

Global Retail Pizza Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GDC384D3EEB8EN.html>

Date: December 2024

Pages: 173

Price: US\$ 2,800.00 (Single User License)

ID: GDC384D3EEB8EN

Abstracts

Report Overview

Retail pizza refers to the sale of pizza through various retail channels such as supermarkets, convenience stores, and online platforms. This market segment offers a wide range of pizza options catering to diverse consumer preferences. Retail pizza is characterized by its convenience, affordability, and variety, making it a popular choice for consumers looking for quick and easy meal solutions.

The current market size for retail pizza in 2023 is estimated at approximately USD 17.6 billion. The market is projected to grow at a compound annual growth rate (CAGR) of 5.78% from 2024 to 2032. This growth can be attributed to several key drivers and market forces shaping the retail pizza industry.

One of the primary growth drivers for the retail pizza market is the increasing demand for convenient and ready-to-eat food options among consumers with busy lifestyles. Retail pizza offers a quick and hassle-free meal solution, making it a popular choice for individuals and families looking for convenient dining options. Additionally, the growing trend of online food delivery services has further boosted the demand for retail pizza, as consumers can easily order their favorite pizzas from the comfort of their homes.

Another significant factor driving market growth is the focus on product innovation and flavor variety. Retail pizza brands are constantly introducing new flavors, toppings, and crust options to cater to changing consumer preferences and tastes. This focus on innovation helps retailers attract new customers and retain existing ones by offering a diverse range of pizza options to choose from.

Moreover, the increasing adoption of digital marketing strategies and social media platforms has played a crucial role in expanding the reach of retail pizza brands. By leveraging online platforms for advertising and promotions, retailers can effectively target and engage with a wider audience, driving sales and brand visibility in the competitive pizza market.

In terms of market trends, there is a noticeable shift towards healthier pizza options to cater to the growing demand for nutritious and better-for-you food choices. Retailers are introducing gluten-free crusts, plant-based toppings, and organic ingredients to appeal to health-conscious consumers seeking healthier pizza alternatives.

Additionally, there is a rising trend of customization and personalization in the retail pizza market, where consumers can build their pizzas with their preferred toppings, sauces, and crust styles. This trend not only enhances the overall customer experience but also allows retailers to differentiate themselves in a crowded market by offering unique and personalized pizza options.

Furthermore, the market is witnessing an increasing focus on sustainability and eco-friendly practices, with retailers emphasizing recyclable packaging materials and sourcing ingredients from sustainable and ethical suppliers. This trend resonates with environmentally conscious consumers who prioritize sustainability in their purchasing decisions.

In terms of regional market distribution, North America and Europe are leading markets for retail pizza, driven by high consumer demand, established retail infrastructure, and a strong culture of pizza consumption. These regions dominate the market due to factors such as a wide variety of pizza offerings, robust distribution networks, and a well-established food retail landscape.

In conclusion, the retail pizza market is poised for steady growth driven by factors such as convenience, innovation, digital marketing, health consciousness, customization, and sustainability. Retailers in this segment can capitalize on these trends by continuously adapting to consumer preferences, expanding their product offerings, and investing in marketing strategies that resonate with their target audience. By staying attuned to market dynamics and consumer trends, retail pizza brands can maintain a competitive edge and drive continued growth in the evolving pizza market landscape.

This report provides a deep insight into the global Retail Pizza market covering all its essential aspects. This ranges from a macro overview of the market to micro details of

the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Retail Pizza Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Retail Pizza market in any manner.

Global Retail Pizza Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Nestle

Dr. Oetker

Schwan

S?dzucker Group

General Mills

Conagra

Palermo Villa

Casa Tarradellas

Orkla

Goodfella's Pizza

Italpizza

Little Lady Foods

Roncadin

Amy's Kitchen

Inc

Bernatello's

Ditsch

Origus

Maruha nichiro

CXC Food

Sanquan Foods

Ottogi

Market Segmentation (by Type)

Size?10inch

10inch?Size?16inch

Size?16inch

Market Segmentation (by Application)

Large Retail

Convenience & Independent Retail

Food Service

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Retail Pizza Market

Overview of the regional outlook of the Retail Pizza Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as

challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Retail Pizza Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Retail Pizza

1.2 Key Market Segments

1.2.1 Retail Pizza Segment by Type

1.2.2 Retail Pizza Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 RETAIL PIZZA MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Retail Pizza Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Retail Pizza Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 RETAIL PIZZA MARKET COMPETITIVE LANDSCAPE

3.1 Global Retail Pizza Sales by Manufacturers (2019-2024)

3.2 Global Retail Pizza Revenue Market Share by Manufacturers (2019-2024)

3.3 Retail Pizza Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Retail Pizza Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Retail Pizza Sales Sites, Area Served, Product Type

3.6 Retail Pizza Market Competitive Situation and Trends

3.6.1 Retail Pizza Market Concentration Rate

3.6.2 Global 5 and 10 Largest Retail Pizza Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 RETAIL PIZZA INDUSTRY CHAIN ANALYSIS

4.1 Retail Pizza Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF RETAIL PIZZA MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 RETAIL PIZZA MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Retail Pizza Sales Market Share by Type (2019-2024)

6.3 Global Retail Pizza Market Size Market Share by Type (2019-2024)

6.4 Global Retail Pizza Price by Type (2019-2024)

7 RETAIL PIZZA MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Retail Pizza Market Sales by Application (2019-2024)

7.3 Global Retail Pizza Market Size (M USD) by Application (2019-2024)

7.4 Global Retail Pizza Sales Growth Rate by Application (2019-2024)

8 RETAIL PIZZA MARKET SALES BY REGION

8.1 Global Retail Pizza Sales by Region

8.1.1 Global Retail Pizza Sales by Region

8.1.2 Global Retail Pizza Sales Market Share by Region

8.2 Global Retail Pizza Market Size by Region

8.2.1 Global Retail Pizza Market Size by Region

8.2.2 Global Retail Pizza Market Size Market Share by Region

8.3 North America

8.3.1 North America Retail Pizza Sales by Country

8.3.2 North America Retail Pizza Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Retail Pizza Sales by Country

8.4.2 Europe Retail Pizza Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Retail Pizza Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Retail Pizza Market Size by Region

8.6.2 Asia Pacific Retail Pizza Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Retail Pizza Sales by Country

8.7.2 South America Retail Pizza Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Retail Pizza Sales by Region

8.8.2 Middle East and Africa Retail Pizza Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 RETAIL PIZZA MARKET PRODUCTION BY REGION

- 9.1 Global Production of Retail Pizza by Region (2019-2024)
- 9.2 Global Retail Pizza Revenue Market Share by Region (2019-2024)
- 9.3 Global Retail Pizza Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Retail Pizza Production
 - 9.4.1 North America Retail Pizza Production Growth Rate (2019-2024)
 - 9.4.2 North America Retail Pizza Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Retail Pizza Production
 - 9.5.1 Europe Retail Pizza Production Growth Rate (2019-2024)
 - 9.5.2 Europe Retail Pizza Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Retail Pizza Production (2019-2024)
 - 9.6.1 Japan Retail Pizza Production Growth Rate (2019-2024)
 - 9.6.2 Japan Retail Pizza Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Retail Pizza Production (2019-2024)
 - 9.7.1 China Retail Pizza Production Growth Rate (2019-2024)
 - 9.7.2 China Retail Pizza Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Nestle
 - 10.1.1 Nestle Retail Pizza Basic Information
 - 10.1.2 Nestle Retail Pizza Product Overview
 - 10.1.3 Nestle Retail Pizza Product Market Performance
 - 10.1.4 Nestle Business Overview
 - 10.1.5 Nestle Retail Pizza SWOT Analysis
 - 10.1.6 Nestle Recent Developments
- 10.2 Dr. Oetker
 - 10.2.1 Dr. Oetker Retail Pizza Basic Information
 - 10.2.2 Dr. Oetker Retail Pizza Product Overview
 - 10.2.3 Dr. Oetker Retail Pizza Product Market Performance
 - 10.2.4 Dr. Oetker Business Overview
 - 10.2.5 Dr. Oetker Retail Pizza SWOT Analysis

- 10.2.6 Dr. Oetker Recent Developments
- 10.3 Schwan
 - 10.3.1 Schwan Retail Pizza Basic Information
 - 10.3.2 Schwan Retail Pizza Product Overview
 - 10.3.3 Schwan Retail Pizza Product Market Performance
 - 10.3.4 Schwan Retail Pizza SWOT Analysis
 - 10.3.5 Schwan Business Overview
 - 10.3.6 Schwan Recent Developments
- 10.4 S?dzucker Group
 - 10.4.1 S?dzucker Group Retail Pizza Basic Information
 - 10.4.2 S?dzucker Group Retail Pizza Product Overview
 - 10.4.3 S?dzucker Group Retail Pizza Product Market Performance
 - 10.4.4 S?dzucker Group Business Overview
 - 10.4.5 S?dzucker Group Recent Developments
- 10.5 General Mills
 - 10.5.1 General Mills Retail Pizza Basic Information
 - 10.5.2 General Mills Retail Pizza Product Overview
 - 10.5.3 General Mills Retail Pizza Product Market Performance
 - 10.5.4 General Mills Business Overview
 - 10.5.5 General Mills Recent Developments
- 10.6 Conagra
 - 10.6.1 Conagra Retail Pizza Basic Information
 - 10.6.2 Conagra Retail Pizza Product Overview
 - 10.6.3 Conagra Retail Pizza Product Market Performance
 - 10.6.4 Conagra Business Overview
 - 10.6.5 Conagra Recent Developments
- 10.7 Palermo Villa
 - 10.7.1 Palermo Villa Retail Pizza Basic Information
 - 10.7.2 Palermo Villa Retail Pizza Product Overview
 - 10.7.3 Palermo Villa Retail Pizza Product Market Performance
 - 10.7.4 Palermo Villa Business Overview
 - 10.7.5 Palermo Villa Recent Developments
- 10.8 Casa Tarradellas
 - 10.8.1 Casa Tarradellas Retail Pizza Basic Information
 - 10.8.2 Casa Tarradellas Retail Pizza Product Overview
 - 10.8.3 Casa Tarradellas Retail Pizza Product Market Performance
 - 10.8.4 Casa Tarradellas Business Overview
 - 10.8.5 Casa Tarradellas Recent Developments
- 10.9 Orkla

- 10.9.1 Orkla Retail Pizza Basic Information
- 10.9.2 Orkla Retail Pizza Product Overview
- 10.9.3 Orkla Retail Pizza Product Market Performance
- 10.9.4 Orkla Business Overview
- 10.9.5 Orkla Recent Developments
- 10.10 Goodfella's Pizza
 - 10.10.1 Goodfella's Pizza Retail Pizza Basic Information
 - 10.10.2 Goodfella's Pizza Retail Pizza Product Overview
 - 10.10.3 Goodfella's Pizza Retail Pizza Product Market Performance
 - 10.10.4 Goodfella's Pizza Business Overview
 - 10.10.5 Goodfella's Pizza Recent Developments
- 10.11 Italtizza
 - 10.11.1 Italtizza Retail Pizza Basic Information
 - 10.11.2 Italtizza Retail Pizza Product Overview
 - 10.11.3 Italtizza Retail Pizza Product Market Performance
 - 10.11.4 Italtizza Business Overview
 - 10.11.5 Italtizza Recent Developments
- 10.12 Little Lady Foods
 - 10.12.1 Little Lady Foods Retail Pizza Basic Information
 - 10.12.2 Little Lady Foods Retail Pizza Product Overview
 - 10.12.3 Little Lady Foods Retail Pizza Product Market Performance
 - 10.12.4 Little Lady Foods Business Overview
 - 10.12.5 Little Lady Foods Recent Developments
- 10.13 Roncadin
 - 10.13.1 Roncadin Retail Pizza Basic Information
 - 10.13.2 Roncadin Retail Pizza Product Overview
 - 10.13.3 Roncadin Retail Pizza Product Market Performance
 - 10.13.4 Roncadin Business Overview
 - 10.13.5 Roncadin Recent Developments
- 10.14 Amy's Kitchen
 - 10.14.1 Amy's Kitchen Retail Pizza Basic Information
 - 10.14.2 Amy's Kitchen Retail Pizza Product Overview
 - 10.14.3 Amy's Kitchen Retail Pizza Product Market Performance
 - 10.14.4 Amy's Kitchen Business Overview
 - 10.14.5 Amy's Kitchen Recent Developments
- 10.15 Inc
 - 10.15.1 Inc Retail Pizza Basic Information
 - 10.15.2 Inc Retail Pizza Product Overview
 - 10.15.3 Inc Retail Pizza Product Market Performance

- 10.15.4 Inc Business Overview
- 10.15.5 Inc Recent Developments
- 10.16 Bernatello's
 - 10.16.1 Bernatello's Retail Pizza Basic Information
 - 10.16.2 Bernatello's Retail Pizza Product Overview
 - 10.16.3 Bernatello's Retail Pizza Product Market Performance
 - 10.16.4 Bernatello's Business Overview
 - 10.16.5 Bernatello's Recent Developments
- 10.17 Ditsch
 - 10.17.1 Ditsch Retail Pizza Basic Information
 - 10.17.2 Ditsch Retail Pizza Product Overview
 - 10.17.3 Ditsch Retail Pizza Product Market Performance
 - 10.17.4 Ditsch Business Overview
 - 10.17.5 Ditsch Recent Developments
- 10.18 Origus
 - 10.18.1 Origus Retail Pizza Basic Information
 - 10.18.2 Origus Retail Pizza Product Overview
 - 10.18.3 Origus Retail Pizza Product Market Performance
 - 10.18.4 Origus Business Overview
 - 10.18.5 Origus Recent Developments
- 10.19 Maruha nichiro
 - 10.19.1 Maruha nichiro Retail Pizza Basic Information
 - 10.19.2 Maruha nichiro Retail Pizza Product Overview
 - 10.19.3 Maruha nichiro Retail Pizza Product Market Performance
 - 10.19.4 Maruha nichiro Business Overview
 - 10.19.5 Maruha nichiro Recent Developments
- 10.20 CXC Food
 - 10.20.1 CXC Food Retail Pizza Basic Information
 - 10.20.2 CXC Food Retail Pizza Product Overview
 - 10.20.3 CXC Food Retail Pizza Product Market Performance
 - 10.20.4 CXC Food Business Overview
 - 10.20.5 CXC Food Recent Developments
- 10.21 Sanquan Foods
 - 10.21.1 Sanquan Foods Retail Pizza Basic Information
 - 10.21.2 Sanquan Foods Retail Pizza Product Overview
 - 10.21.3 Sanquan Foods Retail Pizza Product Market Performance
 - 10.21.4 Sanquan Foods Business Overview
 - 10.21.5 Sanquan Foods Recent Developments
- 10.22 Ottogi

- 10.22.1 Ottogi Retail Pizza Basic Information
- 10.22.2 Ottogi Retail Pizza Product Overview
- 10.22.3 Ottogi Retail Pizza Product Market Performance
- 10.22.4 Ottogi Business Overview
- 10.22.5 Ottogi Recent Developments

11 RETAIL PIZZA MARKET FORECAST BY REGION

- 11.1 Global Retail Pizza Market Size Forecast
- 11.2 Global Retail Pizza Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Retail Pizza Market Size Forecast by Country
 - 11.2.3 Asia Pacific Retail Pizza Market Size Forecast by Region
 - 11.2.4 South America Retail Pizza Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Retail Pizza by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Retail Pizza Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Retail Pizza by Type (2025-2032)
 - 12.1.2 Global Retail Pizza Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Retail Pizza by Type (2025-2032)
- 12.2 Global Retail Pizza Market Forecast by Application (2025-2032)
 - 12.2.1 Global Retail Pizza Sales (K MT) Forecast by Application
 - 12.2.2 Global Retail Pizza Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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