



QUALITÄTSSYSTEME VEREINT.

EXPANSION: FRANCHISE SUMMIT SWEDEN

15th October 2021

A graphic on a dark blue background featuring several abstract shapes: a yellow semi-circle on the left, a large cyan circle at the bottom left, a small cyan circle on the right, and a yellow arc at the top right. The text "SVENSKA", "FRANCHISE", and "FÖRENINGEN" is centered in yellow, with each word on a separate line and flanked by horizontal yellow lines.

SVENSKA
FRANCHISE
FÖRENINGEN

GERMAN FRANCHISE ASSOCIATION

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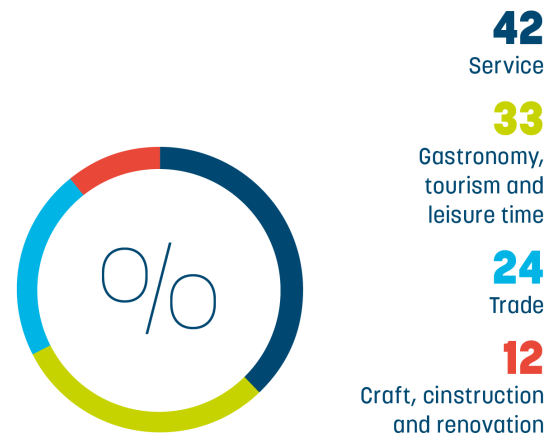
FRANCHISE INDUSTRY IN GERMANY

Development & Potential

GERMAN FRANCHISE INDUSTRY 2020 AT A GLANCE

SYSTEMS	- 3,1 % zu 2019	930
FRANCHISEES	+ 4 % zu 2019	138.748
BUSINESSES	+ 2,6 % zu 2019	176.240
EMPLOYEES	+ 4,5 % zu 2019	749.198
TURNOVER (IN € BN)	+ 4,6 % zu 2019	135,0

GERMAN FRANCHISE INDUSTRY 2020 BREAKDOWN BY INDUSTRY



GERMAN FRANCHISE ASSOCIATION **PANDEMIC & EXPANSION: LESSONS LEARNED**

- ✓ Companies under pressure
- ✓ Turbo for innovation
- ✓ New forms of support and communication
- ✓ Increased resilience and commitment
- ✓ Transfer of innovations into the Post-Pandemic-Period

=> Franchise Climate Index: 93% of Franchise companies stick to the model



GERMAN FRANCHISE ASSOCIATION DEVELOPMENT & POTENTIAL

Trades with growth potential:

- ✓ Health/Care/Fitness
- ✓ Restaurants
- ✓ Retail
- ✓ Craft
- ✓ Social Franchising



=> Trend: More efficiency through vertical structures in existing cooperatives



GERMAN FRANCHISE ASSOCIATION TRENDS & TOPICS

- ✓ Multi-unit franchising
- ✓ Multi-brand franchising
- ✓ Digitization of business processes
- ✓ Digitization of products & services
- ✓ Next generation franchise
- ✓ Employee branding





QUALITÄTSSYSTEME VEREINT.

ANY QUESTIONS?

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