

Top Franchise Sectors in 2021



LOGISTICS

We've witnessed the tremendous growth of the e-commerce sector by almost 45% due to COVID-19, leading to a higher demand for packaged delivery services and logistics. Logistics franchise offers advantages like making use of existing platforms with no need to develop from scratch, which shortens the learning curve thus allowing higher efficient operations from start.

FOOD

The Revenue for the Food industry is projected to reach \$951,239m in 2021 according to a study by Statista. Considered as the bedrock of the franchise industry, the food franchise accounts for an estimated 30% of total franchise establishments in US. The ghost kitchen trend will have a significant impact on the food franchise in the near future.



HOME IMPROVEMENT

As people were spending more time at home due to the pandemic, the home improvement industry experienced a tremendous growth as they were deemed "essential". To put it in perspective 76% homeowners in US carried out at least one home improvement project since the beginning of the pandemic.

TUTORING

Tutoring is a booming market and is estimated to be a \$5.5 billion industry. While COVID-19 has negatively impacted several sectors, tutoring has experienced a tremendous growth which presents an excellent opportunity for considering a tutoring franchise. With schools and colleges being shut down, online tutoring enabled personalized learning experience without the risk of COVID-19.



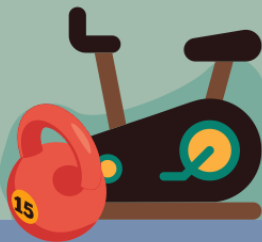
CLEANING AND MAINTENANCE

Home services is the second most inquired about industry in franchising and also fall under the "essentials" category. While the residential cleaning sector saw a growth of 29% in sales in the second half of 2020, the commercial cleaning services is more than likely to experience a growth of 7.4% in 2021. This landed the cleaning and maintenance franchise in the Top 3 franchise growth in 2021 by IFA.



FITNESS

As of 2021, the fitness industry is an estimated worth of over \$97 billion. Despite the setback due to COVID-19, the industry is anticipated to grow considering the impact of health initiatives for fighting health ailments. This trend resulted in greater demand for a larger demographic. A total of 23 fitness franchises secured their spot in Entrepreneur's 2020 Franchise 500 list with Planet Fitness being in the Top 10.



AUTOMOTIVE

In US having a car isn't luxury but a necessity. Despite the gloom due to COVID, the next decade is anticipated to be the biggest one yet for the industry. Electric vehicles and connectivity presented a way to reposition to emerge from the crisis. The maintenance and repair sector is expected to reach \$9 billion in US in 2021. This makes auto franchise as an excellent opportunity to invest in.



SOURCES

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