

Pizza Hut releases annual Pizza Trends Report

10 January 2025 | News

The report offers a comprehensive look at how Americans continue to embrace their love for pizza



The report offers a comprehensive look at how Americans continue to embrace their love for pizza

Pizza Hut releases its second annual Pizza Trends Report featuring the latest research on consumer pizza eating habits and an outlook on emerging trends in the industry. From toppings and unique combinations to pizza eating behaviours and consumption, the report offers a comprehensive look at how Americans continue to embrace their love for pizza.

Since 1958, Pizza Hut has been at the forefront of culinary innovation and a leading pizza destination that takes pride in combining traditional culinary craftsmanship while staying on the pulse with innovation catering to the ever-evolving tastes of modern-day pizza lovers. With an expert culinary team sharing a deep understanding of pizza culture and a passion for innovation, Pizza Hut is dedicated to perfecting every aspect of the pizza experience. Pizza Hut and its culinary experts predict 2025 will be a year of more pizza (32 per cent of people predict they'll eat more pizza than they did in 2024!), pizza pairings and combinations, and bold and modern flavours, among several other trends explored in their latest report.

"The Pizza Hut brand is built on a strong heritage of innovating the pizza experience, from the Original Pan Pizza introduced in 1983 to Original Stuffed Crust in 1995, and innovation continues to be at the core of everything we do," said Rachel Antalek, Pizza Hut's Chief Food Innovation Officer. "We continue to see a growing trend and demand for unique flavours and modern, bold toppings. We are also seeing customers gravitating towards pairings or pizza-centric accoutrements that complement their orders, whether it be dipping sauces or sides like wings."