Consumer Trend Reports

Pizza

Rise of the Pizza Connoisseurs

Pizza remains a staple of the American diet, with 83% of consumers eating it at least once a month. However, over the past few years, this category has seen rapid change and innovation. To help understand the changing pizza landscape and drive growth, Technomic brings you key industry and menu trend analysis along with actionable data from more than 1,500 consumers. The *2018 Pizza Consumer Trend Report* will serve as a guide for foodservice operators and suppliers to discover the opportunities, challenges and consumer attitudes regarding pizza.

43% eat pizza at least weekly

49% want more authentic pizza offerings

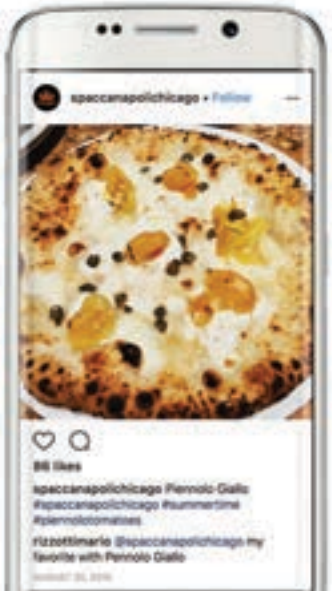
44% choose operators who use high-quality/fresh toppings and ingredients

Up from 40% in 2016

44% choose operators who have the best crust

Up from 40% in 2016

Find out what consumers mean by "best crust" in the full report.



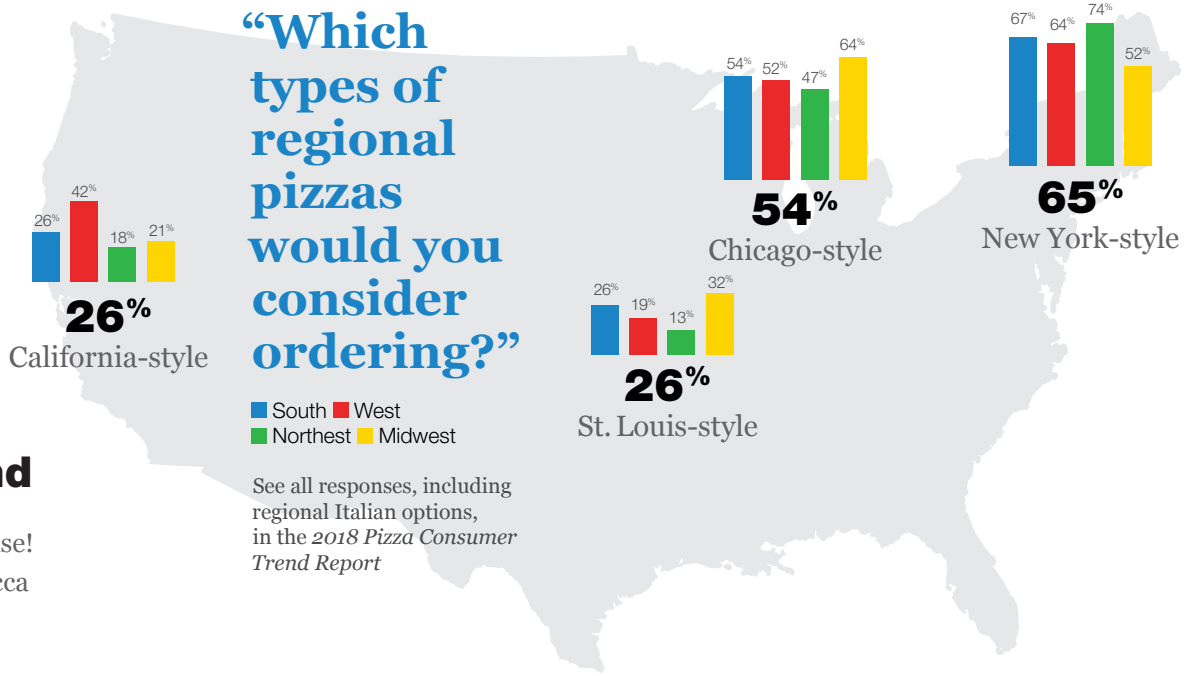
From the Motherland

Regional Italian pizzas are on the rise!

Pictured Left: Spacca Napoli's Piennolo Giallo pizza

Photo from Instagram: @spaccanapolichicago

"Which types of regional pizzas would you consider ordering?"



See all responses, including regional Italian options, in the *2018 Pizza Consumer Trend Report*