

Little Caesars® Pizza Identifies Germany as Key Market for International Expansion

After years of growth internationally, the iconic pizza brand is continuing to set its sights on breaking into new countries through its franchise business model.



[Little Caesars® Pizza](#), the fan-favorite pizza brand with a 60-year legacy, has its sights set on significant growth this year. With a presence in 27 countries and territories already established, including locations Spain, Singapore, Mexico, Barbados, Canada and more, the brand is looking to expand to new markets. One of those key target development markets is Germany.

Why Germany is Perfect for Little Caesars Pizza

The QSR segment in Germany accounts for nearly 60% of the country's

entire restaurant industry, [according to Research and Markets](#). This gives prospective [Little Caesars](#) franchisees the ability to tap into this demand in a well-established segment of the restaurant industry and bring a beloved pizza brand to a new region with wide-open availability and market exclusivity.

“The Little Caesars Pizza team works hard to identify markets in which our business model is positioned, and the pizza segment is poised to thrive in Germany,” said [Marc DaSilva](#), the brand’s vice president of international development. “Although we are one of the largest pizza brands in the world, there are also still many international markets available for franchise development, and Germany is a prime example. Now, savvy entrepreneurs have the opportunity to introduce our concept to a whole new audience of pizza lovers.”

Little Caesars Pizza is looking for qualified, multi-unit franchise prospects to help bring the brand to several available territories primed for growth in Germany.

Little Caesars Pizza’s Continued Expansion

With a well-established international presence, the Little Caesars team has refined the process of introducing the concept to a new country.

“Regardless of where we operate, Little Caesars Pizza works hard to guide our franchisees to develop the infrastructure needed to appeal to the market’s specific consumer profile, he said. Franchisees in Germany will have the opportunity to leverage in-depth market research to tweak the menu for regional tastes, develop attractive limited time offers and even adapt the business model to better suit the country. In addition, our team works with franchisees on marketing campaigns and offers other support when needed.”

Beyond Germany, the brand has identified Bolivia, Vietnam, Indonesia, the

United Arab Emirates, the Netherlands, Spain and the Philippines as other markets ripe for expansion.

Why Little Caesars Pizza is Well-Positioned for the Future

With more consumers turning to affordable and convenient food options, Little Caesars Pizza has proven to be well-positioned for the future by providing value, quality and convenience to markets around the world.

“We have a brand that is humorous, family-friendly and very well-known around the world,” said DaSilva. “Many of the differentiators that our brand is known for have become more important than ever to consumers. Now, looking ahead, we will continue to innovate to keep up with the changing consumer behavior.”

The brand’s award-winning [Pizza Portal™ technology](#), which is currently available in the U.S. and Canada and will soon be rolled out in other international markets, offers a completely contactless transaction in which customers pick up their food from a heated compartment in the lobby after scanning a QR code on their phones. This tech-forward offering has become even more relevant as the demand for off-premise dining grows.

With a model primed for the future, and a strong culture of franchisee support, the time has never been better to franchise with Little Caesars Pizza and bring an iconic pizza brand to available international markets.

For more information about franchising internationally with Little Caesars, please visit <https://international.littlecaesars.com/>.