



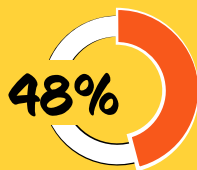
With 31,937 visitors this year, Franchise Expo Paris confirms the strong momentum of franchise entrepreneurship

KEY FIGURES OF THE 2026 EDITION

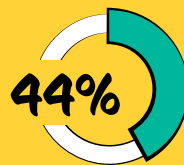
VISITORS



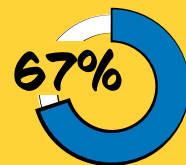
31,937
 participants



are currently employees or business leaders
26% are already independent retailers or part of a network



have personal capital > €50,000 (excl. VAT), including 17% with more than €150,000 (excl. VAT)



say they are ready to get started within one year

Average visitor age:
39.6 years

EXHIBITORS



90
 business sectors represented

550
 exhibitors



including
465
 brands



185
 new exhibitors

108 fff Fédération Française Franchise
 member brands

20 fff Fédération Française Franchise
 members of the FFF Expert Council

65
 support specialists



CONFERENCES

6,919
 attendees

178
 speaking sessions

350
 speakers



4
 conference zones



5
 sector-specific pitch zones

1,677
 international visitors from 77 countries

INTERNATIONAL



83
 foreign exhibitors,
23
 nationalities represented

4
 international pavilions



A highly qualified audience. Franchise Expo Paris shows a high level of maturity: one out of two visitors is already in the business world, and nearly half have more than €50,000 in personal capital. Even more telling, 67% intend to take the leap within the next 12 months. The show attracts aspiring entrepreneurs ready to invest.

A wealth of opportunities. 550 exhibitors, 90 sectors, 185 new exhibitors: the offer evolves each year to provide new opportunities for project holders. Additionally, 108 exhibiting brands are members of the French Franchise Federation, a reassurance and mark of trust on the market.

A show that trains as much as it connects. Nearly 7,000 people attended the conferences, with 178 speaking slots and 350 expert speakers involved: Franchise Expo Paris is becoming a true temporary university of franchising.

Franchising conquers the world. 1,677 international visitors from 77 countries and 83 international exhibitors attended this year. French franchising shines beyond national borders—a strong signal in an uncertain economic context.



“Franchise Expo Paris 2026 once again demonstrated its ability to unite the ecosystem...”

Sylvie Gaudy, Director of Franchise Expo Paris

“With 31,937 participants and 465 brands present, the show confirms its central role in the French entrepreneurial dynamic. This 44th edition proved that franchising is not only a business model but a state of mind: that of those who want to become entrepreneurs—but not alone. The first feedback from participants and over 2,000 qualified meetings testify to the quality of interactions and the relevance of our offering. Franchising is reinventing French entrepreneurship, and Franchise Expo Paris is its beating heart. We are proud to have once again been the catalyst for thousands of projects that will transform territories and lives.”

“This 44th edition has been a powerful demonstration of the vitality of our model...”

Véronique Discours-Buhot, General Delegate of the FFF

“The results of this edition echo the indicators we publish annually: franchising is a driving force of entrepreneurship in France. A model that stands as an essential lever of our economy. Every year, Franchise Expo Paris reminds us that behind these figures are women and men making the courageous choice to embark on entrepreneurship. That is what drives us.”



THEY WERE AT THE SHOW

CAREER CHANGE & DIVERSIFICATION: TWO VISITORS SHARE THEIR STORIES

Sophie, 42, pursuing a career change

After fifteen years in the banking sector, Sophie came to the show with a clear intention: launching her entrepreneurial project while securing her transition. “Franchising allows me to pursue independence without starting from scratch. I need a proven concept and strong support to succeed in my career change,” she says. She particularly appreciated the conferences on financing and direct discussions with franchisors in fast food and personal services.

Marc, 38, already a franchisee and seeking diversification

A fashion retail franchisee for five years, Marc attended to diversify his activity and optimize his business portfolio. “Once you understand how franchising works, you want to leverage your skills across several concepts. Diversifying helps mitigate risks and capture new markets,” he explains. He was especially interested in automotive and fitness brands. His approach is perfectly aligned with what the show offers, knowing that over 200 exhibiting brands were actively seeking multi- and multi-unit franchisees over the three-day event.



A COMPREHENSIVE CONFERENCE PROGRAM ADDRESSING EVERY CHALLENGE FACED BY CANDIDATES

With 178 speaking sessions, the program delivered many highlights: inspiring journeys from entrepreneurs such as **Mohamed Cheikh**, **Jean-Pierre Nadir**, **Corinne Duplat**, and **Carole & Pierre Stupfel**. **Thierry Cotillard** also shared his vision of entrepreneurship in an LSA-led conference. Nearly 7,000 candidates benefited from testimonials and expert advice aimed at both future franchisees and franchisors.



SPEAKERS HIGHLIGHTS



Corinne Duplat
 CEO of Les Menus Services

An engaged entrepreneur in personal services, she shared her journey from corporate life at L'Oréal to leading a network of more than 130 agencies, including challenges faced and lessons learned.



Carole & Pierre Stupfel
 Buyers of French Coffee Shop

From franchisees to franchisors, they recounted their rise from managerial operators to taking over French Coffee Shop in 2019, then growing the network of 50+ points of sale.



Mohamed Cheikh
 Founder of Chick'Chill and Meat Pack Steakhouse, Winner of Top Chef 2021

He shared his partnership with the Bertrand Group and the importance of human values in franchising.



Jean-Pierre Nadir
 Serial entrepreneur, investor, juror on "Qui veut être mon Associé?"

A digital pioneer, he highlighted resilience and adaptability from his experience in e-tourism.



Thierry Cotillard
 Entrepreneur and President of Groupement Mousquetaires

He shared his authentic vision of leadership and collective entrepreneurship.



Immersion into the show's key moments

FRANCHISE INVEST CLUB: A SUCCESSFUL LAUNCH



Developed by Franchise Expo Paris, this first edition brought together the French and international community of multi-, pluri-, and master franchisees. The program began with a prestige dinner on a Parisian river barge, gathering brands, investors, and partners from 18 nationalities.

More than 100 participants attended three days of qualified meetings, networking, and dedicated conferences. 15 French and international brands (Boulangerie Ange, Club Pilates, La Vie Claire, Dodo Brands, Terranova...) met with high-potential profiles.

Over 130 exhibiting brands were open to master franchise opportunities and 338 brands sought multi-unit franchisees.

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BUSINESS ACQUISITION: A DRIVING FORCE OF THE SHOW

Given the challenges of business transfers and the growing demand for secure entrepreneurial paths, acquisition became one of the top themes of Franchise Expo Paris 2026.

- 6 dedicated conferences
- 131 brands open to business takeover opportunities
- Ready-to-operate stores with existing customer bases and established locations





EXCEPTIONAL EVENINGS CELEBRATING THE ECOSYSTEM

The «Victoires de la Franchise» evening highlighted excellence within the sector.

The “Révélations de la Franchise” (25th edition) rewarded innovative concepts, including:

- Beer’s Corner – 2026 Revelation
- Chikin Bang – 2nd place
- Le Roi Solaire – 3rd place
- Cafés BOC – Jury’s “Coup de cœur”

The “Rubans de la Franchise” honored key contributors to the model’s development.



A DEDICATED PATH FOR YOUNG FRANCHISORS

The **Start Franchise Tour** gathered more than 60 participants for expert-led roundtables and a guided visit of the show, helping emerging franchisors structure and scale their concepts.

Franchising in figures



2,035
franchise networks (-2.5% vs. 2024)



93,395
franchised outlets (+2.9% vs. 2024)



93.71
billion total revenue (+4.9% vs. 2024)



1,018,038
direct and indirect jobs (+5.7% vs. 2024)

Franchising: an entrepreneurial model accessible to all

51% OF FUTURE BUSINESS CREATORS PLAN TO DO SO THROUGH FRANCHISING
LE FAIRE EN FRANCHISE

65% OF FUTURE FRANCHISE ENTREPRENEURS ARE BETWEEN 18 AND 24

40% OF FRANCHISEES ARE WOMEN

85% OF FRANCHISEES ARE FORMER EMPLOYEES

35% OF FRANCHISEES WOULD NOT HAVE CREATED A BUSINESS WITHOUT FRANCHISING

YOUR NEXT EVENT:

13-15 MARCH 2027 | NEW HALLS: PAVILIONS 6 & 4



A trade fair of the French Franchise Federation



About the French Franchise Federation

A major player in the dynamism of the French economy, the French Franchise Federation is the federation professional of franchisors and their franchisees since 1971. It represents the model of the franchise, a entrepreneurial model based on the transfer of know-how and value sharing. Its role is to promote, defend and perpetuate the franchise model, but also to federate its ecosystem and create the tools and the environment conducive to development and the performance of franchise networks. The Federation Française de la Franchise created the Salon in 1981 Franchise Expo Paris, which has since become a meeting place major international annual franchise. In 2024, the franchise represents in France 2,089 networks, 90,588 franchised points of sale, for 88.64 billion euros turnover. In 2009, the FFF created the Academy of franchise, the leading training organization for the professions of the franchise, whose offer is dedicated to future franchisees, but also to future and current franchisors.

Find out more: www.franchise-fff.com

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About tousentrepreneurs.com

This media dedicated to entrepreneurship and franchising was designed to allow entrepreneurs and for candidates for business creation to find all the useful information for construction and development of their project throughout the year. They will find testimonials, practical advice, expert advice and all the useful information on starting a business. This media platform, backed by at the Franchise Expo Paris trade fair, also gives a large place to franchise entrepreneurship and its advantages.

Find out more: www.tousentrepreneurs.com

THE FRANCHISE EXPO PARIS PRESS SERVICE

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