



INDUSTRY TRENDS REPORT 2024-25

PIZZA

Over-Arching Themes:

- Gluten Free Slowly Keeps Climbing
- All Natural is Becoming the New Standard
- Authenticity Is of the Utmost Importance
- Third Party Delivery Keeps Growing Because of Labor
- Plant Based Has Plateaued
- Sustainability / "Good For Us" Keeps Growing in Importance

INDUSTRY TRENDS REPORT 2024-25

PIZZA



Menu Items/Styles:

- Detroit Style / Roman Style Still Rising
- New Haven Style Neapolitan is Hot and Growing Fast
- Pickles and Fermented Ingredients
- Hot Sauces and Hot Honey Are Mainstream
- Added Interest in Crust Uses / Pizza Bones
- Flat Breads Lead to More Global Flavors
- Indian Flavors are Gaining

Sauces, Seasonings, and Flavors:

- Mushrooms, Mushrooms, and More Mushrooms
- Cup Pepperoni and Cup Sausage Add Crunch
- Truffle is No Longer Fringe
- Regional Mexican and Latin Flavors Continue to Flourish
- Hot Honey Is For Everyone and Not Just Spicy
- Korean Flavors in Sauces and Toppings Just Keep Gaining
- Pickled Onions and Peppers
- Kimchi and Fermented Items and Flavors
- Chili Crisp, Salsa Macha, and Other Oil-Based Sauces
- Eggs Both on Breakfast and Non-Breakfast Pizza
- Ranch and Flavored Ranch are Back and Bigger Than Ever
- Caribbean and South American Flavors
- Black Garlic Creeps Slowly to Mainstream
- Balsamic and Other Sweet Glaze Finishes
- Spicy, Hot, and Hotter Sauces
- Birria and Other Tacos in Pizza Form