



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 **World's Fastest Pizza Maker Joana Mendes** can make three large pizzas in just **39.2 seconds**.

STORE & FRANCHISE OWNER FACTS

- About **96%** 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 **21,300 stores in over 90 markets** around the world (Q4'24).
- Domino's estimates that it has more than **350,000 franchised and corporate team members** worldwide.
- Domino's had global retail sales of nearly \$19.1 billion in 2024, with more than \$9.5 billion in the U.S. and \$9.6 billion internationally.
- Domino's largest markets are the following (by number of stores as of Q4'24):

• U.S. – 7,014	• Mexico – 961	• Canada – 620
• India – 2,136	• Japan – 943	• France – 462
• U.K./Ireland – 1,367	• Australia/N.Z. – 897	• South Korea – 484
• China – 1,011	• Turkey – 728	• Germany – 411

BUSIEST DAYS FOR DOMINO'S

- **Super Bowl, New Year's Eve and Halloween** are three of Domino's busiest days of the year.
- Domino's stores across the country usually see increased orders during other large sporting events as well, such as **March Madness**.
- Domino's in the U.S. typically sells around **2.5 million pizzas on Super Bowl Sunday** – about 51% more than on a normal Sunday.

TECHNOLOGY & ONLINE

- Domino's AnyWare is a suite of ordering technology that gives customers various **ways to order digitally** – allowing them to order from anywhere, at any time, using whatever device they'd like.
- In the U.S., Domino's generated more than 85% of U.S. retail sales in 2024 via digital channels and has developed many innovative ordering platforms.
- In 2023, Domino's launched Pinpoint Delivery, a new technology that allows customers to receive a delivery nearly anywhere, including places like parks, baseball fields and beaches.



DOMINO'S PIZZA

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