

Pizza Market by Type (Non-vegetarian Pizza, Vegetarian Pizza), Crust Type (Thick Crust, Thin Crust, Stuffed Crust), Distribution Channel (Quick Service Restaurants (QSR), Full-Service Restaurants (FSR), and Others), and Region 2023-2028

<https://marketpublishers.com/r/P216D1660476EN.html>

Date: March 2023

Pages: 143

Price: US\$ 2,499.00 (Single User License)

ID: P216D1660476EN

Abstracts

Market Overview:

The global pizza market size reached US\$ 141.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 192.4 Billion by 2028, exhibiting a growth rate (CAGR) of 5.1% during 2023-2028. Rapid westernization resulting in shifting consumer dietary patterns, the augmenting popularity of online pizza ordering through web portals and mobile apps, and the introduction of healthier product variants, such as vegan, low-calorie and gluten-free pizzas represent some of the key factors driving the market.

Pizza is a flavorful dish of Italian origin, containing a round, flattened dough base of wheat bread spread with a savory topping mixture of cheese, meat, vegetables, and various seasonings. Typically served hot and cooked in a wood-fired oven at a high temperature, it is baked within a short period of time. It involves kneading the fermented flour dough with yeast, forming a pie shape, adding pizza sauce made from pureed tomatoes seasoned with spices, topping it with vegetables, and baking it. As a fast and convenient breakfast, lunch, dinner, or snack, pizza is a popular food choice on a variety of occasions. Pizza is typically seen as a savory food formed into a round shape and served in wedges, but over time, it has evolved to take on a variety of shapes, including rectangular and square, while the toppings for the baked crust have also evolved. Pizza is widely gaining traction across the globe as one of the most popular fast-food products.

Pizza Market Trends:

The global market is primarily driven by the increasing consumption of pizza across developing economies. This can be attributed to rapid westernization resulting in shifting consumer dietary patterns. In line with this, the escalating demand for ready-to-eat (RTE) and convenience food products among the working population due to their hectic lifestyles is providing an impetus to the market. Additionally, the augmenting popularity of online pizza ordering through portals and mobile apps is creating lucrative growth opportunities in the market. Besides this, the introduction of customized pizzas with innovative and exotic toppings and crust types as per consumer demands is positively impacting the market. Moreover, continual technical advancements, such as customer preference tracking analytics, robotic automation, ghost kitchens, and integrated third-party delivery systems, are creating a positive market outlook. The market is further propelled by numerous innovations to introduce healthier product variants, such as vegan, low-calorie, and gluten-free pizzas. Apart from this, various marketing campaigns and strategies adopted by the major market players are further fueling the market growth. Some of the other factors contributing to the market include rapid urbanization, inflating disposable income levels, and considerable growth in the food and beverages (F&B) industry.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pizza market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on type, crust type, and distribution channel.

Type Insights:

Non-vegetarian Pizza

Vegetarian Pizza

The report has provided a detailed breakup and analysis of the pizza market based on the type. This includes non-vegetarian pizza and vegetarian pizza. According to the report, non-vegetarian pizza represented the largest segment.

Crust Type Insights:

Thick Crust
Thin Crust
Stuffed Crust

The report has provided a detailed breakup and analysis of the pizza market based on the crust type. This includes thick crust, thin crust and stuffed crust. According to the report, thick crust represented the largest segment.

Distribution Channel Insights:

Quick Service Restaurants (QSR)
Full-Service Restaurants (FSR)
Others

A detailed breakup and analysis of the pizza market based on the distribution channel has also been provided in the report. This includes quick service restaurants (QSR), full-service restaurants (FSR), and others. According to the report, quick service restaurants (QSR) accounted for the largest market share.

Regional Insights:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for pizza. Some of the factors driving the North America pizza market include the presence of several key players across the region, the rising popularity of online pizza ordering via portals and mobile apps, inflating disposable income levels, and growing millennial population.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global pizza market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Boston Pizza, California Pizza Kitchen Inc., CEC Entertainment LLC, Chicago Pizza, CICI ENTERPRISES LP, Domino's Pizza Inc., FAT Brands Inc., Godfather's Pizza, MOD Super Fast Pizza LLC, Papa Murphy's International (Papa Murphy's Holdings, Inc.), PepsiCo Inc., Pizza Capers (Retail Food Group Limited), Pizza Ranch, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global pizza market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global pizza market?

What are the key regional markets?

Which countries represent the most attractive pizza markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the crust type?

What is the breakup of the market based on distribution channels?

What is the competitive structure of the global pizza market?
Who are the key players/companies in the global pizza market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL PIZZA MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Non-vegetarian Pizza
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Vegetarian Pizza
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY CRUST TYPE

7.1 Thick Crust

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Thin Crust

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Stuffed Crust

7.3.1 Market Trends

7.3.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Quick Service Restaurants (QSR)

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Full-Service Restaurants (FSR)

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Others

8.3.1 Market Trends

8.3.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

- 9.2.2.2 Market Forecast
- 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Boston Pizza

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 California Pizza Kitchen Inc.

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.3 CEC Entertainment LLC

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.4 Chicago Pizza

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.5 CICI ENTERPRISES LP

14.3.5.1 Company Overview

14.3.5.2 Product Portfolio

14.3.6 Dominos Pizza Inc.

14.3.6.1 Company Overview

14.3.6.2 Product Portfolio

14.3.7 FAT Brands Inc.

14.3.7.1 Company Overview

14.3.7.2 Product Portfolio

14.3.7.3 Financials

14.3.8 Godfather's Pizza

14.3.8.1 Company Overview

14.3.8.2 Product Portfolio

14.3.9 MOD Super Fast Pizza LLC

14.3.9.1 Company Overview

14.3.9.2 Product Portfolio

14.3.10 Papa Murphys International (Papa Murphy's Holdings, Inc.)

14.3.10.1 Company Overview

14.3.10.2 Product Portfolio

14.3.11 PepsiCo Inc.

14.3.11.1 Company Overview

14.3.11.2 Product Portfolio

14.3.11.3 Financials

14.3.11.4 SWOT Analysis

14.3.12 Pizza Capers (Retail Food Group Limited)

14.3.12.1 Company Overview

14.3.12.2 Product Portfolio

14.3.13 Pizza Ranch

14.3.13.1 Company Overview

14.3.13.2 Product Portfolio

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

List Of Tables

LIST OF TABLES

Table 1: Global: Pizza Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Pizza Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Pizza Market Forecast: Breakup by Crust Type (in Million US\$),
2023-2028

Table 4: Global: Pizza Market Forecast: Breakup by Distribution Channel (in Million
US\$), 2023-2028

Table 5: Global: Pizza Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Pizza Market: Competitive Structure

Table 7: Global: Pizza Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Pizza Market: Major Drivers and Challenges

Figure 2: Global: Pizza Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Pizza Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Pizza Market: Breakup by Type (in %), 2022

Figure 5: Global: Pizza Market: Breakup by Crust Type (in %), 2022

Figure 6: Global: Pizza Market: Breakup by Distribution Channel (in %), 2022

Figure 7: Global: Pizza Market: Breakup by Region (in %), 2022

Figure 8: Global: Pizza (Non-vegetarian Pizza) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Pizza (Non-vegetarian Pizza) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Pizza (Vegetarian Pizza) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Pizza (Vegetarian Pizza) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Pizza (Thick Crust) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Pizza (Thick Crust) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Pizza (Thin Crust) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Pizza (Thin Crust) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Pizza (Stuffed Crust) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Pizza (Stuffed Crust) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Pizza (Quick Service Restaurants-QSR) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Pizza (Quick Service Restaurants-QSR) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Pizza (Full-Service Restaurants-FSR) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Pizza (Full-Service Restaurants-FSR) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Pizza (Other Distribution Channels) Market: Sales Value (in Million

US\$), 2017 & 2022

Figure 23: Global: Pizza (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: North America: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: North America: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: United States: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: United States: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Canada: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Canada: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Asia-Pacific: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Asia-Pacific: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: China: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: China: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Japan: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Japan: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: India: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: India: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: South Korea: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: South Korea: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Australia: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Australia: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Indonesia: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Indonesia: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Others: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Others: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Europe: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Europe: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Germany: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Germany: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: France: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: France: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: United Kingdom: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: United Kingdom: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Italy: Pizza Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Italy: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028

- Figure 56: Spain: Pizza Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 57: Spain: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 58: Russia: Pizza Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 59: Russia: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 60: Others: Pizza Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 61: Others: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 62: Latin America: Pizza Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 63: Latin America: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 64: Brazil: Pizza Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 65: Brazil: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 66: Mexico: Pizza Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 67: Mexico: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 68: Others: Pizza Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 69: Others: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 70: Middle East and Africa: Pizza Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 71: Middle East and Africa: Pizza Market: Breakup by Country (in %), 2022
- Figure 72: Middle East and Africa: Pizza Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 73: Global: Pizza Industry: SWOT Analysis
- Figure 74: Global: Pizza Industry: Value Chain Analysis
- Figure 75: Global: Pizza Industry: Porter's Five Forces Analysis

I would like to order

Product name: Pizza Market by Type (Non-vegetarian Pizza, Vegetarian Pizza), Crust Type (Thick Crust, Thin Crust, Stuffed Crust), Distribution Channel (Quick Service Restaurants (QSR), Full-Service Restaurants (FSR), and Others), and Region 2023-2028

Product link: <https://marketpublishers.com/r/P216D1660476EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P216D1660476EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970