

The Grocer

Focus On: Pizza

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The Story

It's time for the supermarkets to grab a slice of the Friday night takeaway. Pizza deliveries are booming in the UK, with reports of millennials ordering as many as 10 a month. So far, the grocers have largely been left out in the cold as the likes of Deliveroo and UberEats cash in. That is set to change. Sainsbury's forged a pioneering partnership with Zizzi in December 2017 to offer takeaway pizzas in its Balham store. Asda joined forces with Just Eat in November to offer a delivery service for its hot pizza offering. And plenty of others are upping their game on their hot pizza counters. So to what extent can supermarkets get in on the takeaway game? And what does that mean for pizza buying habits?

Key themes:

Online: Just how much potential is there for supermarkets to capitalise on the rise of online takeaway services? Can they ever become a mainstream pizza takeaway option? How have the Sainsbury's/Asda services performed and could they be rolled out further?

Hot counters: Even without the likes of Deliveroo and UberEats, supermarkets can tempt some of the takeaway crowd with hot pizza counters. How have these developed over the past year? Is there anything new to attract consumers?

Chilled and frozen: Can these pizzas ever hope to cash in on the takeaway experience? How can they replicate the experience? Could this help to increase frequency of purchase from 14 times a year?

4 x pizza innovations: We identify four new products or product ranges that have not appeared in The Grocer before, including launch date, RSP, and a hi-res picture of each.