Franchise Market Overview

Thailand’s franchise industry has expanded at approximately 20 percent annually and is expected to grow further. This is mainly due to the fact that becoming franchisees are popular among young generations aspired to be entrepreneur. Currently, there are 368 franchisors in Thailand. The number is expected to reach 460 over the next three years.

American franchise has majority share of the imported segment of the market which accounts for 15% of the overall. They include McDonalds, Burger King, Starbucks, Au Bon Pain, KFC, Pizza Hut, Krispy Kreme, Baskin Robbins, A&W, Subway, Outback Steak, Sizzler, Dunkin Donuts, Gymboree, and McGuire. Most American brands have been successful in the food service sector and some have been in the non-food sectors such as child development, education and car-detailing services.

Thailand-as the world major tourist destination-offers good opportunities for American franchise particularly those better-known ones. The country’s growing affluence and consumers with preference for American life-style will further enhance growth potential of American franchise. In addition to offering product and or services that are well-liked by the local targets, local partner is one of the key success factors. Ideal partners would have strong financial capability and market expertise of the target group.