

# Domino's Pizza Inc in Consumer Foodservice

August 2025

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Domino's Pizza's global footprint

The US is the biggest market for Domino's

Market momentum and new outlets drive growth for Domino's

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Store openings will help drive growth at Domino's in the coming years Little change expected in the foodservice top 10 rankings

#### COMPETITIVE POSITIONING

Consumer foodservice remains a fragmented industry, particularly in outlet terms Little Caesar's Pizza, Pizza Hut and Papa John's are Domino's closest competitors

Key categories and markets

Key brands

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30-year wait for Domino's first-ever stuffed crust in the US

Revamped Domino's Rewards programme gains more members

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#### **KEY FINDINGS**

Key summary

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