dough

Cheese

Pizza made from scratch

Vegetable toppings

Protein toppings

Sauces

Processed tomato products

TOPICS INCLUDED

- Longer term strategic issues affecting the development of each category
- New product introductions
- Role, requirements and importance of restaurant chains and foodservice management firms
- Brand vs. private (operator and distributor) label shares and trends
- Bases of product and supplier selection by operators and distributors
- Role of distributors
- Identification, rationale and prioritization of attractive growth opportunities

FSIP's RESEARCH ADVANTAGE

- In-depth analysis from experienced consultants exclusively focused on the food industry
- Value-priced intelligence that answers the "so what" and "what now"
- Truly strategic guidance for specific manufacturer categories

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Thank you for your business!