

# The Grocer

## Focus On: Pizza

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Intro: Various pizza restaurant chains have all closed sites in the past 12 months, leaving some consumers without a local pizza joint. Meanwhile, inflationary pressures have pushed up menu prices. So, has an uncertain out-of-home sector been a boon to grocery pizza?

**Out-of-home pizza:** The state of play

- How are the leading players in the OOH sector faring?
- Which companies are struggling and why?
- Which companies are in growth and why?

**Grocery pizza:** Big night in

- How are the leading grocery brands faring?
- Which are winning share from OOH?
- How have they achieved this?

**Foodservice trends:** Non-Neapolitan pizzas

- Which non-Neapolitan pizza styles are gaining traction and why?
- Which toppings are hot in 2026?
- How is social media influencing these trends?

**Grocery trends:** Ones to watch

- Which trends can be identified across recent supermarket launches?
- What do industry insiders think we'll see next?
- How is own-label pizza faring?

**Healthier pizza:** HFSS innovation

- How challenging is it to develop an HFSS-compliant pizza?
- How have HFSS compliant lines been faring in grocery?
- Are HFSS compliant brands leading with health-led messaging – why/why not?

**Marketing campaigns:** Pizza ads

- Which campaigns of the past 12 months have been the most impactful?
- Which brands have had to pivot their marketing strategies in light of the junk food ad ban?
- Which channels are getting the most investment?

**Innovations:** We will profile three new products or ranges. We need launch date, rsp, and a hi-res picture of each.