

Pizza Price Analytics - Canada



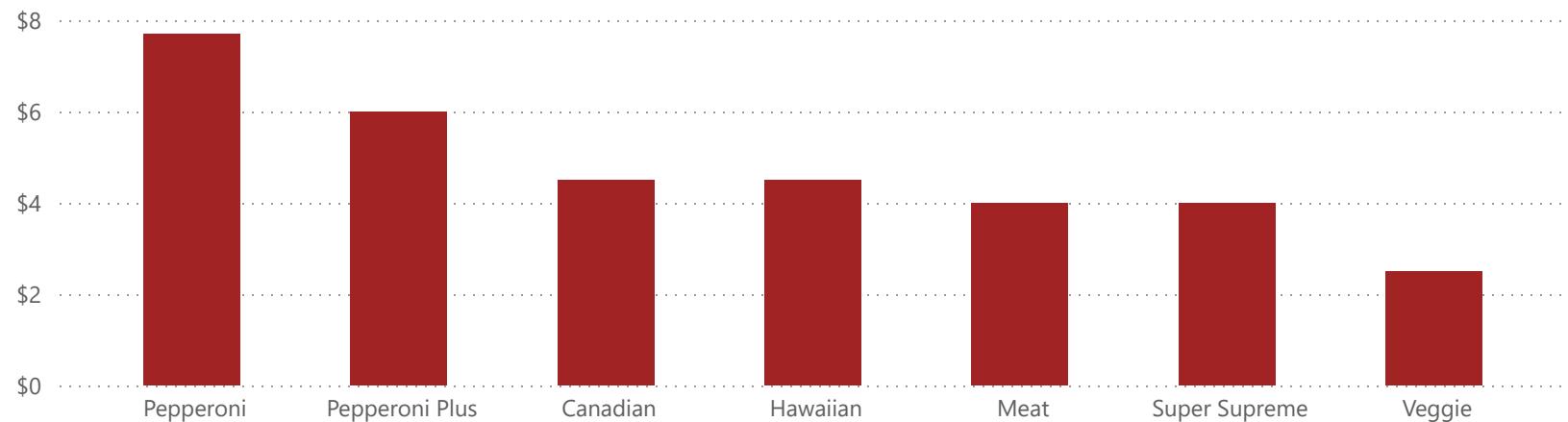
Crust Recipe Province City Year Month

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Median Price by Size & Chain



Median Price Gap by Recipe – PH vs Competitors (Medium Pizzas)



Sorted by Median List Price Lowest to Highest →

Pizza Hut Price Premiums

Size	Vs Domino's		Vs Pizza Pizza	
	(\$)	(%)	(\$)	(%)
Small	6.0%	\$0.9	4.6%	\$0.7
Medium	15.8%	\$3.0	19.6%	\$3.6
Large	13.0%	\$3.0	15.3%	\$3.5
X-Large	7.1%	\$2.0	16.5%	\$4.3

Insights

- Pizza Hut prices are above Domino's and Pizza Pizza across all four core sizes
- The strongest premiums are on **Medium (+15.8%)** and **Large (+13.0%)** pizzas.
- Price gaps are **largest on entry recipes** and narrow at the top end, suggesting **insufficient price tiering vs. competitors**.