Insights: Publications

Is Franchising Doomed? (Part 3)

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"Franchising is still here, and growing. Indeed, the International Franchise Association, in a Feb. 16, 2022 Special Report, predicts that “Franchise growth is expected to stabilize in 2022, expanding by 2.2% to reach a total of 792,014 franchise establishments, 17,000 more than 2021 [and] Franchises' GDP contribution to the overall economy will remain stable at 3% in 2022, but the growth rate is likely to slow to 5.7%, still higher than the pre-pandemic level.” But the threats to franchising just keep on coming, particularly given recent developments on the issue of whether franchisors can be considered employers of their franchisees."

Related People



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