

Navigating Mintel reports

Mintel is a great source for market research data and analysis.

This document focuses on navigating within Mintel reports.

Start by searching for a topic. You can filter to 'reports' to find detailed analysis of particular markets (see Searching Mintel guide).

Click on the title of a report to open it and view the summary screen.

Pizza and Italian Restaurants - UK - October 2019



"The rising costs of operating sit-down venues will be unsustainable for some pizza and Italian restaurants in the long run. Instead of adding more restaurant sites, operators will focus on two areas: enhancing the dining experiences at their flagship stores and expanding their delivery catchment areas through third-party delivery companies."

- **Trish Caddy, Senior Foodservice Analyst**

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Download:

-  Executive Summary
-  Infographic Overview
-  Report Presentation
-  Databook
-  Report Brochure

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The Table of Contents will give you a clickable list of all the sections in the report.

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Overview



Overview
This report provides in-depth analysis and insight supported by a range of data. At the same time, introductory and top-level content is provided to give you an overview of the issues covered.

2017

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- Factors Influencing Pizza or Italian Choice
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Click a section in the list to see the content. For example, we could select 'Key players and market share' to see information about the major companies in this market.

The reports are a mixture of survey data and analysis.

You can click the dropdown menu at the top of any section to navigate to a different section, or click 'go to report summary' to return to that screen.

Pizza and Italian Restaurants - UK - October 2019

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***Key Players and Market Share**

- Pizza Hut's blurred future
- Market share of chains vs independents
- Figure 19: Number of pizza or Italian restaurants vs takeaway outlets, 2019
- Carluccio's makes a comeback
- Figure 20: Selected pizza or Italian restaurants and takeaways, by outlet numbers, 2013-19
- PizzaExpress debts raise concerns
- Prezzo continues to lose
- Domino's remains cautious
- Franco Manca on the expansion trail

Launch Activity and Innovation

Advertising and Marketing Activity

Brand Research

Indeed, lines between the Yum! Brands restaurant and delivery companies have become blurred as the former explores delivery options

Searching within reports

From the report summary screen, you can click 'Search this report' to look for specific words or phrases that may be mentioned within the report.



For example, we can search for mentions of 'Deliveroo' in this report.

This will reveal links to all the sections of the report where your search term is mentioned.

When you click one of these, mentions of your search term are highlighted as you read that section.

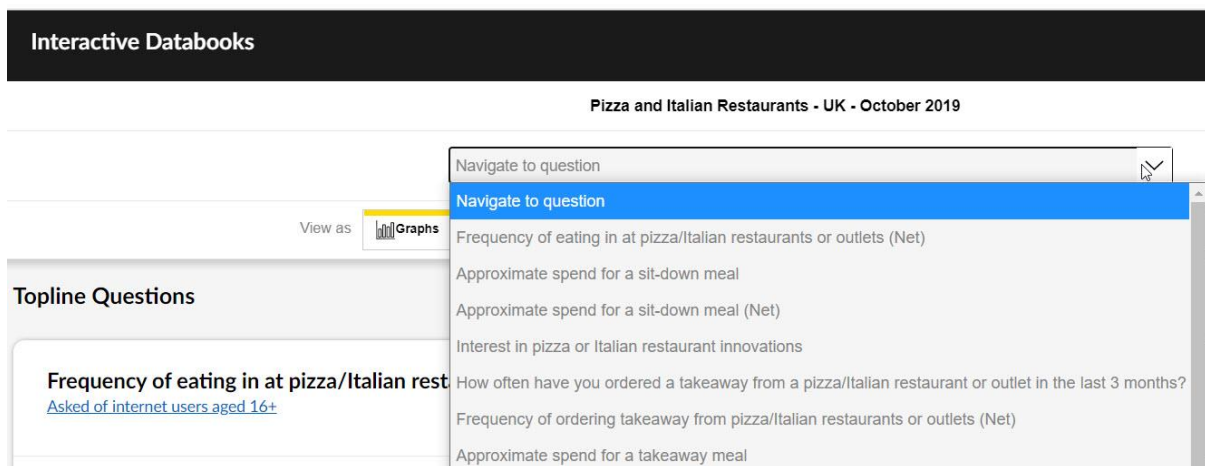
The interactive databook

On the search summary screen, you can find a link to the interactive databook.

The interactive databook has graphs and tables of the survey data the report is based on.

A screen will appear asking if you want to log in. You do not need to log in to view the databook, so you can click 'Continue without logging in'.

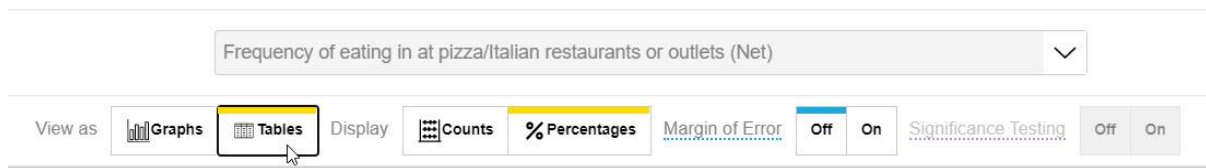
One in the databook, you can use the dropdown menu at the top to select different questions and view the responses.



For example, we can select 'Factors influencing pizza or Italian choice' to see a bar chart of survey respondents' top listed factors.

You can download the data using the options on the right-hand side above the graph.

You can also see the data in different formats, i.e. tables or graphs, and change the way the data is presented, for example as percentages or as a count. These options are located underneath the dropdown menu at the top.



Finally, you can 'explore demographics' to see responses to each question broken down by demographic groups.

If you need any further help with navigating Mintel, please contact your Academic Liaison Librarian.