Pizza Market 2017 by Current & Upcoming Trends

Pizza Market 2017 - Opportunity, Driving Trends and deep study.

PUNE, INDIA, October 2, 2017 /EINPresswire.com/ -- Pune, India, 2nd October 2017: WiseGuyReports announced addition of new report, titled "Global Pizza Market: Industry Analysis & Outlook (2017-2021)".

Over the years, people have developed a strange longing for the Pizzas. It is the amalgamation of varied parts: crust, vegetables, cheese, sauce, meat or other proteins, and the baking style. Pizza is a yeasted flatbread generally topped with tomato sauce and cheese and baked in an oven. It is commonly topped with a selection of meats, vegetables and condiments. It is one of the most flexible foods and can be easily customized according to the customers taste and preference. This quality of Pizza has made it highly popular across the globe. Past few years, companies have adopted different approaches to popularize their Pizza offerings. In developing countries, companies are trying to tap in the advantages of delivery system and e-sales channel where as in developed regions, focus is on Pizza customization.

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Depending upon the type of format opted by the Pizza market player, this market can be segmented into three main segments; Pizza 100% HDTA (Home Delivery/Take Away), Pizza full-service restaurant and Pizza fast food. Further, on the basis of the pizzeria operator this market can be divided into two categories; Chained Pizza operators and independent Pizza operators.

The global Pizza market is driven by factors such as rising disposable income, rapid urbanization, increasing Pizza franchisees and introduction of multiple sales channels. The growing demand for gluten free Pizza and rising popularity of fast casual Pizza are the recent trends in the market. The market growth is hindered by inventory management and complicated pricing structure.

The report "Global Pizza Market: Industry Analysis & Outlook (2017-2021)" analyzes the development of this market, with focus on Europe, North America, Asia-Pacific and Middle East & Africa markets. The major trends, growth drivers as well as issues being faced by the market are discussed in detail in this report. The four major players: Yum! Brands, Inc., Domino's Pizza Inc., Papa John's International, Inc. and TelePizza Group S.A. are being profiled along with their key

financials and strategies for growth. The report contains a comprehensive analysis of the global Pizza market along with the study of the regional markets.

Table of Content: Key Points

1. Overview
1.1 Pizza
1.2 Pizza Market by Format Distribution
1.3 Pizza Market by CFS Type

2. Global Pizza Market
2.1 Global Pizza Market by Value
2.2 Global Pizza Market Forecast by Value
2.3 Global Pizza Market by Format Type
2.4 Global Pizza Market by Operator Type
2.5 Global Pizza Market by Regions

3. Global Pizza Home Delivery/Take Away Market
3.1 Global Pizza Home Delivery/Take Away (HDTA) Market by Value
3.2 Global Pizza HDTA Market Forecast by Value
3.3 Global Pizza HDTA Market by Operator
3.4 Global Chained Pizza HDTA Market by Value
3.5 Global Chained Pizza HDTA Market Forecast by Value

4. Regional Markets
4.1 Europe
...Continued

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