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 (Q2 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 Q2 2023):
  • U.S. – 6,735
  • India – 1,853
  • U.K./Ireland – 1,290
  • Japan – 994
  • Australia/N.Z. – 897
  • Mexico – 857
  • Turkey – 674
  • China – 699
  • Canada – 596
  • France – 489
  • South Korea – 479
  • Germany – 415

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.