

# Growth Barriers

In recent years, the profile of the typical franchisee in the UK has undergone a significant transformation. The data from 2024 highlights a shift towards an older and more gender-balanced franchisee population, reflecting broader changes within the sector.

## Profile Characteristics of Franchisees

	All Franchisees					New Recruits - all held franchise 2yrs or less				
	2005	2011	2015	2018	2024	2005	2011	2015	2018	2024
<b>AGE:</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Up to 30	10	5	3	18	7	17	14	19	27	7
31 - 40	20	15	18	24	18	27	31	22	30	14
41 - 50	32	31	35	27	31	35	39	49	24	30
Over 50	37	49	43	31	44	20	19	14	19	48
<b>Typical (mean) age</b>	<b>46</b>	<b>49</b>	<b>49</b>	<b>44</b>	<b>48</b>	<b>41</b>	<b>41</b>	<b>41</b>	<b>40</b>	<b>49</b>
Male	80	72	77	70	60	84	62	83	63	65
Female	20	28	23	30	40	16	38	17	37	34



The evolving profile of franchisees in the UK shows a sector that is becoming more diverse and experienced. The increasing average age and growing female representation suggest a maturation of the franchising industry. However, the decline in younger franchisees

poses challenges for ensuring a steady influx of new talent. Addressing these challenges and supporting the participation of younger individuals and women will be crucial for the sector's continued growth and dynamism.