

STATISTICS

SERVICE



# 2020 REPORT



# FRANCHISING IN SPAIN

National Statistics





## AEF SPANISH FRANCHISE ASSOCIATION

The Spanish Franchise Association (“AEF” as per its Spanish acronym) was founded in the year 1993. It was born with the clear objective of representing, safeguarding and defending the interests of the franchise system in Spain, as well as acting as a counterparty with the various public administrations, institutions and organisations. Its aim was to advocate the advantages and added values that this business model offers, and advise and inform all businesspeople who plan to start a franchise business and become entrepreneurs.

With this in mind, we feel that one of the actions that could help provide transparency in the effective work and functioning of the franchise system would be a study that gathers in a reliable, objective and independent manner, the reality of this business collaboration formula, using verified data to transmit to the market. This is an initiative that we launched in 2002, and which has enabled us to provide this statistical information for 19 consecutive years.

### Luisa Masuet

President  
Spanish  
Franchise  
Association

The study “Franchising in Spain” (“La Franquicia en España”) presents a complete radiography on the situation of the franchise system in Spain. It offers a breakdown of the over 40 sectors and subsectors of activity of which it consists, and publishes the parameters such as: the number of networks; the number of proprietary outlets and franchisees that are operative; the jobs that it generates; the turnover reached in each year; the performance of franchises in the different Autonomous Communities; and the presence of foreign networks in Spain by countries of origin.

Over the years, this study has become the reference for all local, regional and national media, as well as for the different public administrations and organisations, as it is considered as the official statistical report on franchising in Spain. This is a great source of satisfaction for our Association, and we now wish to share this with the Cajamar Cooperative Group, an entity to which we express our most sincere gratitude for its collaboration and support in the dissemination of this national study, making it available to a greater number of social and economic stakeholders.

Finally, we would like to highlight that this study “Franchising in Spain 2020” is the fruit of many hours of labour, verifying data, and making comparisons for which we would like to thank all those whose involvement has made it possible for you to hold this final result in your hands.



# CAJAMAR COOPERATIVE GROUP

Immersed in a new economic cycle, Spain's commitment clearly uses innovation and internationalisation as tools for generating value, in the framework of the global knowledge economy and the digital society.

In this new era, we are witnessing a profound change in all previous certainties. Even the very concept of a company is about to be redefined. And in this scenario, at the time where opportunities for development are appearing in all sectors of the economy, franchising plays an increasingly important role.

Cajamar Group counts more than 120,000 commercial establishments throughout Spain as its customers, to whom we aim to offer useful services that enrich our financial catalogue. We are the leaders in cooperative banking, and we want to continue to grow with the companies of our



**Andrés García Fernández**

BCC –Cajamar Group  
Head of Corporate Banking

country, which are always on the front line and suffer first and foremost from the fluctuations in the economy and the transformation in the population's consumer habits.

Entrepreneurs in this country are required to have an extraordinary capacity to adapt to each new scenario, and in the Cajamar Group we consider it our vocation to help our commercial customers anticipate the future, covering all their internal needs, as they adapt to change quickly or, face being expelled from the market.

This is because we want to walk alongside these businesses and grow with them, not as just another financial provider, but as a long-term strategic partner, offering them solutions that add value and improve their competitiveness. That is why, from our Franchise Network, our International Platform and our Retail Platform, we support a business model with more than 70,000 points of sale in Spain, and that year after year demonstrates its growing potential in the opening of branches and creating employment and gaining prominence as a successful formula in the global market.

This is reflected in the figures of this report which, once again this year, are made public by the Spanish Franchise Association, and have undoubtedly already become a reference tool for the sector.



# FRANCHISING IN SPAIN 2020

## OPERATIONAL ENSIGNS

From the Spanish Franchise Association (AEF), in collaboration with the Cajamar Cooperative Group, we present the statistics corresponding to the situation of the Spanish franchise system at the start of 2020, with all of the data regarding the end of the 2019 financial year, which offer a clear conclusion: **Spanish franchising has grown slightly in the areas of number of networks, branches, and jobs created, while turnover figures have decreased.**

The data provided annually since 2002 by the AEF on franchise performance in Spain have a methodology that has been maintained, in general terms, over time. This methodology aims to obtain maximum objectivity in order to have information free of any particular interests and, therefore, be fully valid.

The procedures of the statistical service of the AEF reach all of the franchisors who operate in the country, and who have settled minimally in the market with the opening of 4 outlets, of which at least 2 have a proven activity of 2 years. For this purpose, systematised, direct information from the companies, and other complementary methods are used, in addition to a permanent review and updating of data, maintained throughout the year.

The Spanish franchising system is made up of a total of 1,381 ensigns - 0.36% more than in 2018, when 1,376 networks were counted – of which 1,120 are of Spanish origin (81.9%) and the remaining 249 (18.1%) come from a total of 26 countries, most notably France (56 brands), the United States (46), Italy (44), the United Kingdom (16) and Germany and Portugal (14). In total there are 5 more networks, 2 domestic and 3 foreign, than in December of 2018.

Of these 1,381 franchises, the sector which has had the most ensigns is “Fashion”, with a total of 242 networks -5 less than the previous year- integrated in eight activity subsectors, followed by “Hospitality/Catering”, with 207 chains -11 more than in 2018- broken down into six subsectors, and “Beauty/Aesthetics”, with 113 networks -2 more than in the last report-.

As a percentage, and since the AEF has been drawing up these statistics, the networks accounted for have gone from 646 at the end of the 2001 financial year to 1,381 in 2019, which means that there are currently 735 more networks operating in the market.

**Brands**  
AEF Franchising in Spain.





## TURNOVER

In relation to the total turnover obtained by the entire franchise system at the end of 2019, the figure recorded was €26,154.3 million, compared to the €27,707.2 million reached in 2018, which equates to a decrease of 5.9%.

Of this global figure, proprietary outlets accounted for a total of €9,269.8 million in 2019, compared to €10,595.1 million in 2018, therefore 14.2% less (€1,325.3 million less), in turn, franchised outlets had a turnover of €16,884.4 million in 2019, compared to €17,112 million in 2018, a 1.3% decrease (€227.6 million less).

### By sector...

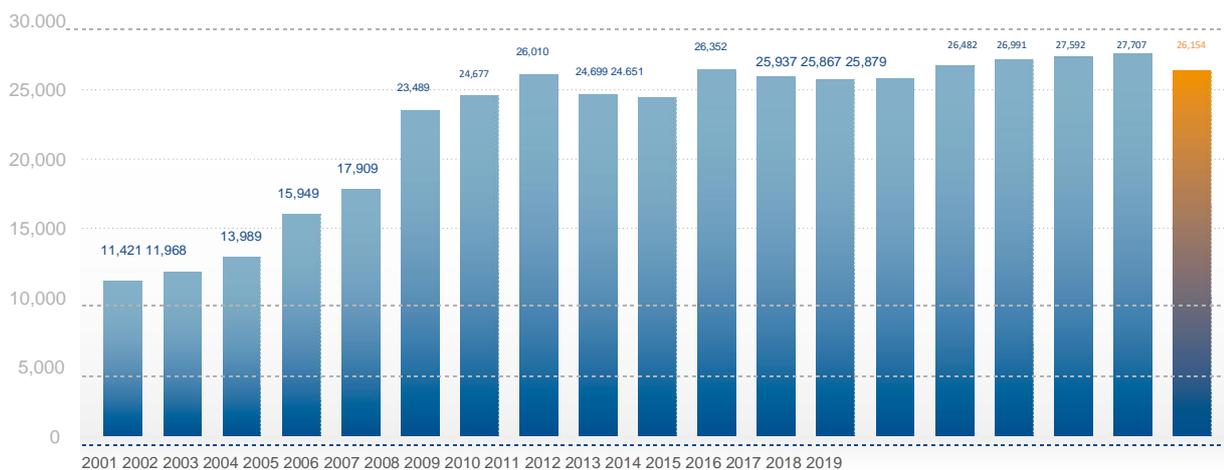
... as has become customary in recent years, the sector that obtained the highest turnover was “Food”, with a total of €8,300.1 million. This is followed by “Hospitality/Restaurants/Hotels”, which had a turnover of €2,496.4 million; “Hospitality/Fast Food”, had a turnover of €2,257.8 million, and Transportation Services, which had a turnover of €1,514.3 million in 2019.

In this way, the turnover of Spanish franchises as a whole has gone from €11,421 million, registered at the close of 2001, to €26,154.3 million in 2019, that is to say, €14,733.3 more in this period.

### Turnover

AEF Franchising in Spain.

Thousands of euros





## OUTLETS

With regard to the number of operating outlets, at the close of 2019 there were a total of 77,819 outlets operating in Spain, of which 19,787 were proprietary outlets and the remaining 58,032 were franchises.

In total, there were 422 outlets more than at the end of 2018 (when there were 77,397 points of sale open), which is an increase of 0.54%. At the end of 2019, there were 857 fewer proprietary outlets than in 2018 (4.3% less) as well as 1,279 more franchised outlets (2.3% more).

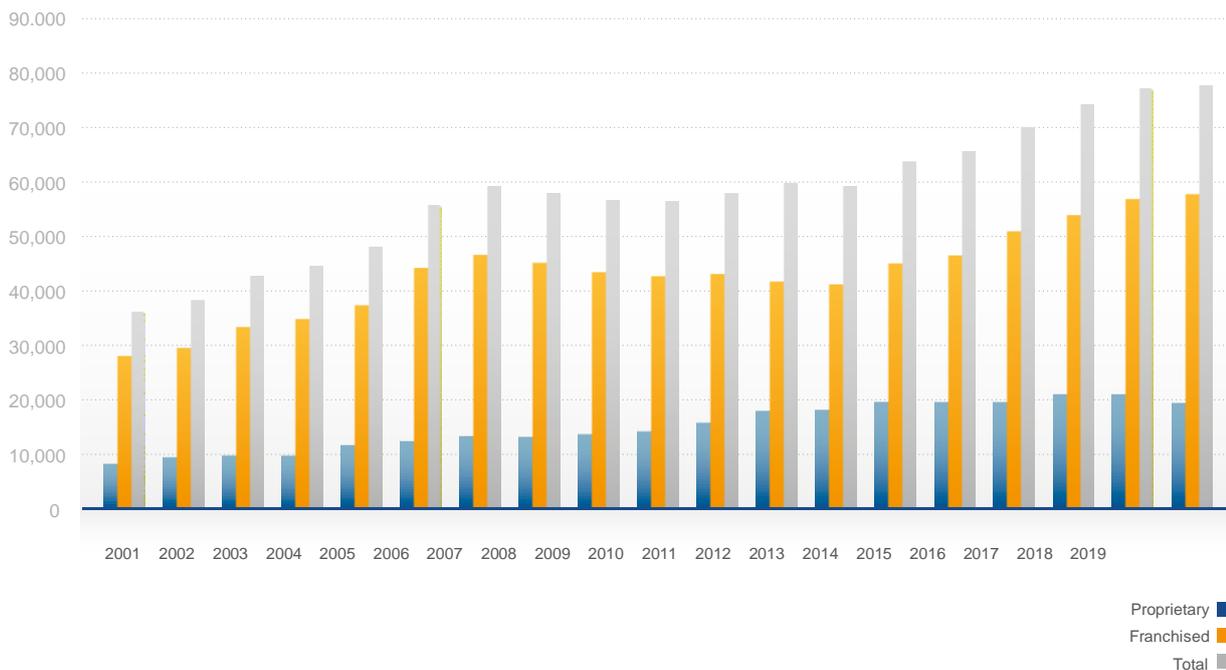
### By sector...

... the sector with the greatest number of open outlets once again is "Food", with a total of 12,691. It is followed by "Beauty/Aesthetics", with 4,484 outlets, "Travel Agencies" with 3,946 points of sale, and "Telecommunications", with 3,625 outlets.

To emphasise, this is another year of the good pace of openings which occurred during 2019, especially of franchised outlets, with 1,279 new businesses.

### Outlets

AEF Franchising in Spain.





## JOB'S CREATED

One of the most significant aspects of the franchise system is that it continues to generate employment in Spain. At the end of last year, the system employed 294,231 people, 359 more (0.13%) than in 2018. Of this figure, 94,507 work in proprietary outlets (3,550 fewer than in 2018, 3.7% less) and the remaining 199,724 in franchised outlets (3,909 more than at the end of 2018, 2% more).

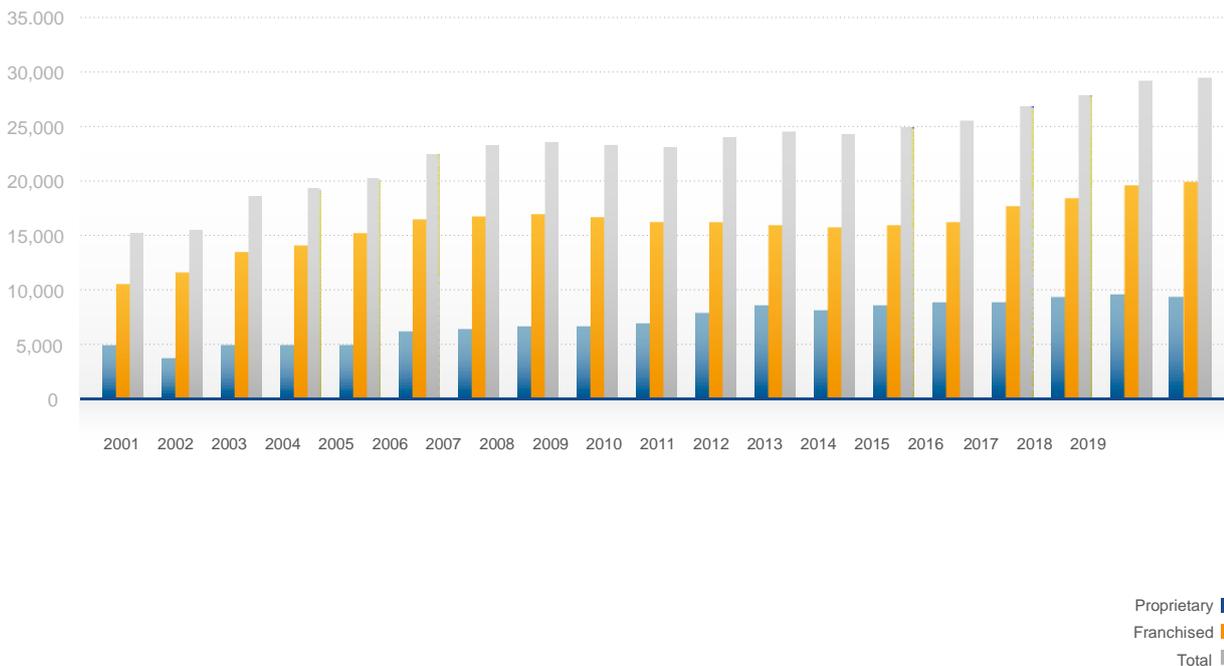
### By sector...

... those that generate the greatest number of jobs are "Food", in which 66,876 people work, "Hospitality/Fast Food", with 36,910 employees, "Hospitality/Restaurants/Hotels", which employs 23,103 people, "Beauty/Aesthetics", in which 12,862 people work, and "Transportation Services", which employs 12,186 people.

As a matter of fact, in relation to the employment generated by the system, if in 2008, at the beginning of the economic crisis, there were a total of 235,929 people working in a franchise, by the end of 2019 that number had increased to 294,231, which means that today there are 58,302 more people employed in this business model. This clearly shows that the franchise model continues to be a formula that generates employment in Spain.

### Number of Employees

AEF Franchising in Spain.





## AUTONOMOUS COMMUNITIES

Finally, of the 1,381 networks that currently make up the franchise system in Spain, the Autonomous Community with the greatest number of franchising outlets continues to be Madrid, with 367 (25 more than in 2018), followed by Catalonia, with 335 (4 more), Valencia, with 177 (the same as in 2018), Andalusia, with 161 (5 more than in 2018), and Galicia, with 50 (2 less than in 2018). These five communities make up 78.9% of the total number of ensigns that take on this business model in Spain.

It should be noted that the Community of Madrid generates the highest turnover from the headquarters offices established there, with a total of €10,832.9 million, followed by Catalonia, with €7,275.3 million. Likewise, the headquarters of the Community of Madrid itself are those that generate the most jobs, 117,683, and have more outlets open throughout Spain, 26,013, ahead of Catalonia, whose headquarters employ 80,244 people and total 23,703 operational outlets spread throughout Spain.

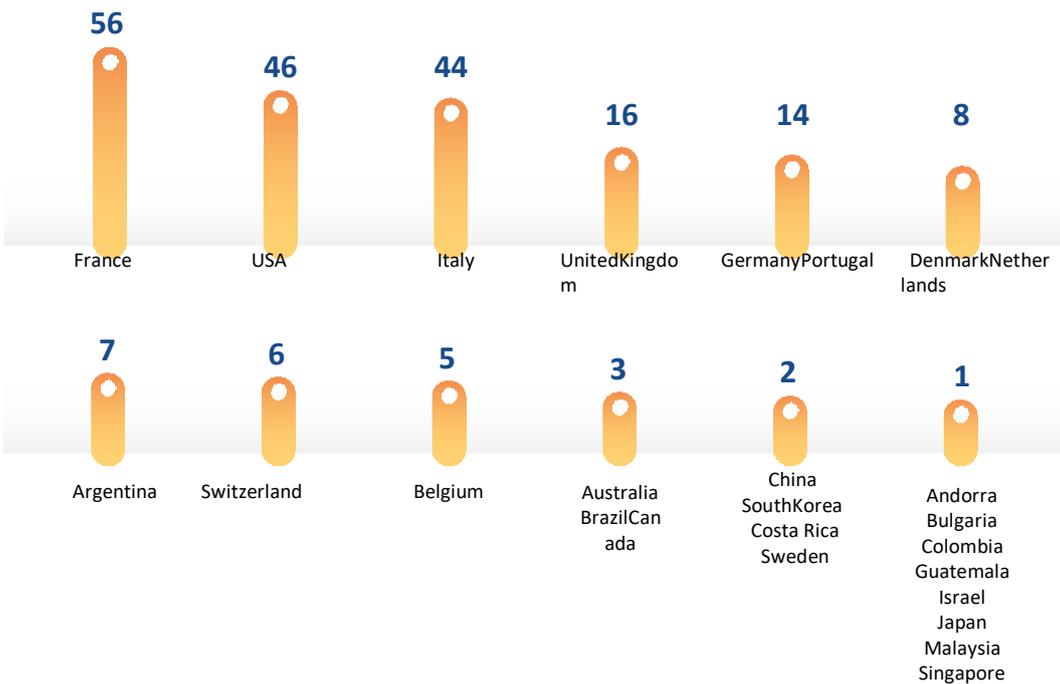
### Autonomous Communities

AC	No. of Brands	Outlets	Turnover	Jobs
ANDALUSIA	161	6,034	1,123,959,000	16,850
ARAGON	33	1,708	740,772,000	6,783
ASTURIAS	14	482	333,912,000	2,075
BALEARIC ISLANDS	18	2,216	1,606,793,000	13,417
CANARY ISLANDS	10	125	22,665,000	317
CANTABRIA	5	899	141,985,000	2,685
CASTILLA – LA MANCHA	20	475	117,051,000	1,397
CASTILE AND LEON	32	754	128,520,000	1,911
CATALONIA	335	23,703	7,275,353,000	80,244
EXTREMADURA	26	1,085	165,908,000	2,122
GALICIA	50	2,069	413,541,000	6,575
LA RIOJA	9	235	40,749,000	615
MADRID	367	26,013	10,832,931,000	117,683
MURCIA	24	685	131,755,000	1,787
NAVARRRE	13	443	72,093,000	1,275
BASQUE COUNTRY	31	2,919	1,190,284,000	11,511
VALENCIA	177	6,608	1,381,371,000	19,728
BASED OUTSIDE OF SPAIN	56	1,366	434,664,000	7,256
<b>2019 TOTALS</b>	<b>1,381</b>	<b>77,819</b>	<b>26,154,306,000</b>	<b>294,231</b>



# ORIGIN FOREIGN FRANCHISES

**249**  
Total  
Franchises of  
Foreign Origin





## Outlets by branch of activity

SECTORS	Brands	Proprietary Out.	Franchises	Total Out.
Property Administrations	14	28	339	1367
Travel Agencies	19	1,265	2,681	3,946
Real Estate Agencies	42	167	2,142	2,309
Food	65	5,346	7,345	12,691
Beauty / Aesthetics	113	718	3,766	4,484
Health Centres	32	333	759	1,092
Leisure Centres	20	122	173	295
Sports	20	373	568	941
Dietetics / Pharmaceuticals	14	211	1,004	1,215
Renewable Energies	10	26	246	272
Teaching / Training	42	180	2,330	2,510
Gyms	26	101	437	538
Hospitality / Cafes / Chocolatiers	30	312	435	747
Hospitality / Breweries / Cider houses	11	25	400	425
Hospitality / Fast Food	56	1,092	2,713	3,805
Hospitality / Ice Cream / Yogurt shops	27	106	557	663
Hospitality / Restaurants / Hotels	62	753	2,232	2,985
Hospitality / Tapas	21	52	730	782
IT / Labelling / Printing	51	148	2,714	2,862
Jewellery / Trinkets	22	571	655	1,226
Laundries / Dry Cleaners	27	213	1,620	1,833
Furniture / Home	66	537	1,804	2,341
Fashion / Tailoring	7	55	101	156
Fashion / Accessories	56	614	1,042	1,656
Womenswear	60	754	1,131	1,885
Children's clothing	36	557	1,009	1,566
Lingerie	20	384	816	1,200
Menswear	21	175	471	646
Bridal wear	9	33	151	184
Generic Mixed Fashion	33	842	1,162	2,004
Office / Stationary / Bookstore	22	105	1,116	1,221
Optics / Photography / Audiometry	19	1,156	1,019	2,175
Bakery / Patisserie	35	333	936	1,269
Automotive Services	50	507	2,472	2,979
Financial Services	16	105	462	567
Cleaning-Refurbishing-Maintenance Services	14	26	253	279
Transportation Services	15	155	2,578	2,733
Various Services	35	258	1,023	1,281
Company Services	43	163	1,541	1,704
Telecommunications	24	214	3,411	3,625
Specialised Shops	76	672	1,688	2,360
<b>2019 TOTALS</b>	<b>1,381</b>	<b>19,787</b>	<b>58,032</b>	<b>77,819</b>



## Turnover by branch of activity

SECTORS	Brands	Proprietary Turnover.	Franchise Turnover	Total Turnover
Property Administrations	14	5,248,000	41,033,000	46,281,000
Travel Agencies	19	366,038,000	495,195,000	861,233,000
Real Estate Agencies	42	34,466,000	446,896,000	481,362,000
Food	65	3,868,108,000	4,432,028,000	8,300,136,000
Beauty / Aesthetics	113	151,056,000	593,465,000	744,521,000
Health Centres	32	144,606,000	215,562,000	360,168,000
Leisure Centres	20	23,934,000	23,787,000	47,721,000
Sports	20	176,114,000	212,757,000	388,871,000
Dietetics / Pharmaceuticals	14	92,480,000	136,928,000	229,408,000
Renewable Energies	10	4,649,000	37,673,000	42,322,000
Teaching / Training	42	34,408,000	352,017,000	386,425,000
Gyms	26	28,078,000	102,843,000	130,921,000
Hospitality / Cafes / Chocolatiers	30	89,795,000	94,084,000	186,879,000
Hospitality / Breweries / Cider houses	11	6,326,000	93,279,000	99,605,000
Hospitality / Fast Food	56	516,056,000	1,741,759,000	2,257,815,000
Hospitality / Ice Cream / Yogurt shops	27	21,397,000	102,141,000	123,538,000
Hospitality / Restaurants / Hotels	62	1,372,521,000	1,123,919,000	2,496,440,000
Hospitality / Tapas	21	17,125,000	214,277,000	231,402,000
IT / Labelling / Printing	51	27,278,000	387,482,000	414,760,000
Jewellery / Trinkets	22	121,184,000	143,607,000	264,791,000
Laundries / Dry Cleaners	27	37,960,000	240,268,000	278,228,000
Furniture / Home	66	206,476,000	484,626,000	691,102,000
Fashion / Tailoring	7	6,968,000	11,842,000	18,810,000
Fashion / Accessories	56	125,195,000	173,687,000	298,882,000
Womenswear	60	195,329,000	272,512,000	467,841,000
Children's clothing	36	103,492,000	172,333,000	275,825,000
Lingerie	20	96,017,000	166,575,000	262,592,000
Menswear	21	47,694,000	101,997,000	149,691,000
Bridal wear	9	17,710,000	59,062,000	76,772,000
Generic Mixed Fashion	33	451,130,000	362,202,000	813,332,000
Office / Stationary / Bookstore	22	25,956,000	266,908,000	292,864,000
Optics / Photography / Audiometry	19	222,984,000	186,205,000	409,189,000
Bakery / Patisserie	35	86,337,000	193,076,000	279,413,000
Automotive Services	50	137,096,000	551,287,000	688,383,000
Financial Services	16	17,424,000	52,985,000	70,409,000
Cleaning-Refurbishing-Maintenance Services	14	5,153,000	35,954,000	41,107,000
Transportation Services	15	123,919,000	1,390,382,000	1,514,301,000
Various Services	35	32,246,000	126,529,000	158,775,000
Company Services	43	30,066,000	150,867,000	180,933,000
Telecommunications	24	45,223,000	613,327,000	658,550,000
Specialised Shops	76	154,612,000	281,096,000	435,708,000
<b>2019 TOTALS</b>	<b>1.381</b>	<b>9,269,854,000</b>	<b>16,844,452,000</b>	<b>26,154,306,000</b>



## Jobs by branch of activity

SECTORS	Brands	Proprietary Pers.	Franchise Pers.	Total Pers.
Property Administrations	14	84	680	764
Travel Agencies	19	2,985	5,307	8,292
Real Estate Agencies	42	430	5,833	6,263
Food	65	31,420	35,456	66,876
Beauty / Aesthetics	113	2,425	10,437	12,862
Health Centres	32	1,774	3,011	4,785
Leisure Centres	20	347	471	818
Sports	20	1,025	1,589	2,614
Dietetics / Pharmaceuticals	14	450	2,031	2,481
Renewable Energies	10	66	480	546
Teaching / Training	42	726	5,875	6,601
Gyms	26	512	2,020	2,532
Hospitality / Cafes / Chocolatiers	30	1,581	1,581	3,162
Hospitality / Breweries / Cider houses	11	112	1,707	1,819
Hospitality / Fast Food	56	10,467	26,443	36,910
Hospitality / Ice Cream / Yogurt shops	27	307	1,299	1,606
Hospitality / Restaurants / Hotels	62	12,160	10,943	23,103
Hospitality / Tapas	21	239	3,368	3,607
IT / Labelling / Printing	51	399	6,156	6,555
Jewellery / Trinkets	22	1,178	1,628	2,806
Laundries / Dry Cleaners	27	534	3,362	3,896
Furniture / Home	66	1,915	5,762	7,677
Fashion / Tailoring	7	111	244	355
Fashion / Accessories	56	1,479	2,373	3,852
Womenswear	60	2,294	3,051	5,345
Children's clothing	36	1,220	1,990	3,210
Lingerie	20	970	1,983	2,953
Menswear	21	530	1,331	1,861
Bridal wear	9	124	437	561
Generic Mixed Fashion	33	4,666	4,233	8,899
Office / Stationary / Bookstore	22	291	3,186	3,477
Optics / Photography / Audiometry	19	3,958	3,155	7,113
Bakery / Patisserie	35	1,238	3,232	4,470
Automotive Services	50	1,841	8,327	10,168
Financial Services	16	167	616	783
Cleaning-Refurbishing-Maintenance Services	14	75	423	498
Transportation Services	15	883	11,303	12,186
Various Services	35	473	2,022	2,495
Company Services	43	439	2,378	2,817
Telecommunications	24	652	9,705	10,357
Specialised Shops	76	1,960	4,296	6,256
<b>2019 TOTALS</b>	<b>1,381</b>	<b>94,507</b>	<b>199,724</b>	<b>294,231</b>



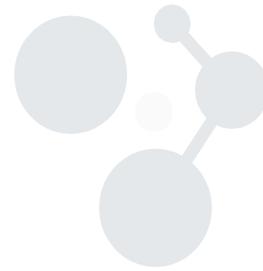
## Full members

100 EURO GRUPO DE EURO Y CIA / DT DETALLES	LA DESPENSA EXPRESS
5àsec	LA MAFIA SE SIENTA A LA MESA
ACIUM	LA TAGLIATELLA
ADK	LA VENTANA NATURAL
ALAIN AFFLELOU ÓPTICO Y AUDIÓLOGO	LASER 2000 CENTRO MÉDICO ESPECIALIZADO
ALCAMPO	(VIVANTA)
BEEP - TICNOVA	LIZARRÁN
CANTINA MARIACHI	LLAOLLAO
CAPRABO	LOOK & FIND
CARL'S JR	MAIL BOXES ETC.
CARLIN	MANGO - MNG
CARREFOUR EXPRESS / CARREFOUR MARKET	MAYORAL
CASH CONVERTERS	McDONALD' S
CENTROS IDEAL	MIDAS
CENTURY 21 España	MUERDE LA PASTA
CERVECERIA 100 MONTADITOS	MUY MUCHO
CeX - Complete Entertainment Exchange	NACEX
CHARANGA	NECESITO UN TRASTERO
CHOCOLATES VALOR	NASCIA
CLÍNICAS FISI(ON)	NO MÁS VELLO
CONO PIZZA	NOCTALIA
CRISTALBOX	NOSTRUM
D-UÑAS	OCTOBER
DE COSAS HOGAR Y MODA	OH MY CUT!
DEHESA	PANS & COMPANY
DEPASO	PASTA CITY
DOMINO'S PIZZA	PIZZA MÓVIL
DIA %	POMODORO pizza pasta burritos
DON PISO	PRESSTO
ECO4D5D-ELIXIAN	RE/MAX
ELEFANTE AZUL – AUTONET & OIL	REGUS
EROSKI CITY	RES TRADICIÓN EN CARNES
EQUIVALENZA	RIBS La Casa de las Costillas
EPS Servicio Automotriz	ROCK&RIBS
EXPENSE REDUCTION ANALYSTS	SERHOGARSYSTEM
FERRETTI gelato e café	SMÖOY
FOSTER'S HOLLYWOOD	SPEEDY
FERSAY	SUBWAY
GENERAL ÓPTICA	TEA SHOP
GINOS	TELEPIZZA
HÄAGEN-DAZS	THE NEW KIDS CLUB
INGREDIENTS: CAFÉ	TINTARED
INTERDOMICILIO	TOMMY MEL'S
KFC	TONY ROMA'S
KIDS&US School of English	VIPS
KIDSBRAIN METHOD	WHAT'S UP
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BEST FRANCHISEE OF THE WORLD	LLORT ABOGADOS
BIZBARCELONA / BIZFRANQUICIAS	LUMINARE 360º
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CRECEM ABOGADOS	RSM SPAIN
CUATRE CASAS	SDEYF CONSULTORES
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EXPOFRANQUICIA	T4 FRANQUICIAS
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