

## Frozen Pizza

The frozen category is an important and growing solution for all in-home meal occasions. Frozen Pizza is outpacing the total frozen category growth as a result of consumer behavior shift.

### Premium

**DIGIORNO**



#1 sales in U.S.



#2 sales in U.S.



#3 sales in U.S.



#4 sales in U.S.

### Mainstream

**TOMBSTONE**  
PIZZA



#1 sales in U.S.



#2 sales in U.S.



#3 sales in U.S.



#4 sales in U.S.

### Value Brand

**Jack's**



#1 sales in U.S.



#2 sales in U.S.



#3 sales in U.S.



#4 sales in U.S.

## Frozen Pizza Shopper valuable as average basket > \$100.00



### The Frozen Pizza Basket:



Average # of Frozen Pizzas purchased

2



Average \$ spend on Frozen Pizza

\$8.0



Average total basket

\$101

FP shoppers generally buy more than one pizza and many of them will buy more than planned. Coupons / deals pre-store or in-store should focus on 2+ pizzas and good variety / in-store deals can drive impulse purchase.

## THE CUSTOMER

DIGIORNO HHs SKEW LARGER FAMILIES WITH KIDS AND TEENS vs. AVG BUYER

### Household Demographics & Behavior



5+ HH Size (164)



Kids aged 6-17 (178)



Male Sales (137)