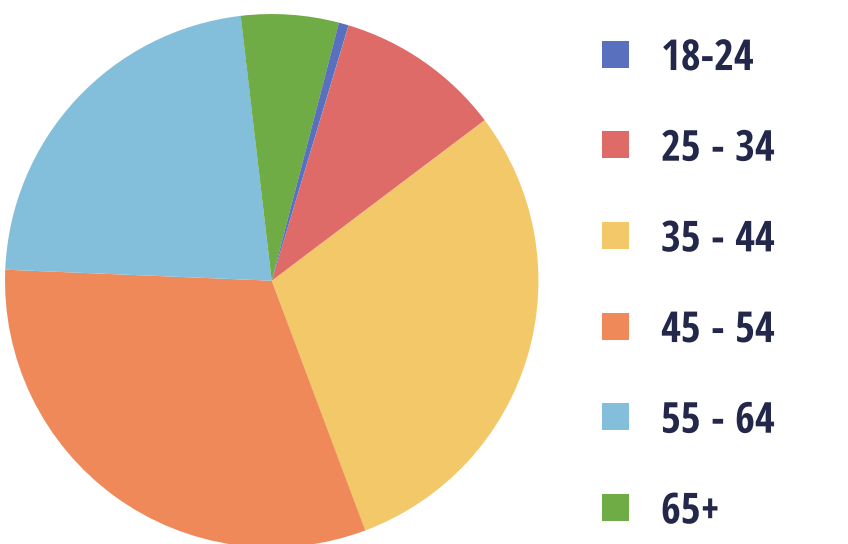


Spotlight on Franchising – Investor Survey

The Franchise Exhibitions and BusinessesForSale.com recently conducted a survey, where potential franchise investors shared their perceptions of the UK franchise industry. From what they are looking for in a franchise opportunity to what might hold them back from investing, the data reveals important insights for franchisors!

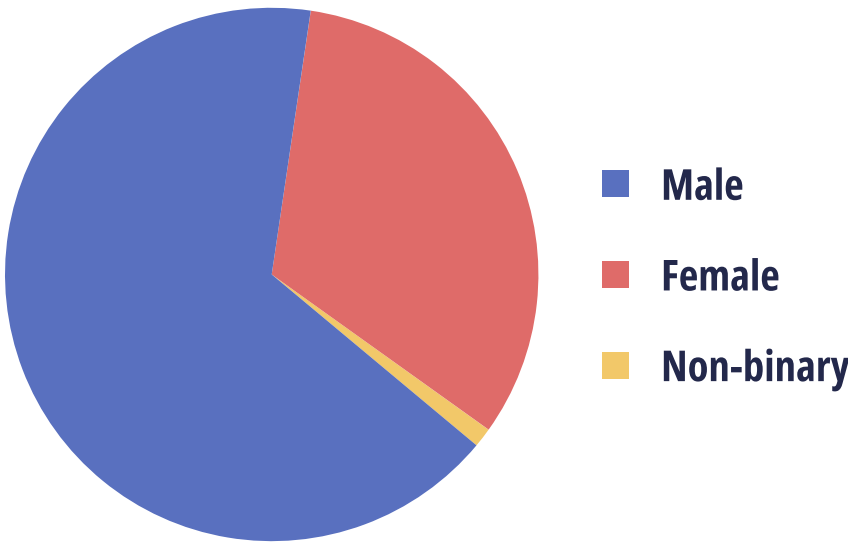
Age

A growing trend among mid-career individuals (35–54) seeking franchise opportunities, potentially due to career shifts or redundancy.



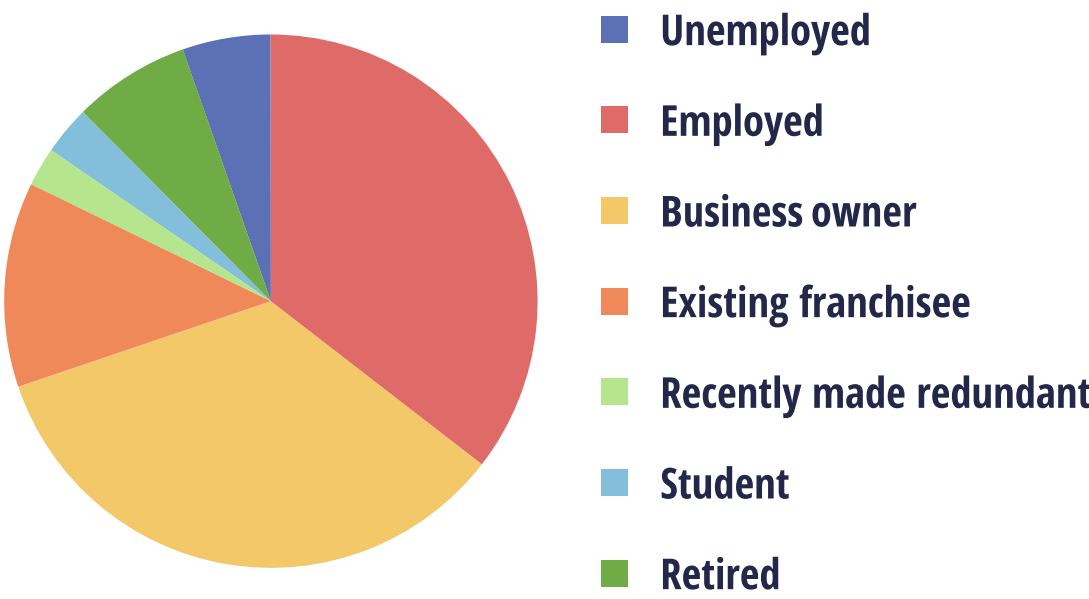
Gender

More than a third of respondents identified as female or non-binary, reflecting wider industry trends. This shift highlights the growing diversity among franchise investors and underscores the importance of inclusive opportunities in attracting the next generation of franchisees.



Current employment status

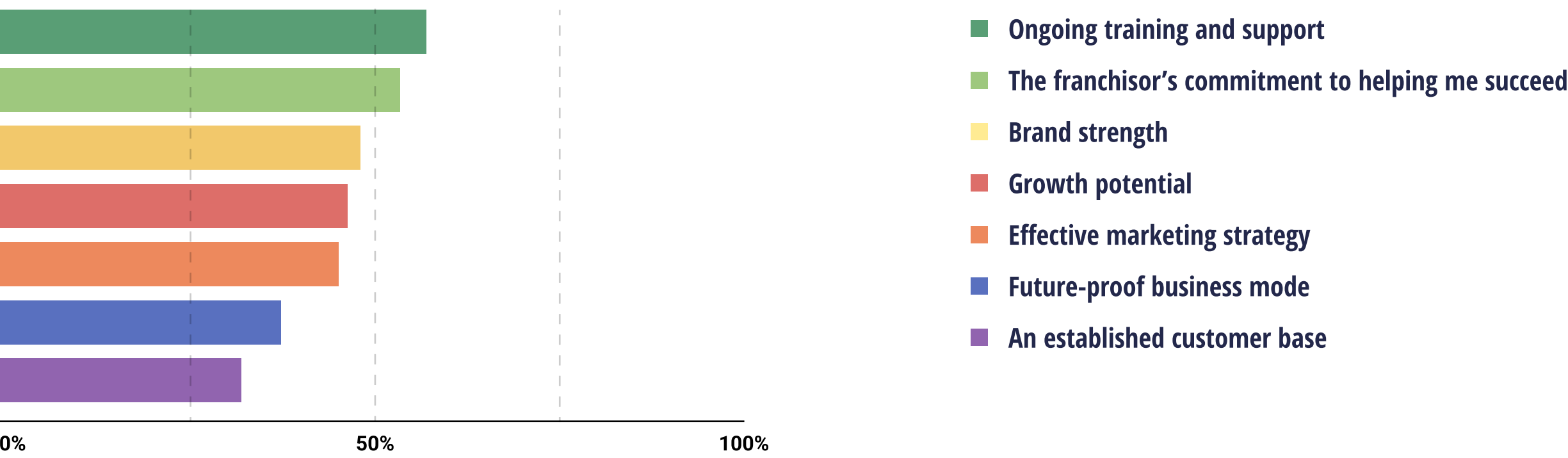
Franchising continues to attract both employed professionals and self-employed individuals. Responses from current franchisees reflect strong engagement and confidence in the model, with some looking to build on their success. Notably, more retirees also responded, suggesting franchising is seen as a viable post-retirement option.



How much would you be willing to invest in a franchise?



The most attractive components of a franchise business



Support systems and brand power are top priorities, with investors valuing strong training, ongoing guidance, and the credibility that comes with a well-established brand.



What is holding back franchise investors from committing to a franchise?

Franchisors need to be transparent about these issues and highlight their support structure in marketing messages.



Want to reach motivated franchise investors? BusinessesForSale.com offers targeted exposure across high-intent buyer segments. [Advertise your franchise.](#)

The most important interactions for franchise investors

Buyers want to do their homework. While a strong digital presence and transparency are key, many also value the opportunity to speak in person—at exhibitions, discovery days, or with existing franchisees



General market research
66%



Meeting franchise brands face-to-face
62%



Speaking to existing franchisees
58%



Consulting industry experts
34%

The Franchise Exhibitions offer you the chance to connect with **1000s of potential investors.** [Find out more about Exhibitor packages.](#)