

Pizza Market in India 2015

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Abstracts

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Netscribes' latest market research report titled Pizza Market in India 2015 describes the dynamics of pizza consumption in India. Pizzas represent a growing food segment in India, which attract a lot of foreign players' participation. Vegetarian pizza is highly popular in India and new varieties such as vegan and gluten-free items are a relatively new addition in the product portfolio. The market is dominated by Jubilant FoodWorks and Yum Brands who own the widely recognizable brands such as Dominos and Pizza Hut respectively. Competition in the pizza segment is getting intense with players significantly ramping up their presence across Tier-II and Tier-III cities of India, and introducing variety in their product offering.

Demand for pizza in India is driven by a gradual increase in disposable income of Indian consumers, coupled with a burgeoning young population segment with growing preference towards pizzas. Pizza companies in India frequently come up with attractive and competitive marketing campaigns, which results in increased viewership and footfall in pizza outlets. However, health issues such as obesity related to over-consumption of pizzas prompts parents to advise their wards to reduce expenditure on pizzas. The industry is characterized by a growing number of pizza outlets, differentiated product offering including home deliveries, online ordering and expansion in product portfolio.

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