

Pizza Price Analytics - Canada



Crust

All

Recipe

All

Province

All

City

All

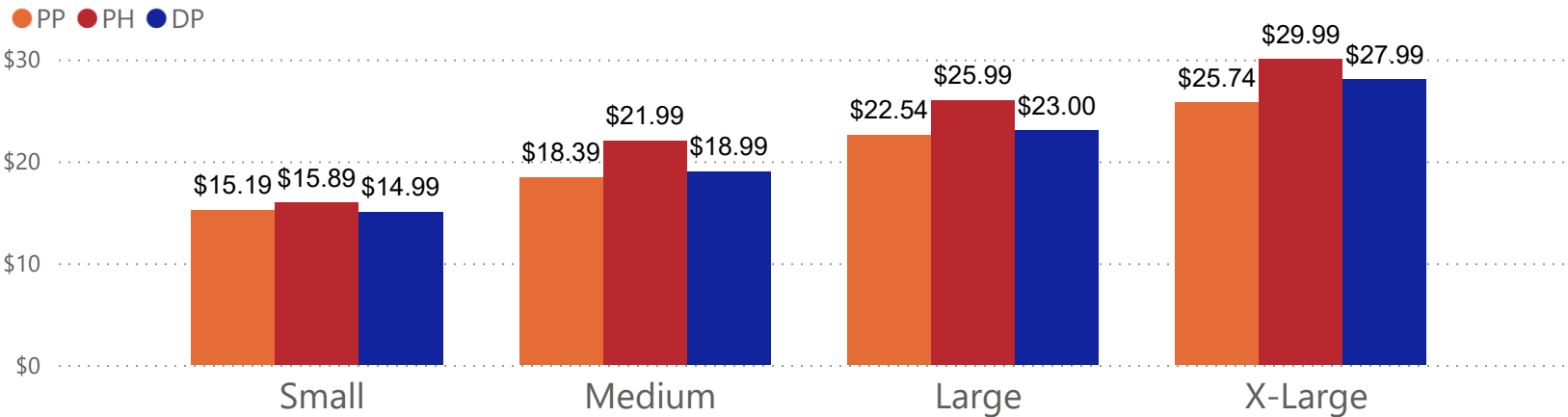
Year

All

Month

All

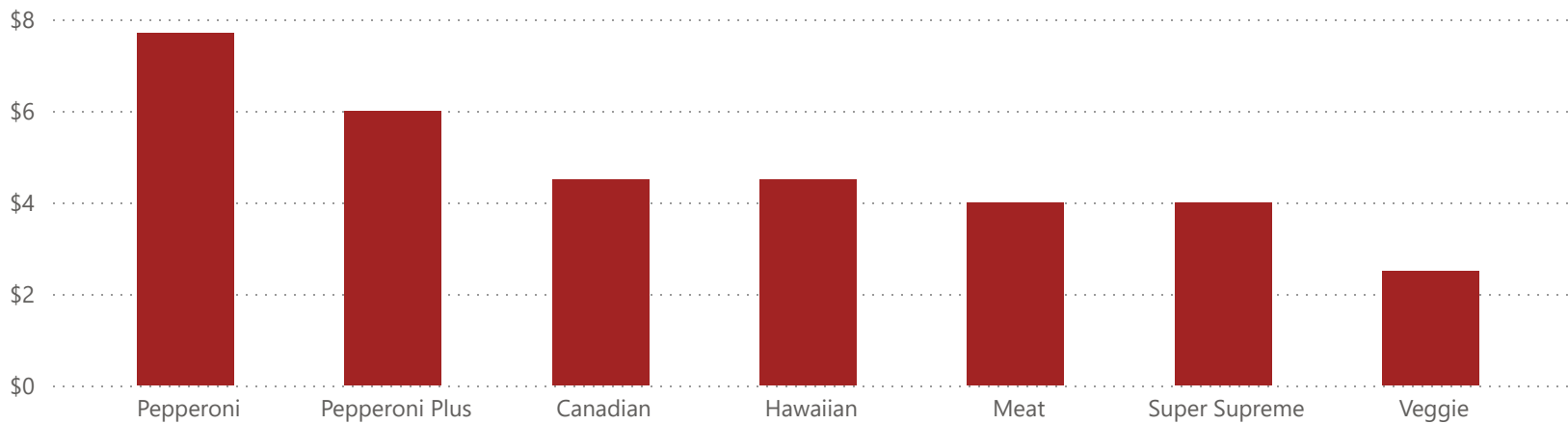
Median Price by Size & Chain



Pizza Hut Price Premiums

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

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



Sorted by Median List Price Lowest to Highest →

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.**