

# **Global Low-Cost Pizza Franchise Market Size study, by Revenue Component (Franchise Fees, Royalty Fees, Advertising and Marketing Fees, Supply Chain and Purchasing Fees, Renewal Fees, Others) by Type (Delivery and Takeout Franchise, Carryout Franchise, Fast Casual Franchise, Mobile Pizza Franchise, Others) by Franchise Location (Domestic, International) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Low-Cost Pizza Franchise Market is valued approximately at USD 17.14 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 4.51% over the forecast period 2024-2032. Low-cost pizza franchises provide an accessible entry point for individuals with limited capital who aspire to venture into the pizza business. These franchises require a lower initial investment compared to traditional pizza franchises, making them attractive to a broader range of entrepreneurs. The investment needed for a low-cost pizza franchise varies depending on the brand, location, and scale of operations, but generally remains within reach for more individuals.

Global Low-Cost Pizza Franchise Market is driven by increasing demand for pizza and rising in online ordering, contributing a substantial portion of the revenues, and further promoting the market's growth. Convenient food has seen a rising demand across various demographics and regions, which is beneficial for low-cost pizza franchises that offer affordable, accessible, and quick dining solutions. The rise of online ordering platforms has significantly contributed to this trend, as they provide consumers with the ease of ordering their favorite pizzas from the comfort of their homes. These digital platforms not only expand the customer base by reaching a wider audience but also

streamline the ordering process, enhancing customer satisfaction and loyalty. Moreover, growth in developing economies and expansion of digital platforms is anticipated to create lucrative opportunities for the market. However, raw material availability and high manufacturing costs is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Global Low-Cost Pizza Franchise Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America dominated the market owing to high disposable income and the proliferation of online food delivery platforms. These factors have significantly contributed to the growth of the low-cost pizza franchise market in the region. Furthermore, Asia-Pacific is projected to be the fastest-growing market during the forecast period. The rising demand for pizza, coupled with the rapid growth of pizza franchise brands in countries such as China, India, and Australia, has played a pivotal role in driving the market demand in this region.

Major market players included in this report are:

Marcos Franchising, LLC

Dominos Pizza, Inc

Sbarro LLC

Red Brick Pizza LLC

Little Caesar Enterprises, Inc.

Mr. Gattis Pizza, LLC

Hungry Howies Pizza & Subs, Inc

Papa John's International, Inc

Papa Murphys International LLC

Jets America, Inc

The detailed segments and sub-segment of the market are explained below:

*Global Low-Cost Pizza Franchise Market Size study, by Revenue Component (Franchise Fees, Royalty Fees, Adverti...*

**By Revenue Component:**

Franchise Fees

Royalty Fees

Advertising and Marketing Fees

Supply Chain and Purchasing Fees

Renewal Fees

Others

**By Type:**

Delivery and Takeout Franchise

Carryout Franchise

Fast Casual Franchise

Mobile Pizza Franchise

Others

**By Franchise Location:**

Domestic

International

**By Region:**

North America

U.S.

Canada

## Europe

UK

Germany

France

Spain

Italy

ROE

## Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

## Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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