

Chain or Local? What Shapes Pizza Preferences

Pizza is personal—but the reasons behind where people order from follow some clear patterns. We asked 1,564 consumers what influences their choice between big-name chains and local pizzerias.

Turns out, it's about more than just taste. Price, convenience, values, and occasion all play a role.

Let's dig into the data.



Why is this *important*?

In an industry where brand loyalty is increasingly up for grabs, pizza is no longer a one-size-fits-all experience. Today's consumers are balancing convenience with values, promotions with quality—and the “right” choice can change by the day.

43% of consumers say they lean toward national chains, often drawn in by lower prices, easy online ordering, and loyalty rewards. Meanwhile, those who choose local pizzerias cite better taste (83%) and a desire to support small businesses (68%) as their top reasons.

For brands looking to stay relevant, it's not just about making great pizza. It's about showing up with the right mix of value, experience, and authenticity—at the right moment. When every order is a decision point, understanding what drives that choice is key to earning the next one.

When you order pizza, which do you choose more often?

A large national chain (e.g., Domino's, Marco's, etc.) **43%**

A local, independent pizzeria **27%**

I order from both equally **27%**

I rarely or never order pizza **4%**



Top 3 reasons consumers choose a *large national pizza chain*:

1. Lower price / promotions 76%

2. Convenient ordering (app, website, etc.) 55%

3. Loyalty or rewards program 50%

Other reasons include: Familiarity with the brand (45%), Consistent quality (39%), Open late / reliable hours (13%), Faster delivery (12%), and Other (4%).

n=1085

Top 3 reasons consumers choose a *local, independent pizzeria*:

1. Better taste / quality 83%

2. Supports local business 68%

3. Unique menu or speciality items 46%

Other reasons include: Better customer service (28%), Recommendation or word of mouth (21%), Customization options (17%), and Other (4%).

n=840

Thinking about the last time you ordered pizza, what was the *occasion*?



Regular meal at home	54%
Too tired / busy to cook	19%
Family night or gathering	11%
Hanging out with friends	7%
Birthday or special celebration	3%
Watching sports or a TV event	3%
Other	4%

For that *occasion*, where did you order from?



**A large
national
chain: 60%**



**A local,
independent
pizzeria: 39%**

1% of respondents said they “don’t remember”.

When analyzing the open-ended comments about what influenced where customers ordered from, three key themes stood out:

1. Promotions and Rewards

From limited-time deals to loyalty points and coupons, many customers made their decision based on price incentives.

2. Digital and Ordering Experience

Customers highlighted how fast, reliable, and simple it was to place their order — especially when using an app or website.

3. Marketing Touchpoints

Comments showed that direct communication — like emails and ads, played a big role in prompting orders.

Top 3 factors that would make consumers more likely to *choose a large national pizza chain in the future:*

Better deals or
discounts

71%

Improved taste
or ingredients

46%

More engaging
loyalty program

30%

Followed by: More creative menu options (21%), Support local communities (16%), Faster delivery (9%), Better support for dietary needs (9%), Nothing - I prefer local pizzerias (7%), and Other (5%).



About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!

letschat@intouchinsight.com
1-800-263-2980

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