



MUBG 2026 – Franchise Industry Ownership Landscape

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Each year, FRANdata analyzes the ownership patterns that shape the U.S. franchise economy. For franchisees, whether you are an established multi-unit operator or a first-time owner, understanding how your industry compares to the larger franchise landscape can inform expansion decisions, competitive positioning, and long-term strategy.

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This year's analysis covers **433,558 franchised units**, with **57% operated by multi-unit owners** and **43% by single-unit owners**.

Industry	SUO	MUO	Grand Total
QSR	24291	117790	142081
Health & Fitness	16456	14917	31,373
Lodging	23,712	7,206	30,918
Maintenance Services	21,047	3,903	24,950
Retail Stores	15159	6,960	22,119
Business-Related	10,470	11,067	21,537
Baked Goods	7,762	11,738	19,500