



Franchising Will Outpace the U.S. Economy in 2025—Here's How

Entrepreneurship has long been the backbone of the American Dream, and at its core lies the transformative power of franchising.

In 2025, franchising continues to shine as a dominant force in the U.S. economy — offering aspiring entrepreneurs a pathway to going into business for themselves, but not by themselves. The organization I lead, the International Franchise Association (IFA), projects that franchising is set to grow 2.4% this year, outpacing the broader U.S. economy's expected 1.9% GDP growth, with projections of over 210,000 jobs created. We expect the number of franchise establishments to increase by more than 20,000 units this year, or 2.5%, to 851,000 total units across the country.

That's a testament to its resilience and potential, even in the face of uneasiness in the economy due to wavering consumer confidence, geopolitical and policy uncertainty in the U.S., and lingering high interest rates for small businesses.

A catalyst for economic growth

Franchising's strength lies in its unique ability to pair entrepreneurial ambition with the stability and name recognition of an established brand.

While not all franchise brands are created equal, the winning formula is clear: When potential franchise investors choose to partner with brands that uphold responsible franchising practices, they benefit from an existing business playbook, a network of other franchisees, and support from the brand.

Source: [Franchising Will Outpace the U.S. Economy in 2025—Here's How](#)



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A non-medical home care franchise also gives you an opportunity to help seniors and their families get the help they need and regain peace of mind.

Assisted Living Locators provides a specialized placement service for seniors who are no longer able to age in place. All senior home care placement fees are paid for by the care providers so that the family does not have to pay anything, making it accessible to all.



Starting a property management business with iTrip® is an exclusive way to achieve that dream. Our franchise opportunity in short-term rental management comes with exceptional training and comprehensive support, allowing you to enjoy the benefits of being your own boss, even without prior industry experience. Keep reading to discover how we set our franchisees up to operate and grow their new business.

With iTrip's comprehensive training, cutting-edge technology, and unbeatable marketing support, you'll be equipped to start and grow a short-term rental property management business. With us by your side, you'll be in business *for* yourself, never *by* yourself.



Sowing the Seeds of Your Future: Investing in Franchise Opportunities with Enduring Growth

Embarking on the path of franchise ownership is a significant step towards building your future, much like planting a seed with the expectation of long-term growth. When exploring opportunities, it's crucial to look beyond immediate trends and focus on franchise models with strong roots and the potential for sustained success. Consider industries with enduring demand, established franchisors with a proven track record, and business models that demonstrate adaptability and a clear vision for the future. By carefully selecting a franchise with a solid foundation, you're planting your entrepreneurial seed in fertile ground, setting yourself up for lasting prosperity and a rewarding business journey.

As you navigate the world of franchising, remember that thorough research and due diligence are essential for cultivating a successful future. Evaluate the franchisor's support systems, their investment in innovation and training, and the overall scalability of the business. By taking a long-term perspective and focusing on opportunities built for endurance, you can make an informed decision that allows your franchise to flourish for years to come, ensuring the seeds you sow today blossom into a thriving enterprise and a secure future for you.

FOR MORE INFORMATION PLEASE CONTACT:

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Referrals are always appreciated! Feel free to share my contact information with others who may be looking into a franchise opportunity.