The Grocer

**Focus On: Pizza**

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A piece of the action is looking costlier in pizza of late. The category has only sustained its value by pushing prices up in response to inflationary pressures. So will inflation continue to slice growth in pizza? Will own label soon outvalue branded lines in frozen? Is the pie set to be shared more evenly?

**Inflation:** Growing value in pizza has been driven exclusively by price rises, says Kantar, and shrinking volumes are the proof. How will the category fare as shoppers seek savings?

**Trading down:** As shoppers seek savings, will we see trading down from chilled to frozen, which is typically cheaper? And might we see a similar effect as shoppers abandon takeaways in favour of supermarket fare?

**Leading brands:** While three brands continue to dominate in frozen pizza, their share has been eroded over the past year. What can they do to turn things around?

**Challengers:** Although they comprise a small part of the category, challengers are a growing presence in frozen, touting premium credentials and restaurant branding. Why are these lines growing, and can it continue?

**Own label:** With most of the value in chilled, own label lines could soon attract more spending even in frozen as shoppers trade down. Which retailers are making the most of it?

**HFSS:** With all that cheese, pizza looks likely to be heavily hit by the first HFSS rules that are due to take effect in October. How will it affect the category?

**Innovations:** We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each