



## Well-being, a key sector for good resolutions at the heart of the French franchise

At the end of 2025, a time conducive to good resolutions and the quest for personal balance, Franchise Expo Paris 2026, the trade show dedicated to entrepreneurs which returns from March 14 to 16, 2026 at Paris Expo Porte de Versailles, puts in the spotlight the wellness sector which is establishing itself year after year as one of the most dynamic markets in franchising.

### FITNESS: A PROMISING SECTOR THAT MEETS A DEEP SOCIETAL NEED

With approximately 5,500 gyms in France, a turnover of 2.4 billion euros and nearly 7 million members in 2024<sup>1</sup>, fitness confirms its status as an essential economic pillar, driven by French people who place their health and balance at the center of their priorities. **The emergence of new practices (cross training, yoga, hyrox, biking) has given rise to innovative concepts and personalized services, from low-cost to premium.**

Franchising has emerged as the true engine of this growth: **60% of sports clubs in France are franchises**<sup>2</sup>. With its robust and stable model, it allows for rapid expansion of its territorial presence, as evidenced by the spectacular development plans of the main players. Fitness Park will surpass 300 clubs in 2024, L'Orange Bleue has nearly 400 clubs in France and Spain, and Keepcool-Neoness has over 300 clubs. Other challengers are also accelerating rapidly: ON AIR Fitness plans to reach 100 clubs by 2026, and One Fitness Club aims for 130 establishments by 2028.

Long established in the wellness landscape, Pilates is experiencing a particularly strong surge in popularity. The very marked increase in **reservations in 2024<sup>3</sup>(+207%)** This reflects less of a discovery than a broadening of audiences, a denser offering, and more accessible formats. The segment remains driven by structured players such as the world leader Club Pilates (1,300 studios in 24 countries), while Anytime Fitness is accelerating its French expansion through master franchising, with the goal of doubling its international workforce by 2030.

By listening to consumer trends, **Franchising thus makes it possible to transform a niche market into solid networks**, to rapidly developed international networks.

### HEALTHY FOOD: THE EMBODIMENT OF WELL-BEING ON A PLATE

**Well-being doesn't stop at the gym doors: it also extends to our meals.** The French are no longer content simply to eat; they seek healthy, natural, balanced, and environmentally friendly products. This shift in consumption patterns particularly benefits premium fast-food concepts that combine nutritional quality, fresh ingredients, and speed of service. It also benefits organic retailers who place healthy eating at the heart of their business.

**The healthy food market is attracting innovative brands that combine speed of service and nutritional quality.** Pokawa, with its 130 restaurants, has popularized the «healthy» poke bowl in France and continues its expansion. Dubble Food, a pioneer since 2006 with 50 restaurants (43 of which are franchises), continues to embody an accessible and delicious approach to «eating well.» Eat Salad, with 84 restaurants, is deploying innovative formats (kiosks, containers, pedestrian drive-thru) and aims for an ambitious target of 400 restaurants in France by 2032 and 10,000 outlets worldwide within 20 years. Also noteworthy is the rise of Pizza Viva, the easy-to-digest pizza made with ancient wheat and a 138-year-old natural sourdough starter.

The French organic market, meanwhile, is recovering with **€12.2 billion in revenue in 2024 and a growth of 7.2% for specialist retailers**<sup>4</sup>. Biocoop, the leader with 740 stores, aims for 900 outlets by 2029, while Naturalia (228 stores) is accelerating its development with a target of 50% franchised stores by 2028. La Vie Claire, a pioneer



in organic distribution and the leading organic franchise network (170 franchised stores out of 325), is accelerating its development with 26 new store openings planned for 2026. Franchising allows these specialized networks to expand while preserving their core values: proximity, advice, and a commitment to healthy and sustainable food.

These concepts appeal to an active clientele concerned about their well-being, in a context where **Over half of the French population (57%) have changed their eating habits to follow a more balanced diet in the last three years<sup>5</sup>.**

## LEADING WELLNESS BRANDS ALREADY REGISTERED FOR FRANCHISE EXPO PARIS 2026

The 2026 edition of the Franchise Expo Paris trade show already brings together many major players in the wellness sector, offering visitors a complete overview of this rapidly evolving world:

### SPORTS AND FITNESS CLUBS:

- Anytime
- Pilates Club
- Corespa
- Lancia
- Fitness Park
- Gigafit
- Iron Body Fit
- Keep Cool
- The Fitness Apartment
- The Blue Orange
- LT Pilates Center
- MYOTEC
- On Air Fitness
- One Fitness Club
- PILAT3S
- Wefit Club

### HEALTHY FOOD:

- Bohébon
- Double Food
- EatSalad
- Exki
- Heiko
- Mister Garden
- Pizza Viva
- Pokawa
- Popotes
- Spok
- Clover Restoration

### ORGANIC DISTRIBUTION:

- Bio C'Bon
- Biocoop
- La Vie Claire
- Naturalia

And some **highlights** already scheduled to learn everything about these trendy sectors

#### **Fitness, leisure... Which retail segments are performing well?**

Sunday, March 15th at 12pm, Pitch Retail

#### **Beauty/health: discover the segments that are performing well in franchising!**

Sunday, March 15th at 4pm, Pitch Retail

#### **Book signing for the healthy recipe book by the founder of Dubble Food - Corinne Eon**



## FRANCHISE EXPO PARIS, THE TOOLBOX FOR FUTURE ENTREPRENEURS

In a context where franchising generated 962,724 direct and indirect jobs and €88.64 billion in revenue in 2024, this economic model confirms its stability. The wellness sector represents a promising, stable path forward, with growing sectors and increasing health concerns.

Franchise Expo Paris 2026 thus establishes itself as **The premier event for entrepreneurs** to discover everything about franchising, attend workshops and conferences to find your way and, perhaps, fall in love with one of the many brands present.

### Franchise Expo Paris in figures



**3**

days of events



More than

**30,000**

visitors expected



**600**

exhibitors expected



including

**500**

brands



Nearly

**100**

expert exhibitors to help you grow your business



**90**

business sectors represented



**25**

nationalities represented



**150**

conferences, workshops and pitches

Discover nearly 500 other brands at Franchise Expo Paris 2026, from March 14th to 16th at Paris Expo Porte de Versailles - Hall 1.



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](http://www.franchise-fff.com)

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**tous  
entrepreneurs**

### 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](http://www.tousentrepreneurs.com)

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