

Pizza 2017 Global Market Challenge, Driver, Trends & Forecast to 2021

Pizza Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2021

PUNE , INDIA, April 27, 2018 /EINPresswire.com/ -- 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.

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