

# Snapshot of Franchising in Canada



## What Does CFA's Membership Look Like?

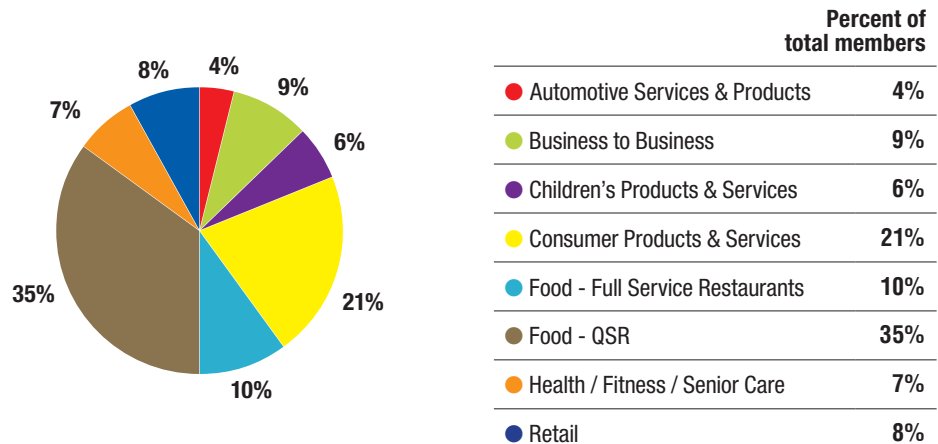
Over  
**700**  
members

Operating in over  
**60**  
different sectors

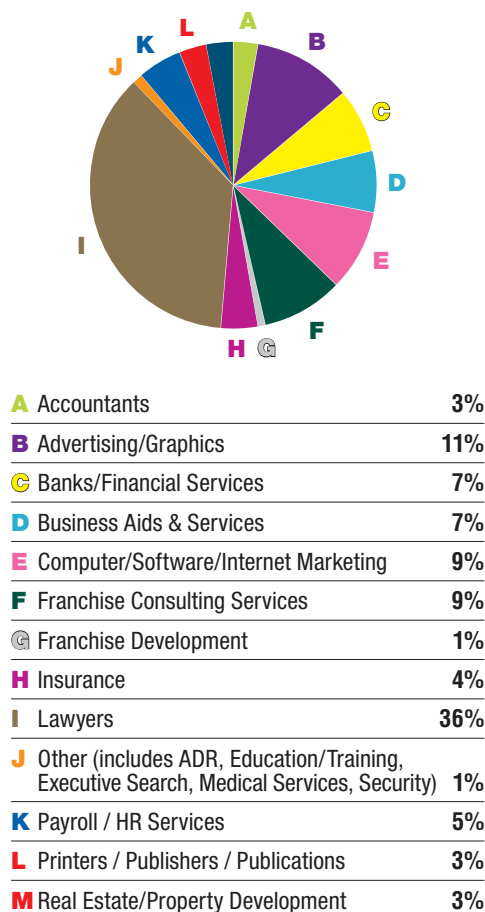
**390**  
franchise systems,  
with  
**556**  
brands

CFA members  
represent more than  
**40,000**  
franchised outlets  
across Canada

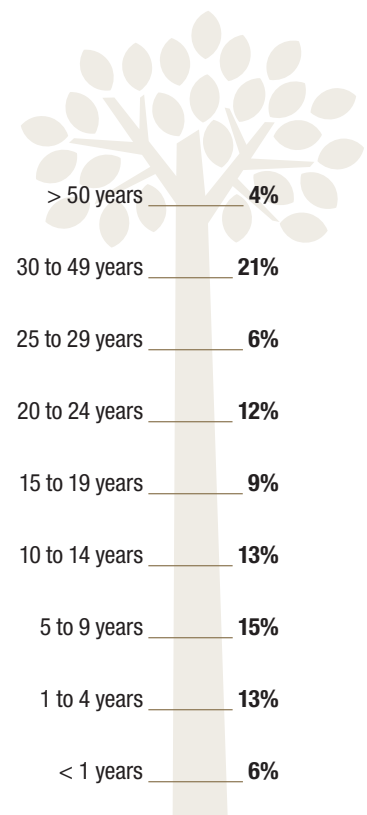
## CFA Membership Breakdown by Sector - Based on 2017 *FranchiseCanada* Annual Directory



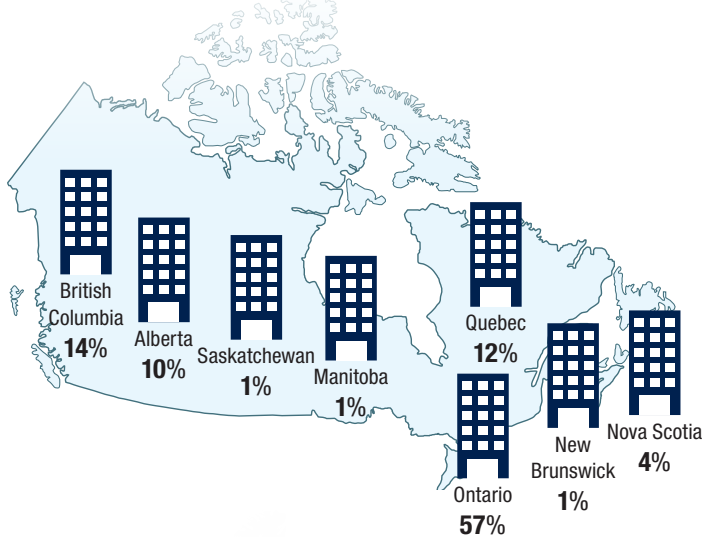
## FSS Supplier Membership Breakdown



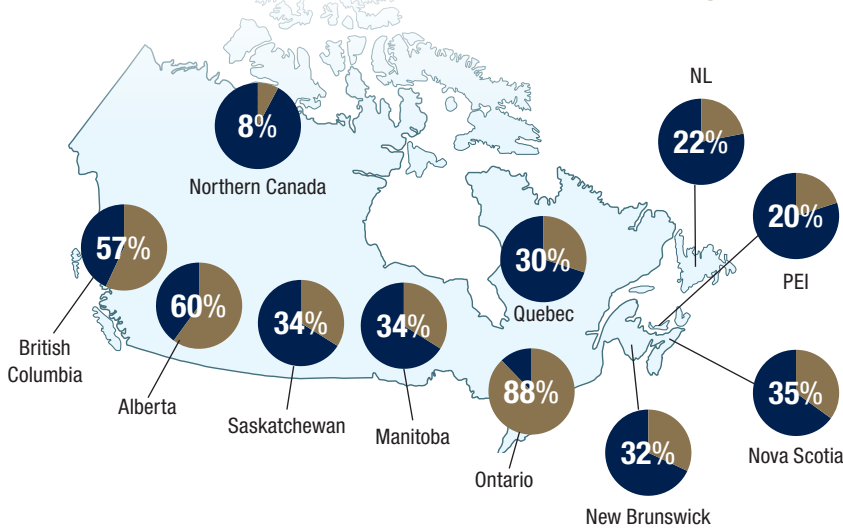
## CFA Franchise System Members by Number of Years Franchising in Canada



### Where are CFA members headquartered?



### Where are CFA member franchise systems operating?



\*Results add to more than 100% due to multiple responses.

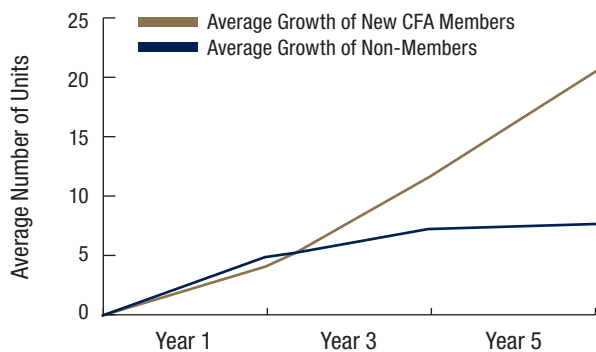
### The universe of franchise brands in Canada by total Canadian units (franchise & corporate)

Units	Percentage
0 to 4	42%
5 to 15	22%
16 to 30	11%
31 to 50	8%
51 to 100	8%
101 to 150	3%
151+	6%

### What's CFA membership market penetration?

CFA members represent 44% of franchise brands in Canada. 66% of those brands have over 51 units. Meanwhile, non-CFA franchisors represent only 34% of the brands that have over 51 units.

Units	Franchise Brands	
	CFA Member	Non-Member
0 to 4	27%	73%
5 to 15	41%	59%
16 to 30	55%	45%
31 to 50	61%	39%
51 to 100	64%	36%
101 to 150	69%	31%
151+	67%	33%



### 5-year growth of new CFA members vs. non-members

By year 5, CFA members typically have

# 166%

more franchises than non-members!