



Canadian Franchise Industry

Canada has nearly 80,000 franchises nationwide, operating under more than 1,000 brand names and contributing US \$85.4 billion to Canada's GDP. Canada is home to the second largest franchise market worldwide, second to the United States and the largest per capita franchise market, with a national population of only 31.6 million. Within its vast regional franchise landscape, 85% of franchises operating in Canada are located in the three most populous provinces, Ontario, Quebec, and British Columbia. Franchising is undergoing an exceptional growth period in Canada with a new franchise opening every two hours, or more than 4,300 new outlets in 2006 alone.

Home to many large U.S.-based franchises, over 60% of Canadian franchise systems are Master Licensees of U.S. franchise systems. Most U.S. franchises are successful in Canada once they have correctly adjusted to the Canadian marketplace. U.S. franchises benefit from the brand recognition that occurs from Canadian tourists traveling to the United States.

Demographically, Canada is also very similar to the United States. It is expected that a burgeoning retired baby boomer population will require senior care services. Further, it is likely that leisure-oriented franchises will do very well with this segment of the population. Canada, as mentioned, is very regional, with some areas attracting larger numbers of seniors, including Vancouver Island and the Okanagan in British Columbia, lakefront property in Ontario, and Prince Edward Island.

This industry report provides an overview of the Canadian Franchise Industry sector including:

- Top franchise concepts in Canada
- Considerations when franchising in Canada
- Opening a new franchise in Canada
- Canadian franchise laws
- Franchise Trends
- Best Prospects for US franchisors

U.S. firms can receive a free copy of this report by contacting:

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