

Pizza Market to Reach 2,36,576.6 USD Billion by 2032 with 6.54% CAGR Driven by Increasing health-conscious population

The industrial segment encompasses a wide range of pizza types, including brick Pizza, conveyor Pizza, deck Pizza, and others

NEW YORK, NY, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- The global [pizza market](#) continues to be a powerhouse within the food industry, driven by shifting consumer preferences, a growing demand for convenience, and evolving culinary tastes. Valued at USD 134,301.2 million

in 2023, the pizza industry is set for steady growth, expected to reach USD 236,576.6 million by 2032, exhibiting a compound annual growth rate (CAGR) of 6.54% during the forecast period from 2024 to 2032. As a widely consumed food item across various age groups and demographics, pizza is poised to dominate the culinary landscape, with innovations in both the product offerings and the way they are consumed. In this press release, we delve into the dynamics of the pizza market, focusing on key factors such as product types, sizes, distribution channels, and regional analysis.

Key Players:

Yum! Brands, Inc. (Pizza Hut) (US), Papa John's International, Inc. (US), Domino's pizza Inc (US), Nestlé S.A (Switzerland), Rave Restaurant Group (US), General Mills, Inc. (USA), Little Caesar Enterprises, Inc. (US), Frozen Specialties, Inc. (US), Mod Super-Fast Pizza, LLC (US), Monte Pizza International BV (Netherlands), among others.

"Request Free Sample" - Obtain a complimentary sample of our report to assess its quality and relevance to your requirements:

https://www.marketresearchfuture.com/sample_request/11547

Market Segmentation by Type



Pizza comes in various forms, primarily categorized into industrial and artisanal types.

Industrial Pizza refers to mass-produced pizzas, which are often frozen or ready to cook and sold in retail outlets. These pizzas are typically less expensive and have longer shelf lives. Industrial pizza is especially popular in North America and Europe due to its convenience, affordability, and wide availability. This sector is expected to dominate the market in terms of volume during the forecast period, as it caters to the increasing demand for ready-to-eat food products. The growing trend of frozen pizza consumption is one of the primary drivers behind the growth of industrial pizza.

Artisanal Pizza, on the other hand, focuses on quality ingredients, unique recipes, and a more handcrafted approach to production. Artisanal pizza is usually prepared fresh in local restaurants and pizzerias. Consumers are willing to pay a premium for artisanal pizzas, driven by a desire for gourmet food experiences. This market segment is expected to grow at a faster rate than industrial pizza, particularly in regions with a strong preference for fresh, high-quality ingredients such as Europe and parts of North America.

Both types of pizza cater to distinct consumer segments, offering options for both cost-conscious individuals and those seeking a more indulgent and flavorful experience.

Market Segmentation by Size

Pizza sizes are another critical segment in the market, with the demand for different sizes influenced by the number of consumers per purchase and regional preferences. The primary size categories include:

Regular-size pizzas, typically around 10-12 inches in diameter, are the most commonly sold and widely consumed. These pizzas are ideal for individuals or small groups and are often the default offering in retail and food service settings.

Medium-size pizzas, ranging from 12 to 14 inches, cater to medium-sized families or small gatherings, making them a popular choice in both food service and retail markets.

Large-size pizzas, typically ranging from 14 to 18 inches, are generally consumed by larger families or groups. As group dining experiences increase in popularity, large-size pizzas have become a go-to choice for parties and social events.

In terms of revenue generation, medium and large-size pizzas are expected to experience substantial growth, driven by the increasing demand for pizza at social gatherings and group events, particularly in markets like North America and Asia-Pacific.

Market Segmentation by Nature

The nature of pizza offerings plays a key role in defining market growth patterns. There are three primary categories:

Fresh Pizza: Freshly made pizzas, often served at pizzerias and restaurants, continue to be a favorite among consumers due to their superior taste and quality. These pizzas are usually crafted using the best ingredients and cooked in brick ovens for that authentic taste. This segment is expected to grow steadily as consumers opt for more dining-out experiences and fresh food choices.

Frozen/Ready-to-Cook Pizza: Frozen pizza, an essential part of the industrial pizza market, continues to enjoy dominance. The convenience of ready-to-cook frozen pizzas appeals to busy households and individuals looking for quick meal solutions. The increasing demand for frozen pizza is attributed to its ability to cater to time-constrained consumers. This segment is likely to see significant growth during the forecast period, particularly as frozen food consumption continues to rise in the wake of ongoing lifestyle changes.

Crust: In recent years, pizza crusts have evolved to cater to dietary trends. From gluten-free and cauliflower crusts to stuffed crusts and thin crusts, the variety of options available today caters to a wide range of consumer preferences. Gluten-free and health-conscious consumers drive the demand for these specialized crusts, which are expected to grow faster than traditional pizza varieties.

Market Segmentation by Distribution Channel

The pizza market is segmented into two primary distribution channels:

Food Service: This channel comprises restaurants, pizzerias, and fast-food outlets where consumers purchase freshly prepared pizzas. The food service sector is a significant driver of the market, especially in urban areas where dining out is a common activity. The demand for pizza in food service establishments continues to rise as consumers seek premium, made-to-order pizzas with unique ingredients. Delivery services and online ordering platforms have further enhanced the accessibility of pizza from food service outlets, contributing to the market's growth.

Food Retail: The retail sector includes supermarkets, hypermarkets, and convenience stores that sell frozen, ready-to-cook, and pre-packaged pizzas. The growing popularity of frozen pizzas and the increasing presence of pizza brands in retail stores have contributed to the expansion of the retail sector. Additionally, the ease of access to frozen pizzas and the availability of various pizza types in retail chains continue to drive consumer purchases. This segment is expected to experience strong growth during the forecast period as the demand for frozen and ready-to-eat pizzas increases.

"Proceed to Buy" - Move forward with your purchase and gain instant access to the complete

report: https://www.marketresearchfuture.com/checkout?currency=one_user-USD&report_id=11547

Regional Analysis

The pizza market is geographically diverse, with North America, Europe, Asia-Pacific, South America, and the Middle East & Africa each contributing to its growth.

North America: The largest consumer of pizza, driven by a thriving food service sector and a strong retail presence, North America remains a key market for both frozen and fresh pizzas. The U.S., in particular, dominates the region's pizza market, with consumers seeking both traditional and innovative pizza options. The growing demand for frozen pizzas and online delivery services continues to boost the market in this region.

Europe: Europe is another significant market, with countries like Italy, the birthplace of pizza, driving much of the demand for artisanal and fresh pizzas. The European market is also seeing increasing demand for healthier pizza options, such as gluten-free and organic crusts. Growth in the food service sector, including casual dining restaurants and takeaway outlets, continues to fuel the market in Europe.

Asia-Pacific: With its expanding middle class and evolving food culture, Asia-Pacific presents a promising market for pizza. The rising popularity of Western food, including pizza, is evident in countries like China, India, and Japan. As consumer tastes continue to diversify, the demand for pizza in food service and retail channels is on the rise. Innovations such as localized pizza flavors and the adoption of delivery services are expected to propel growth in this region.

South America: In South America, countries like Brazil and Argentina are witnessing a growing appetite for pizza, driven by urbanization and a desire for international cuisine. The increasing popularity of online food delivery services is contributing to the market's expansion, particularly in large cities.

Middle East & Africa: The pizza market in the Middle East & Africa is still emerging, but it shows potential, especially in urban areas where international cuisine is gaining popularity. The demand for frozen and ready-to-cook pizzas is growing, particularly in the Gulf Cooperation Council (GCC) countries, where expats and young consumers seek convenient food options.

"Browse Report" - Explore the report's contents, sections, and key insights by browsing through its detailed information: <https://www.marketresearchfuture.com/reports/pizza-market-11547>

Market Drivers and Challenges

Drivers:

Convenience: The increasing demand for convenient meal solutions is a major driver of the pizza market, particularly in the frozen and ready-to-cook segments.

Globalization of Taste: Pizza's growing popularity around the world, especially in emerging markets, is driving the global pizza industry.

Health-Conscious Trends: The rise of healthier pizza options, such as gluten-free, vegan, and low-carb options, is helping to attract a wider consumer base.

Online Ordering and Delivery Services: The increasing adoption of online ordering and food delivery services is enabling consumers to access pizza with greater ease, particularly in food service.

Challenges:

Intense Competition: The pizza market is highly competitive, with numerous local and international brands vying for market share. This intensifies the pressure on brands to innovate and maintain customer loyalty.

Raw Material Costs: Fluctuations in the cost of ingredients like cheese and wheat can impact the profitability of pizza producers, especially those in the industrial segment.

Health Concerns: As consumers become more health-conscious, the market faces challenges related to the demand for healthier, low-calorie options without sacrificing taste.

[TABLE OF CONTENTS:](#)

- 1 EXECUTIVE SUMMARY
- 2 MARKET INTRODUCTION
- 3 RESEARCH METHODOLOGY
- 4 MARKET DYNAMICS
- 5 MARKET FACTOR ANALYSIS
- 6 PIZZA MARKET, BY FORM
- 7 PIZZA MARKET, BY CATEGORY
- 8 PIZZA MARKET, BY APPLICATION
- 9 PIZZA, BY REGION
- 10 COMPETITIVE LANDSCAPE

Discover more Research Reports on [Food, Beverages & Nutrition Industry](#), by Market Research Future:

wine destemmer Market : <https://www.marketresearchfuture.com/reports/wine-destemmer-market-38439>

wort concentrate Market : <https://www.marketresearchfuture.com/reports/wort-concentrate-market-38442>

yeast derived collagen Market : <https://www.marketresearchfuture.com/reports/yeast-derived-collagen-market-38448>

yeast peptide Market : <https://www.marketresearchfuture.com/reports/yeast-peptide-market-38453>

almond kernel Market : <https://www.marketresearchfuture.com/reports/almond-kernel-market-38457>

About Market Research Future:

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide. Market Research Future has the distinguished objective of providing optimal quality research and granular research to clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help answer your most important questions.

Contact Us:

Market Research Future (Part of Wantstats Research and Media Private Limited)

99 Hudson Street, 5Th Floor

New York, NY 10013

United States of America

+1 628 258 0071 (US)

+44 2035 002 764 (UK)

Email: sales@marketresearchfuture.com

Website: <https://www.marketresearchfuture.com>

Market Research Future
Market Research Future

+1 855-661-4441

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/786726424>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.