

**Low-cost Pizza Franchise Market 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): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-09-01 | 300 pages | Allied Market Research

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**Report description:**

The global low-cost pizza franchise market was valued at \$16.4 billion in 2022, and is projected to reach \$26.3 billion by 2032, growing at a CAGR of 4.9% from 2023 to 2032.

A low-cost pizza franchise outlet requires a low capital investment to start operations. This type of franchise store increases the accessibility of the franchises to people with low financial capabilities who want to start a pizza business. The low capital investment and higher profits are the major motivators that attract individuals to acquire a low-cost pizza franchise.

The presence of pizza industry giants such as Domino's, Papa John's, Marcos Franchising, and Papa Murphy's International LLC. Have significantly contributed to market growth in the past. The aggressive marketing and expansion strategies followed by these giants have led to the huge popularity of pizza across the global markets. The franchising model followed by these pizza brands has allowed individuals to start and operate their own pizza stores while using the goodwill of the popular brands. The franchising business model has significantly helped the pizza brands to increase their presence across the globe, thereby fostering the growth of the low-cost pizza franchise market.

The rise in the adoption of digital technologies is expected to drive the growth of the market in the forthcoming future. The rapid penetration of social media and the internet across the globe has led to an increased adoption of digital food ordering systems. For instance, about two-thirds of Domino's Pizza, Inc.'s global retail sales in 2022 were generated through digital channels. In addition, Domino's has created a number of innovative ordering platforms for Google Home, Facebook Messenger, Twitter, Amazon Echo, and Apple Watch in the U.S.

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The low-cost pizza franchise market is analyzed on the basis of revenue component, type, franchise location, and region. On the basis of revenue component, the market is classified into franchise fees, royalty fees, advertising and marketing fees, supply chain and purchasing fees, renewal fees, and others. On the basis of type, the market is categorized into delivery and takeout franchise, carryout franchise, fast casual franchise, mobile pizza franchise, and others. On the basis of franchise location, the market is bifurcated into domestic and international. On the basis of region, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Italy, Spain, and the rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, Saudi Arabia, South Africa, and rest of LAMEA).

Papa John's International, Inc., Jets America, Inc., Hungry Howies Pizza & Subs, Inc., Marcos Franchising, LLC., Red Brick Pizza LLC., Sbarro LLC., Domino's Pizza, Inc., Mr. Gattis Pizza, LLC., Papa Murphys International LLC., and Little Caesar Enterprises, Inc. are the major companies profiled in the low-cost pizza franchise market report. These manufacturers are constantly engaged in various developmental strategies such as partnerships, mergers, acquisitions, and new product launches to gain a competitive edge and exploit the prevailing low-cost pizza franchise market opportunities.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the low-cost pizza franchise market analysis from 2022 to 2032 to identify the prevailing low-cost pizza franchise market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the low-cost pizza franchise market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global low-cost pizza franchise market trends, key players, market segments, application areas, and market growth strategies.

Additional benefits you will get with this purchase are:

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- End user preferences and pain points
- Technology Trend Analysis
- Pain Point Analysis
- Additional company profiles with specific to client's interest
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- Brands Share Analysis
- Criss-cross segment analysis- market size and forecast

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- Expanded list for Company Profiles
- Historic market data
- SWOT Analysis
- Key Market Segments
- 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
    - Mexico
  - Europe
    - Germany
    - France
    - UK
    - Italy
    - Spain
  - Rest of Europe
  - Asia-Pacific
    - China
    - Japan
    - India
    - South Korea
    - Australia
  - Rest of Asia-Pacific
  - LAMEA
    - Brazil
    - Argentina
    - Saudi Arabia
    - South Africa
  - Rest of LAMEA
  - Key Market Players
  - Papa John's International, Inc.

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- Sbarro LLC
- Dominos Pizza, Inc.
- Mr. Gattis Pizza, LLC
- Papa Murphys International LLC.
- Little Caesar Enterprises, Inc.
- Jets America, Inc.
- Red Brick Pizza LLC

## **Table of Contents:**

### CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
  - 1.4.1. Primary research
  - 1.4.2. Secondary research
  - 1.4.3. Analyst tools and models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1. Top impacting factors
  - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
  - 3.3.1. High bargaining power of suppliers
  - 3.3.2. Moderate threat of new entrants
  - 3.3.3. Moderate threat of substitutes
  - 3.3.4. Moderate intensity of rivalry
  - 3.3.5. Low bargaining power of buyers
- 3.4. Market dynamics
  - 3.4.1. Drivers
    - 3.4.1.1. Increase in the contribution of franchises to economic growth
    - 3.4.1.2. Increase in the female workforce
    - 3.4.1.3. The emergence of the franchising model as a business expansion strategy
  - 3.4.2. Restraints
    - 3.4.2.1. High competition in the QSR pizza market
    - 3.4.2.2. Macroeconomic risks may adversely impact the market
  - 3.4.3. Opportunities
    - 3.4.3.1. Technological advancements to drive business operations

### CHAPTER 4: LOW-COST PIZZA FRANCHISE MARKET, BY REVENUE COMPONENT

- 4.1. Overview
  - 4.1.1. Market size and forecast
- 4.2. Franchise Fees
  - 4.2.1. Key market trends, growth factors and opportunities

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- 4.2.2. Market size and forecast, by region
- 4.2.3. Market share analysis by country
- 4.3. Royalty Fees
  - 4.3.1. Key market trends, growth factors and opportunities
  - 4.3.2. Market size and forecast, by region
  - 4.3.3. Market share analysis by country
- 4.4. Advertising and Marketing Fees
  - 4.4.1. Key market trends, growth factors and opportunities
  - 4.4.2. Market size and forecast, by region
  - 4.4.3. Market share analysis by country
- 4.5. Supply Chain and Purchasing Fees
  - 4.5.1. Key market trends, growth factors and opportunities
  - 4.5.2. Market size and forecast, by region
  - 4.5.3. Market share analysis by country
- 4.6. Renewal Fees
  - 4.6.1. Key market trends, growth factors and opportunities
  - 4.6.2. Market size and forecast, by region
  - 4.6.3. Market share analysis by country
- 4.7. Others
  - 4.7.1. Key market trends, growth factors and opportunities
  - 4.7.2. Market size and forecast, by region
  - 4.7.3. Market share analysis by country

#### CHAPTER 5: LOW-COST PIZZA FRANCHISE MARKET, BY TYPE

- 5.1. Overview
  - 5.1.1. Market size and forecast
- 5.2. Delivery and Takeout Franchise
  - 5.2.1. Key market trends, growth factors and opportunities
  - 5.2.2. Market size and forecast, by region
  - 5.2.3. Market share analysis by country
- 5.3. Carryout Franchise
  - 5.3.1. Key market trends, growth factors and opportunities
  - 5.3.2. Market size and forecast, by region
  - 5.3.3. Market share analysis by country
- 5.4. Fast Casual Franchise
  - 5.4.1. Key market trends, growth factors and opportunities
  - 5.4.2. Market size and forecast, by region
  - 5.4.3. Market share analysis by country
- 5.5. Mobile Pizza Franchise
  - 5.5.1. Key market trends, growth factors and opportunities
  - 5.5.2. Market size and forecast, by region
  - 5.5.3. Market share analysis by country
- 5.6. Others
  - 5.6.1. Key market trends, growth factors and opportunities
  - 5.6.2. Market size and forecast, by region
  - 5.6.3. Market share analysis by country

#### CHAPTER 6: LOW-COST PIZZA FRANCHISE MARKET, BY FRANCHISE LOCATION

- 6.1. Overview

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- 6.1.1. Market size and forecast
  - 6.2. Domestic
    - 6.2.1. Key market trends, growth factors and opportunities
    - 6.2.2. Market size and forecast, by region
    - 6.2.3. Market share analysis by country
  - 6.3. International
    - 6.3.1. Key market trends, growth factors and opportunities
    - 6.3.2. Market size and forecast, by region
    - 6.3.3. Market share analysis by country
- CHAPTER 7: LOW-COST PIZZA FRANCHISE MARKET, BY REGION
- 7.1. Overview
    - 7.1.1. Market size and forecast By Region
  - 7.2. North America
    - 7.2.1. Key market trends, growth factors and opportunities
    - 7.2.2. Market size and forecast, by Revenue Component
    - 7.2.3. Market size and forecast, by Type
    - 7.2.4. Market size and forecast, by Franchise Location
    - 7.2.5. Market size and forecast, by country
      - 7.2.5.1. U.S.
        - 7.2.5.1.1. Market size and forecast, by Revenue Component
        - 7.2.5.1.2. Market size and forecast, by Type
        - 7.2.5.1.3. Market size and forecast, by Franchise Location
      - 7.2.5.2. Canada
        - 7.2.5.2.1. Market size and forecast, by Revenue Component
        - 7.2.5.2.2. Market size and forecast, by Type
        - 7.2.5.2.3. Market size and forecast, by Franchise Location
      - 7.2.5.3. Mexico
        - 7.2.5.3.1. Market size and forecast, by Revenue Component
        - 7.2.5.3.2. Market size and forecast, by Type
        - 7.2.5.3.3. Market size and forecast, by Franchise Location
  - 7.3. Europe
    - 7.3.1. Key market trends, growth factors and opportunities
    - 7.3.2. Market size and forecast, by Revenue Component
    - 7.3.3. Market size and forecast, by Type
    - 7.3.4. Market size and forecast, by Franchise Location
    - 7.3.5. Market size and forecast, by country
      - 7.3.5.1. Germany
        - 7.3.5.1.1. Market size and forecast, by Revenue Component
        - 7.3.5.1.2. Market size and forecast, by Type
        - 7.3.5.1.3. Market size and forecast, by Franchise Location
      - 7.3.5.2. France
        - 7.3.5.2.1. Market size and forecast, by Revenue Component
        - 7.3.5.2.2. Market size and forecast, by Type
        - 7.3.5.2.3. Market size and forecast, by Franchise Location
      - 7.3.5.3. UK
        - 7.3.5.3.1. Market size and forecast, by Revenue Component
        - 7.3.5.3.2. Market size and forecast, by Type

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- 7.3.5.3.3. Market size and forecast, by Franchise Location
- 7.3.5.4. Italy
  - 7.3.5.4.1. Market size and forecast, by Revenue Component
  - 7.3.5.4.2. Market size and forecast, by Type
  - 7.3.5.4.3. Market size and forecast, by Franchise Location
- 7.3.5.5. Spain
  - 7.3.5.5.1. Market size and forecast, by Revenue Component
  - 7.3.5.5.2. Market size and forecast, by Type
  - 7.3.5.5.3. Market size and forecast, by Franchise Location
- 7.3.5.6. Rest of Europe
  - 7.3.5.6.1. Market size and forecast, by Revenue Component
  - 7.3.5.6.2. Market size and forecast, by Type
  - 7.3.5.6.3. Market size and forecast, by Franchise Location
- 7.4. Asia-Pacific
  - 7.4.1. Key market trends, growth factors and opportunities
  - 7.4.2. Market size and forecast, by Revenue Component
  - 7.4.3. Market size and forecast, by Type
  - 7.4.4. Market size and forecast, by Franchise Location
  - 7.4.5. Market size and forecast, by country
    - 7.4.5.1. China
      - 7.4.5.1.1. Market size and forecast, by Revenue Component
      - 7.4.5.1.2. Market size and forecast, by Type
      - 7.4.5.1.3. Market size and forecast, by Franchise Location
    - 7.4.5.2. Japan
      - 7.4.5.2.1. Market size and forecast, by Revenue Component
      - 7.4.5.2.2. Market size and forecast, by Type
      - 7.4.5.2.3. Market size and forecast, by Franchise Location
    - 7.4.5.3. India
      - 7.4.5.3.1. Market size and forecast, by Revenue Component
      - 7.4.5.3.2. Market size and forecast, by Type
      - 7.4.5.3.3. Market size and forecast, by Franchise Location
    - 7.4.5.4. South Korea
      - 7.4.5.4.1. Market size and forecast, by Revenue Component
      - 7.4.5.4.2. Market size and forecast, by Type
      - 7.4.5.4.3. Market size and forecast, by Franchise Location
    - 7.4.5.5. Australia
      - 7.4.5.5.1. Market size and forecast, by Revenue Component
      - 7.4.5.5.2. Market size and forecast, by Type
      - 7.4.5.5.3. Market size and forecast, by Franchise Location
    - 7.4.5.6. Rest of Asia-Pacific
      - 7.4.5.6.1. Market size and forecast, by Revenue Component
      - 7.4.5.6.2. Market size and forecast, by Type
      - 7.4.5.6.3. Market size and forecast, by Franchise Location
- 7.5. LAMEA
  - 7.5.1. Key market trends, growth factors and opportunities
  - 7.5.2. Market size and forecast, by Revenue Component
  - 7.5.3. Market size and forecast, by Type

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- 7.5.4. Market size and forecast, by Franchise Location
- 7.5.5. Market size and forecast, by country
  - 7.5.5.1. Brazil
    - 7.5.5.1.1. Market size and forecast, by Revenue Component
    - 7.5.5.1.2. Market size and forecast, by Type
    - 7.5.5.1.3. Market size and forecast, by Franchise Location
  - 7.5.5.2. Argentina
    - 7.5.5.2.1. Market size and forecast, by Revenue Component
    - 7.5.5.2.2. Market size and forecast, by Type
    - 7.5.5.2.3. Market size and forecast, by Franchise Location
  - 7.5.5.3. Saudi Arabia
    - 7.5.5.3.1. Market size and forecast, by Revenue Component
    - 7.5.5.3.2. Market size and forecast, by Type
    - 7.5.5.3.3. Market size and forecast, by Franchise Location
  - 7.5.5.4. South Africa
    - 7.5.5.4.1. Market size and forecast, by Revenue Component
    - 7.5.5.4.2. Market size and forecast, by Type
    - 7.5.5.4.3. Market size and forecast, by Franchise Location
  - 7.5.5.5. Rest of LAMEA
    - 7.5.5.5.1. Market size and forecast, by Revenue Component
    - 7.5.5.5.2. Market size and forecast, by Type
    - 7.5.5.5.3. Market size and forecast, by Franchise Location

## CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top winning strategies
- 8.3. Product mapping of top 10 player
- 8.4. Competitive dashboard
- 8.5. Competitive heatmap
- 8.6. Top player positioning, 2022

## CHAPTER 9: COMPANY PROFILES

- 9.1. Marcos Franchising, LLC
  - 9.1.1. Company overview
  - 9.1.2. Key executives
  - 9.1.3. Company snapshot
  - 9.1.4. Operating business segments
  - 9.1.5. Product portfolio
  - 9.1.6. Key strategic moves and developments
- 9.2. Little Caesar Enterprises, Inc.
  - 9.2.1. Company overview
  - 9.2.2. Key executives
  - 9.2.3. Company snapshot
  - 9.2.4. Operating business segments
  - 9.2.5. Product portfolio
  - 9.2.6. Key strategic moves and developments
- 9.3. Papa John's International, Inc.
  - 9.3.1. Company overview
  - 9.3.2. Key executives

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- 9.3.3. Company snapshot
- 9.3.4. Operating business segments
- 9.3.5. Product portfolio
- 9.3.6. Business performance
- 9.3.7. Key strategic moves and developments
- 9.4. Jets America, Inc.
  - 9.4.1. Company overview
  - 9.4.2. Key executives
  - 9.4.3. Company snapshot
  - 9.4.4. Operating business segments
  - 9.4.5. Product portfolio
  - 9.4.6. Key strategic moves and developments
- 9.5. Hungry Howies Pizza & Subs, Inc.
  - 9.5.1. Company overview
  - 9.5.2. Key executives
  - 9.5.3. Company snapshot
  - 9.5.4. Operating business segments
  - 9.5.5. Product portfolio
  - 9.5.6. Key strategic moves and developments
- 9.6. Red Brick Pizza LLC
  - 9.6.1. Company overview
  - 9.6.2. Key executives
  - 9.6.3. Company snapshot
  - 9.6.4. Operating business segments
  - 9.6.5. Product portfolio
- 9.7. Mr. Gattis Pizza, LLC
  - 9.7.1. Company overview
  - 9.7.2. Key executives
  - 9.7.3. Company snapshot
  - 9.7.4. Operating business segments
  - 9.7.5. Product portfolio
- 9.8. Sbarro LLC
  - 9.8.1. Company overview
  - 9.8.2. Key executives
  - 9.8.3. Company snapshot
  - 9.8.4. Operating business segments
  - 9.8.5. Product portfolio
  - 9.8.6. Key strategic moves and developments
- 9.9. Papa Murphys International LLC.
  - 9.9.1. Company overview
  - 9.9.2. Key executives
  - 9.9.3. Company snapshot
  - 9.9.4. Operating business segments
  - 9.9.5. Product portfolio
- 9.10. Dominos Pizza, Inc.
  - 9.10.1. Company overview
  - 9.10.2. Key executives

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- 9.10.3. Company snapshot
- 9.10.4. Operating business segments
- 9.10.5. Product portfolio
- 9.10.6. Business performance
- 9.10.7. Key strategic moves and developments

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