

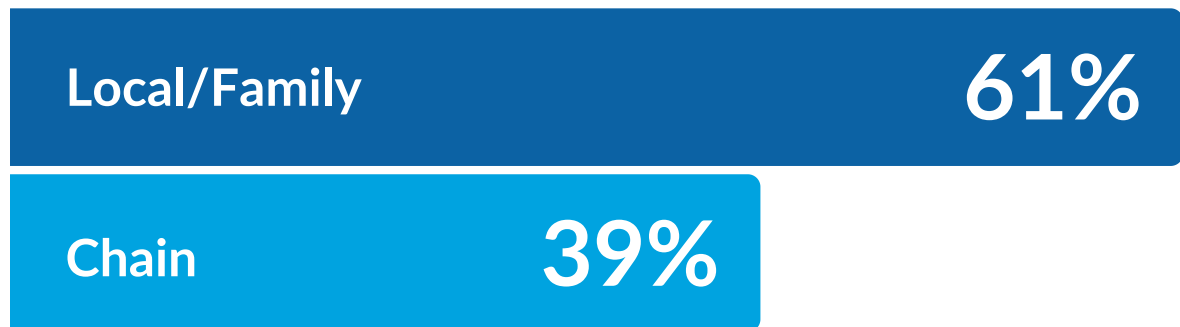
North American Pizza Preferences: A Brief Insight

EXPLORING CONSUMER CHOICES IN THE PIZZA MARKETPLACE

We conducted a survey with 2,076 consumers across North America to discover their pizza-purchasing habits.



Do you prefer to order from a local or family-owned pizza restaurant, or a recognized chain?



Among the seven pizza chains that were presented, these are the top three brands:

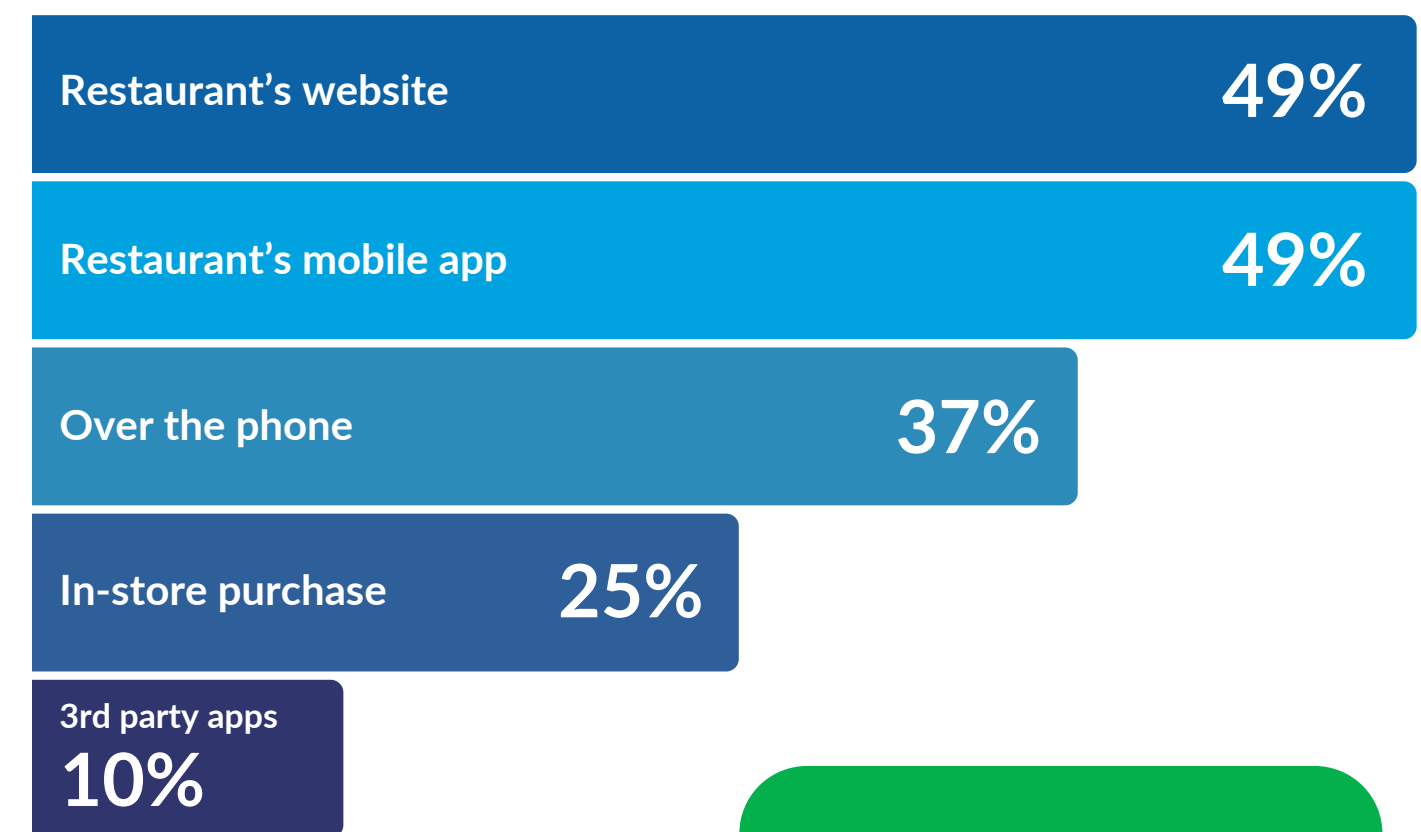


For two years in a row, the top 3 most important factors rated by respondents when choosing where to order pizza are:

- #1 Quality of ingredients
- #2 Price
- #3 Convenience

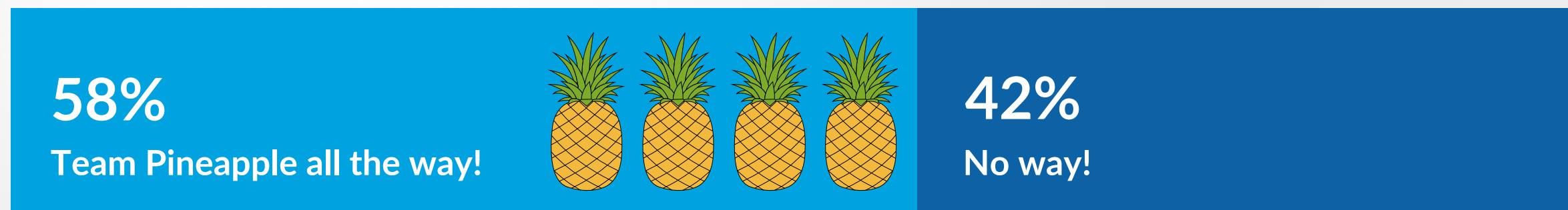
Respondents ranked the availability of gluten-free/vegan options as the least important factor.

Which method do you use most often when ordering pizza?

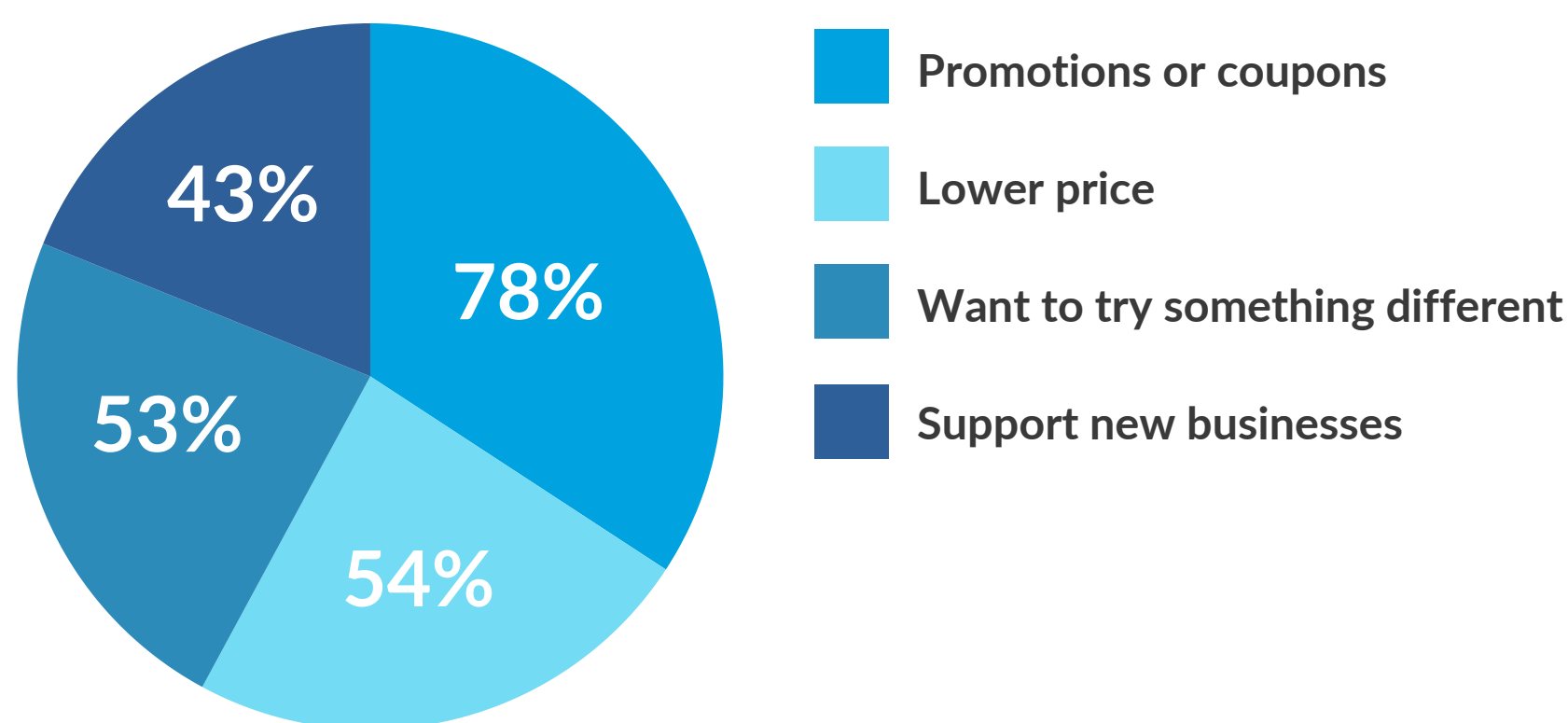


10% fewer respondents said they placed orders over the phone for pizza compared to last year.

Are you team pineapple or not?



What would make you switch to a new pizza chain from the one you typically purchase from?



70% of consumers report that they haven't tried any of the following trending pizza toppings, like Honey, Tandoori or Sweet-chilly sauce.

Of those who have, **Buttermilk ranch** and **Hot Honey** are the most popular!



Why is this important?

With 60% of respondents saying they order pizza once of month or less, focusing on capturing that occasional diner is key!

Consumers today are highly price sensitive, so leveraging promotions or coupons to influence a customer to choose your brand over another can make that difference.

If you want more insights on how your brand can better meet the needs of your customer, Intouch is here to help!