

What the Data Says

In the ever-changing food game, the pizza industry has demonstrated impressive adaptability. Balancing classic traditions with the emergence of gourmet trends, while navigating a global pandemic, the industry's journey over the past five years offers intriguing insights and projections for the future.

The landscape of the Pizza Restaurants and Takeaway industry has evolved notably over the last half-decade. While classic pies remain beloved by Australians, a trend towards gourmet and health-conscious options is gaining ground. The industry has adapted to the challenges posed by the COVID-19 pandemic, leveraging the surge in online food delivery demand during lockdowns to bolster sales, despite reduced foot traffic due to social distancing norms.

With an anticipated revenue growth of 2.0% in the current year due to burgeoning consumer interest in gourmet pizzas and digital food delivery services, the industry's revenue is predicted to inch upwards at a rate of 0.1% annually over the five years leading up to 2022-23, hitting \$4.3 billion.

Innovation has permeated the industry in the past five years, both in menus and in operations. Technology has enhanced operational efficiency, reshaped customer ordering experiences, and fostered an environment conducive to online ordering. Although this trend favours larger businesses with more capital to invest in advanced systems, smaller businesses are riding the wave of third-party online food ordering and delivery platforms like Menulog and Uber Eats, expanding their reach.

Moving forward, the industry will continue to embrace technological advancement and innovative systems to uplift customer experiences and streamline operations. As Australian cities continue to grow, system requirements will escalate, opening up fresh markets for franchises. Independent establishments that can set themselves apart from big chains will also find opportunities in these emerging markets. Overall, the industry is projected to grow at an annualised rate of 2.5% over the five years leading up to 2027-28, elevating revenue to a forecasted \$4.8 billion.

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