Domino’s 101: Fun Facts

PIZZA, PRODUCT & MENU
• There are more than 34 million ways to create a single Domino’s pizza.
• Pepperoni is the most popular Domino’s pizza topping in the U.S., followed by sausage, bacon, mushrooms and pineapple.
• Breadsticks were the first national nonpizza menu item offered at Domino’s, in 1992.
• Domino’s two-time World’s Fastest Pizza Maker Zagros Jaff can make three large pizzas in just 70 seconds.

STORE & FRANCHISE OWNER FACTS
• About 94% of Domino’s stores in the U.S. are franchise-owned.
• Domino’s has more than 700 independent franchise owners in the U.S.
  • More than 95% started their careers as drivers, pizza makers or hourly workers.

INTERNATIONAL & GLOBAL FACTS
• Domino’s stores across the globe sell an average of 3 million pizzas a day.
• Domino’s operates more than 19,200 stores in over 90 markets around the world (Q2 2022).
• Domino’s estimates that it has more than 350,000 franchised and corporate team members worldwide.
• Domino’s had global retail sales of more than $17.8 billion in 2021, with more than $8.6 billion in the U.S. and more than $9.1 billion internationally.
• Domino’s largest markets are the following (by number of stores as of Q2 2022):
  • U.S. – 6,619
  • India – 1,598
  • U.K./Ireland – 1,234
  • Japan – 922
  • Australia/N.Z. – 875
  • Mexico – 812
  • Turkey – 619
  • Canada – 575
  • China – 512
  • South Korea – 478
  • France – 475
  • Germany – 404

BUSIEST DAYS FOR DOMINO’S
• New Year’s Eve and Halloween are two of Domino’s busiest days of the year.
• Domino’s stores across the country usually see increased orders during large sporting events, such as Super Bowl and March Madness.
• Domino’s in the U.S. typically sells around 2 million pizzas on Super Bowl Sunday – about 30% more than on a normal Sunday.

TECHNOLOGY & ONLINE
• Domino’s AnyWare is a suite of ordering technology that gives customers 12 digital ways to order – allowing them to order from anywhere, at any time, using whatever device they’d like.
• Domino’s generated more than 75% of sales via digital ordering channels in the U.S. in 2021.