

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

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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?

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