

# Indian Pizza Market Analysis

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## Abstracts

Experimenting with the taste buds has always been the mantra of food lovers in India. With increasing disposable incomes, spendthrift attitude and cross-cultural exchanges the exposure to various global cuisines has never been so easy. Be it western cuisines or local delicacies, the Indian food lovers are always ready to taste both. As a matter of fact, many times they even prefer to have a platter full of dishes fused with both the tastes. According to our new research report, the demand for various fast food items is consistently rising in India. The most delectable of them all is Pizza, which has now emerged as one of the most favourite fast food items of the Indians especially the young generation. As per our estimation, the Indian organized pizza market will surge at a CAGR of more than 27% during 2012-2015.

Our comprehensive report on “Indian Pizza Market Analysis” deciphered that India can prove a huge platform for the market players to grow as the penetration of pizza consumption is still low. On evaluating the organized pizza market in India prudently, we observed that there exists a tremendous growth opportunity for these players in tier II and III cities, where the educated middle class population is becoming more sophisticated with respect to standardized food consumption. An in-depth analysis of the consumer behavior patterns has been done for tier I and II cities by conducting comprehensive primary research and market surveys. For our survey, we targeted the people in the age group of 13-40 years, which includes professionals, businessmen, students and individuals.

Our survey also covers the other important features of the pizza sector like consumers' preferences for vegetarian and non-vegetarian pizzas, home delivery services, and major factors considered while selecting a pizza outlet. We also covered some of the additional features desired by consumers that can act as an opportunity area for the players. The report provides profiling of the major companies in the field, such as Domino's, Pizza Hut, Papa John's and Smokin' Joes involved in the pizza market to

gain insights on their overall business, recent activities and an analysis on their strengths and weaknesses. Seeing the lucrative potential, various players are planning to expand their operations in tier II cities. Overall, the report presents optimum information and balanced research outlook on the potentials of the Indian pizza market.

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