

A YEAR OF INNOVATION IN PIZZA AND PIES, 2022

Meat flavours are seeing a resurgence in both traditional and plant-based pizza launches. Also, innovation is pivoting around authenticity and convenience cues.



Mikolaj Kaczorowski,
Innovation Analyst



Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in pizza and pies

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: Pinsa-style pizzas appeal to consumers looking for authentic and traditional varieties

- Heritage pizza styles appeal to modern consumers
- Crunchy textures dominate pizza innovation
 - Graph 1: pizza launches, by share of top five textures, 2017 vs 2022
- The mouthfeel of the crust is celebrated in pinsa pizza launches

Europe: meat flavours appeal, even for plant-based options

- Consumers are looking to reduce their meat consumption, but don't want to compromise on flavour
- Plant and vegan pizza brands are looking to attract flexitarians
 - Graph 2: pizza launches with the vegan, vegetarian or plant based claim, by share of fauna flavour component group, 2017-22
- Meat flavours take centre stage in these plant-based pizza and pies
- Brand renovation/innovation: a Twitter campaign helps bring the fish finger pizza dream to reality

The Middle East & Africa (MEA)

- Brands highlight homemade and artisanal production and ingredients

ASIA PACIFIC (APAC)

Asia: flavour innovations can excite category interest

- Consumers are on the lookout for new flavour experiences
- Popular favourites dominate pizza and pie flavours
 - Graph 3: pizza launches, by top five flavours, 2017-22
 - Graph 4: pastry launches, by top five flavours, 2017-22
- Pizza and pie launches explore new and innovative flavours and textures
- Brand renovation/innovation: Unmeat showcases its plant-based meats on Unpizza

Asia: convenience is a big driver of pizza and pie innovation

- Consumers want fuss-free and quick pizza and pie preparation

A year of innovation in pizza and pies, 2022

- Pizza and pie brands are highlighting ease of use and time-saving claims
 - Graph 5: pizza and pie launches, by share of select convenience claims, 2017-22
- Brands highlight convenient, speedy and fuss-free preparation

Australia & New Zealand

- Meat flavours see a resurgence in pizza and pie launches in Australia and New Zealand
- Brand renovation/innovation: bake at home pastry for the ultimate freshness

THE AMERICAS

North America: protein and fibre claims grow in pizza and pie launch activity

- Consumers are looking for a more nutritious pizza and pie
- Pizza and pie launches see an uptick in protein and fibre claims
 - Graph 6: pizza and pies launches by protein and fibre claims, 2017-22
- Protein and fibre claims feature prominently on packaging
- Brand renovation/innovation: DiGiorno launches breakfast pizza with a croissant crust

North America: consumers are turning to familiar and comforting flavours

- The comfort of meat-flavoured pizza and pies appeals
- Meat stages a comeback in pizza and pie launch activity in North America
- Meat combinations take centre stage in pizza and pie launches

Latin America: meat-free options continue to make inroads in Latin America

- Vegan and plant-based pizza and pie launches continue to grow
 - Graph 7: pizza and pie launches, by vegan and plant based claims, 2017-22
- Pizza brands look to appeal to growing interest in plant-based diets in the region
- Chilled pizzas appeal with artisanal and traditional recipes

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850