



# Britain's Leading International Franchise Show

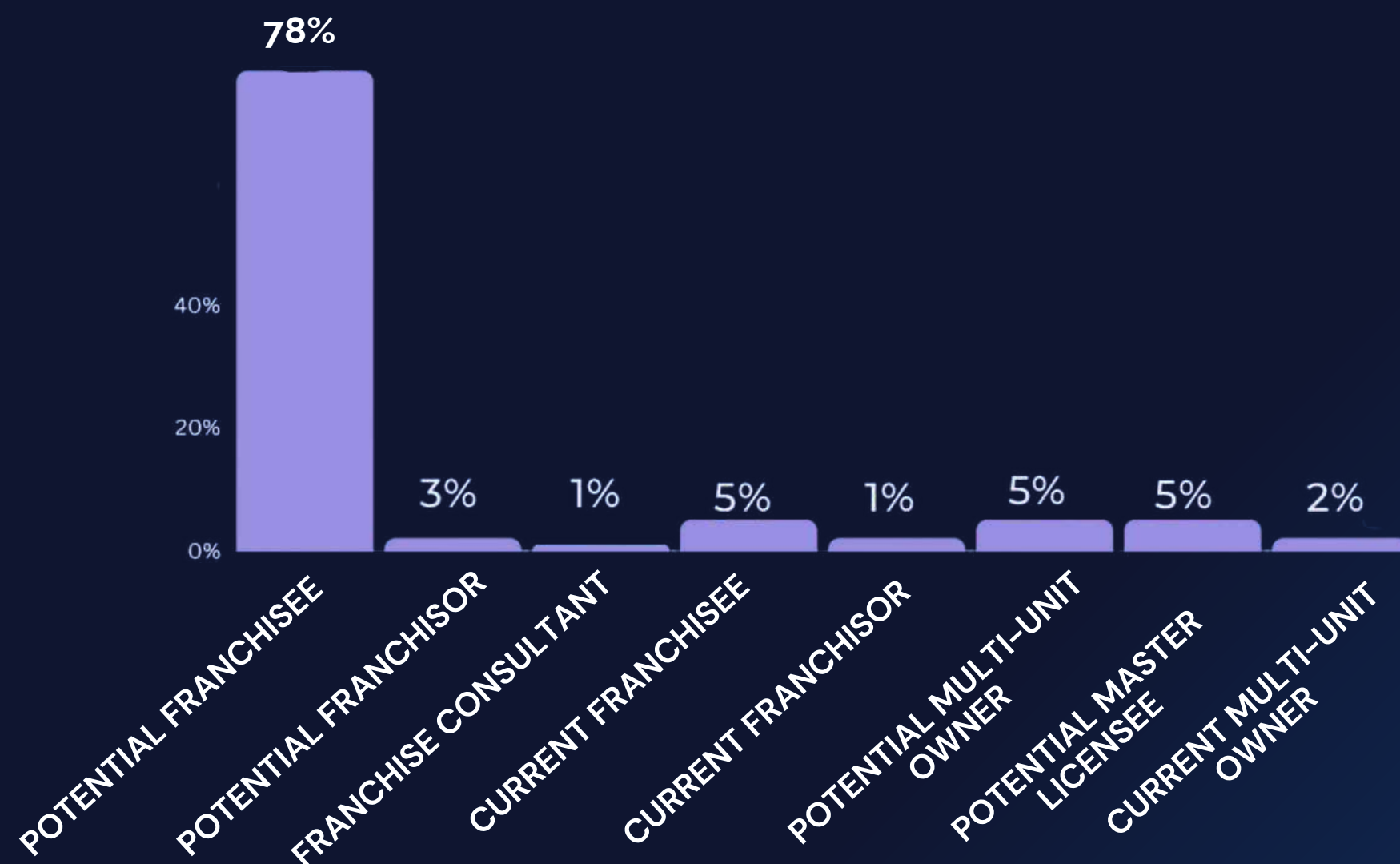
Post Show Report 2025

11TH & 12TH  
APRIL | **excel**  
LONDON



# Demographic Breakdown

## Main Reasons for Visiting



## Franchise Area Interest

Fast Food	Hotels
Business Products & Services	Logistics
Coffee/Hot Drinks	Financial Services
Wholesale, Import or Export	Construction
Restaurants or Catering	Nutrition or Fitness
Property Investment	Car Products/Services
Advertising/Marketing	Computer Electronics
Retails Stores	Employment/Recruitment
Travel & Leisure	Cleaning
Internet, Online or Ecommerce	Home Improvement/Decorating
Health & Beauty	Childrens
General Interest in Franchising	Senior Care or Assisted Living
Educational	Recreational or Outdoor Activities
Property Sales, Inventory or Inspections	Printing, Signs or Photography
Gardening or Landscaping	Pet Supplies or Services
Maintenance or Sanitation	Mailing Services



# Show Testimonials

## Hear what our 2025 exhibitors had to say...



It's only 5 days since we exhibited at The International Franchise Show and we have already booked our 3 stands for Franchise UK, Quality Franchise Association & Infinity Business Growth Network, a total of 18 square metres! Why?

Because every year we get a great return on investment. Just 5 days since the show & we have already made a substantial return, and are progressing hundreds of quality leads.

It is the best franchise show by far, and the only UK franchising event where we exhibit. Simon Chicken, Cerian Swain and the entire team do a tremendous job!

Quality leads, lots of fun, brilliant return on investment, a fantastic experience. See you there next year!

**Joel Bissitt, Franchise UK**

We had an amazing response from potential franchise partners for both UK and International markets with over 150 leads collected just yesterday alone! I have visited Franchise exhibitions for over 30 years and I have to say this by far is THE show that you need to attend or exhibit! Congratulations on another great show, with lots of new brand owners exhibiting, I'm already looking forward to 2026!

**Nil Naik, Franchise With Us**

It was busier than ever! A record number of attendees and a real buzz across both days. Managed to get in some some brilliant conversations with prospective clients, reconnected with familiar faces and caught up with friends, suppliers and of course, my colleagues at Lime Licensing Group. A big thank you to the organisers for putting together such a well-run event.

**Vishal Amin, Lime Licensing**

# Show Testimonials

Hear what our **2025 exhibitors** had to say...



We had a fantastic first day at The International Franchise Show connecting with ambitious entrepreneurs, sharing insight into our franchise model, and having some great conversations around the future of the Heavenly Desserts brand.

It's always inspiring to see how much interest there is in quality, experience led hospitality and we're proud to be part of that conversation.

Looking ahead to day two today, where our very own Yousif Aslam will be taking the stage to provide his valuable insight. If you're attending, come by our stand or catch the talk, we'd love to meet you!

**Heavenly Desserts Franchise**

What a great couple of days down in London at The International Franchise Show! It was brilliant meeting so many passionate people and having meaningful conversations about the future of food and franchising. Now, onto the follow-up. A big thank you and well done to Simon Chicken and the team for organising such a well-run event.

**URBAN Fresh Burgers & Fries**

Thank you to everyone that came to see us at The International Franchise Show in London, we had a fantastic couple of days. It was great to see the show so busy across Friday and Saturday and have the chance to meet a range of ambitious and passionate people on our stand. We noticed a significant number of visitors that came to the show were new to franchising which was amazing to see. With over 250 exhibitors, I'm sure many left inspired and motivated about the various opportunities available to them to be their own boss.

**Snap Fitness EMEA**



# What Happened at the Show?

The Franchise Show 2025 drew an impressive 11,411 entrepreneurs and aspiring franchisees. Featuring more than 250 exhibitors and a series of thought-provoking seminar sessions, the event provided exceptional range of franchise brands while highlighting the latest trends and strategies in global franchising. We're excited to return to **Excel London** on **17–18 April** for the 2026 edition, with 82% of this year's exhibitors already confirmed to return.



**11,411**

Attendees

**250**

Companies Exhibiting

**82%**

Rebook Rate



# Show Photo Gallery

\*Photos By Oliver Kingsley





# Social Media

We lit up social media with exciting show posts!

The Franchise Show created such a buzz on social media! Exhibitors and attendees shared glowing testimonials which captured the event's energy. The extensive coverage and engagement underscored our success in creating business connections and driving meaningful outcomes.

524,545

Views across social media in the 90-day lead up to the show

4,382

Account Impressions

1,162

Comments & Reactions







# What's happening in 2026?

Following the success of our 16<sup>th</sup> edition this year, The Franchise Show is set to return to Excel London again in April 2026. The upcoming event will showcase some of the newest and most innovative franchise opportunities, alongside well-established brands that have played a key role in shaping the community. We already have plenty in store and are excited to collaborate once again with many others in the industry.







# Get in touch for 2026



Call us

+44 (0) 117 457 9090



Email us

[simon.chicken@thefranchiseshow.co.uk](mailto:simon.chicken@thefranchiseshow.co.uk)



Website

[www.thefranchiseshow.co.uk](http://www.thefranchiseshow.co.uk)