



# FULLY LOADED: THE STATE OF PIZZA NATION IN 2021

With a global average of 350 slices sold per second, the staying power of pizza is hardly a surprise.<sup>1</sup> Here's a look at what's happening across the industry, and the trends that are sustaining pizza's popularity.

## PIZZA INDUSTRY FORECAST

### Quick Bites

The North American pizza market climbed to **\$48.68 billion** — an increase of **\$2.34 billion over 2020**.<sup>2</sup>

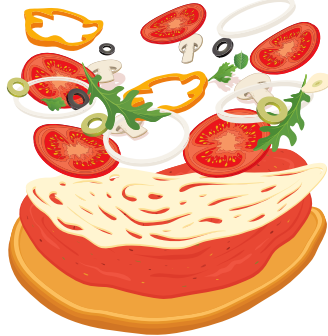


The number of independent pizzerias increased slightly in 2020 — **41,879 versus 41,598 a year ago**.<sup>2</sup>



## Take-and-Bake Kits Are Sure Hits

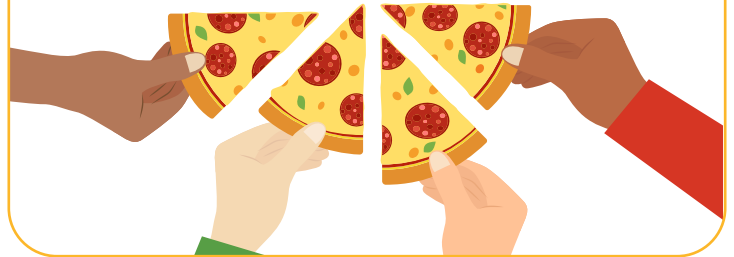
Combine cooking and takeout and what do you get? Take-and-bake kits! Pizza dough, sauce, cheese, and a variety pack of toppings available in a one-box wonder is a great way to simplify at-home meals (and give customers the satisfaction of DIY dinner!)<sup>3</sup>



## Thin Wins<sup>4</sup>

Pizza crust type is a highly personal choice, but there's a clear favorite among Americans:

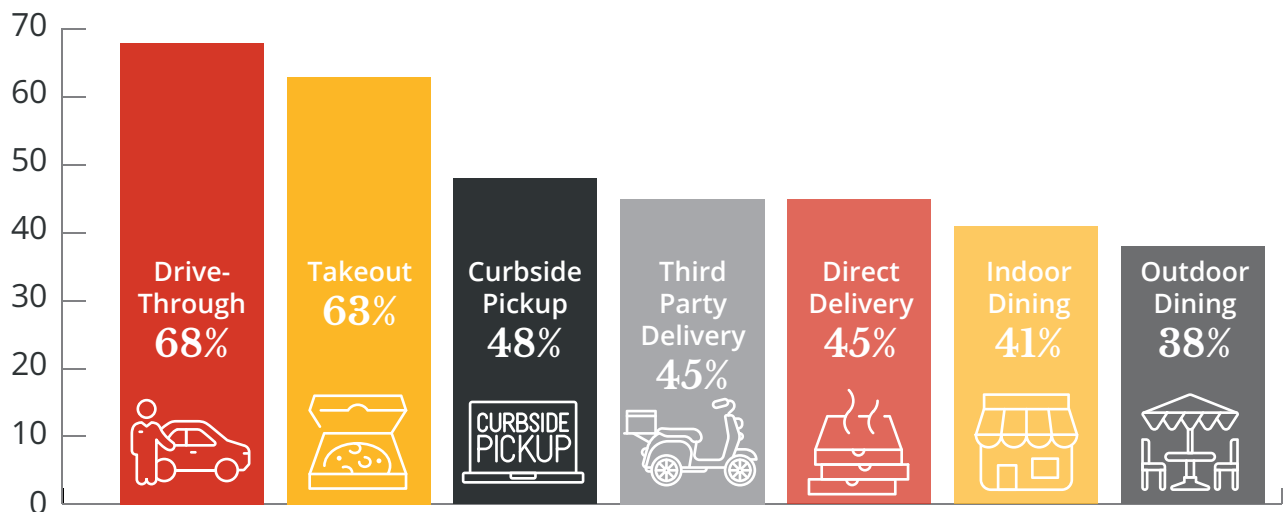
- **61%** want thin crust
- **14%** want deep dish or thick crust
- **4%** want cheese-stuffed (a kid-pleaser!)



Limiting contact with restaurant staffers is a priority for customers. The era of COVID-consciousness finds **51%** of customers downloading at least one new mobile app for food purchases, and **37%** adding more than two.<sup>5</sup>

## Off-Premise Dining Remains On-Trend

The pandemic has definitely changed the dining landscape. Technomic dug into the details to understand how customers interact with restaurants. These methods made people feel the most comfortable:<sup>2</sup>



**60%** of the multi-billion dollar U.S. food delivery industry is attributed to pizza orders.<sup>6</sup>

# Trends



## Celebrate Pizza!

There are national “holidays” dedicated to pizza throughout the year.<sup>7</sup> Use them to connect with your customers and share the love!

February 9	PIZZA PIE DAY — a celebration of all things pizza!
April 5	DEEP DISH PIZZA DAY
May 17	PIZZA PARTY DAY
June 11	PIZZA MARGHERITA DAY
September 5	CHEESE PIZZA DAY
September 20	PEPPERONI PIZZA DAY
October 11	SAUSAGE PIZZA DAY
November 12	PIZZA WITH THE WORKS DAY

## Stress-Less Eating

There’s no shortage of stress these days, and your customers deserve a break. Consider offering and/or promoting these proven stress-busters<sup>8</sup> as topping options:

- Swiss chard
- Shellfish/fatty fish
- Sweet potatoes
- Garlic
- Eggs
- Broccoli

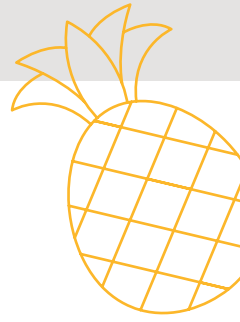
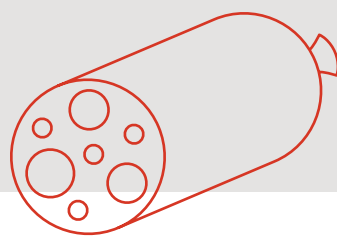


# Slice OF Life



The **top 5 days** for pizza sales are Super Bowl Sunday, New Year’s Eve, Halloween, Thanksgiving Eve, and New Year’s Day.<sup>9</sup>

# Insights



## Loved and Loathed Pizza Toppings

Pizza lovers in the United States know their minds when it comes to what's on their 'za. Here's a breakdown of the percentages of gotta-have and gonna-pass toppings as reported in a recent YouGov poll.<sup>10</sup>

### LOVED TOPPINGS

- Pepperoni **53%**
- Sausage **34%**
- Mushroom **31%**
- Bacon **20%**

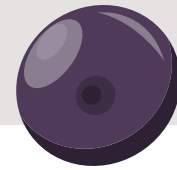
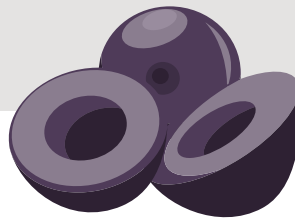
### LOATHED TOPPINGS

- Anchovies **49%**
- Eggplant **30%**
- Pineapple **24%**
- Artichokes **24%**



PIE

# Preferences



## Olive You — Or Do I?

Olives are a most- and least-favorite topping in about equal customer numbers:

**12%** want them, and **14%** want nothing to do with them.<sup>10</sup>

### HARVESTING CROPS OF PLANT-BASED PROTEINS

Meat-free meats that mimic sausage, beef meatballs, and chicken are routinely appearing on pizza menus — and with good reason.

Roughly 60% of Americans are incorporating plant-based foods into their diets.<sup>3</sup> While not committing to a fully vegetarian lifestyle, these “flexitarians” cite three main motivations for their meat-free choices:

- **50%** want to make healthier food choices<sup>3</sup>
- **42%** want to consume fewer animal products<sup>11</sup>
- **39%** want to live a more sustainable lifestyle<sup>11</sup>

### BE UNCONVENTIONAL!

There’s no denying the appeal of a classic pizza duo like sausage and mushroom, but why not make a favorite comfort food a little less comfortable for your more adventurous customers? Try these unconventional pizza combos:<sup>12</sup>

- Bacon and pickle
- Ham, egg, and cheese
- Swiss chard, sausage and mozzarella
- Pesto, corn, goat cheese, and sun-dried tomatoes



The crust experts at **Alive & Kickin’ Pizza Crust** are ready to help you stay on-trend!

**Contact us today!**

#### SOURCES:

<sup>1</sup>Food Truck Empire, 63 New World Pizza Industry Statistics and Consumer Trends.

<sup>2</sup>PMQ Pizza Magazine, The 2021 Pizza Power Report: How Pizzeria Operators Can Thrive in the Coming Year.

<sup>3</sup>Delish, The 15 Food Trends You’re Going To See Everywhere In 2021.

<sup>4</sup>Food Editorial, It’s All About the Crust — Why We Love Pizza, Undated.

<sup>5</sup>Bluedot, State of What Feeds Us Study - Bluedot.

<sup>6</sup>Morgan Stanley, The Pizza Paradigm for Online Food Delivery, Undated.

<sup>7</sup>PMQ Pizza Magazine, Pizza Power Report 2020: Taking Advantage of Digital Disruption, December 2019.

<sup>8</sup>Healthline, 18 of the Best Stress-Relieving Foods.

<sup>9</sup>Pizza Need, 80 Interesting Facts About Pizza That Will Make You Look Cool (2020).

<sup>10</sup>Huffpost, These Are The Most Popular Pizza Toppings In The US.

<sup>11</sup>PMQ Pizza Magazine, Poll: Americans Are Transitioning to More Plant-Based Foods.

<sup>12</sup>Delish, 15+ Pizza Topping Ideas - Unusual Pizza Recipes.

