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 20,000 stores in over 90 markets around the world (Q1 2023).
- 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 $17.5 billion in 2022, with more than $8.7 billion in the U.S. and nearly $8.8 billion internationally.
- Domino’s largest markets are the following (by number of stores as of Q1 2023):
  - U.S. – 6,708
  - India – 1,777
  - U.K./Ireland – 1,267
  - Japan – 968
  - Australia/N.Z. – 911
  - Mexico – 844
  - Turkey – 650
  - China – 611
  - Canada – 588
  - France – 490
  - South Korea – 479
  - Germany – 420

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 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 various ways to order digitally – allowing them to order from anywhere, at any time, using whatever device they’d like.
- Domino’s generated more than 80% of sales via digital ordering channels in the U.S. in 2022.