

Franchise

The List

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THE HOTTEST TRENDS for 2023

Looking for a business to buy next year? We predict which categories will thrive, and list the top brands in each.

by TRACY STAPP HEROLD

Where are the best business opportunities of 2023? We have some ideas. As each year draws to a close, we at *Entrepreneur* try to envision the year ahead for franchising. To do this, we start with some big questions: What's happening in the world, and what's predicted to happen? Which industries are attracting new franchises? Which established industries are experiencing high unit growth? Where's the most spending and excitement? Then we add a bit of the intuition we've gained over decades of covering this industry—and identify 10 categories we believe will thrive next year.

This year's list includes some categories that are regular winners, like chicken, health and wellness, pets, and recreation. But it also includes some that haven't been on our radar in a few years, like breakfast, fitness, and recreation. From there, we share the top franchises within those categories—which, in this case, includes 420 individual brands. Your next big opportunity might be in one of them. But keep in mind that inclusion in this listing is not a recommendation of any particular franchise. It's always important to do your homework before investing: Read the company's legal documents, consult with an attorney and an accountant, and talk to as many current and former franchisees as you can.

F The List

<p>Elements Massage Therapeutic massage services STARTUP COST \$332.8K-\$559.8K TOTAL UNITS (Franchised / Co.-Owned) 242/2</p> <p>Ellie Mental Health Outpatient mental health services STARTUP COST \$138.8K-\$405K TOTAL UNITS (Franchised / Co.-Owned) 9/18</p> <p>Facial Mania Med Spa Spa, esthetic, and med spa services STARTUP COST \$260.3K-\$698.5K TOTAL UNITS (Franchised / Co.-Owned) 5/2</p> <p>Fastest Labs Drug, alcohol, and DNA testing; background screening STARTUP COST \$91.2K-\$122.7K TOTAL UNITS (Franchised / Co.-Owned) 74/1</p> <p>Florida Anesthesiology & Pain Clinic Pain management STARTUP COST \$186K-\$321.2K TOTAL UNITS (Franchised / Co.-Owned) 0/7</p> <p>Franny's Pharmacy CBD products and accessories STARTUP COST \$135.99K-\$263.9K TOTAL UNITS (Franchised / Co.-Owned) 6/3</p> <p>Fyzical Therapy & Balance Centers Physical therapy, balance and vestibular therapy, preventive wellness services STARTUP COST \$180.8K-\$473K TOTAL UNITS (Franchised / Co.-Owned) 416/57</p> <p>The Good Feet Store Arch supports, related products STARTUP COST \$137.2K-\$396.3K TOTAL UNITS (Franchised / Co.-Owned) 184/23</p>	<p>GreenLight Mobility Home modifications for safety and accessibility STARTUP COST \$94.8K-\$138.8K TOTAL UNITS (Franchised / Co.-Owned) 1/1</p> <p>Hand & Stone Massage and Facial Spa Massage, facial, and waxing services STARTUP COST \$591.2K-\$740.1K TOTAL UNITS (Franchised / Co.-Owned) 513/12</p> <p>Health Atlasi Medical care, chiropractic care, physical therapy, acupuncture, massage therapy, vitamin injections STARTUP COST \$121.8K-\$304K TOTAL UNITS (Franchised / Co.-Owned) 10/1</p> <p>Hydrate IV Bar IV therapy spas STARTUP COST \$213.8K-\$424.8K TOTAL UNITS (Franchised / Co.-Owned) 4/4</p> <p>iCryo Cryotherapy, body sculpting, IV infusions and vitamin shots, light therapy, pain management, and recovery services STARTUP COST \$427.5K-\$1.1M TOTAL UNITS (Franchised / Co.-Owned) 20/3</p> <p>The Joint Chiropractic Chiropractic services STARTUP COST \$215.3K-\$476.99K TOTAL UNITS (Franchised / Co.-Owned) 665/108</p> <p>LaVida Massage Massage and wellness services STARTUP COST \$293.3K-\$499.5K TOTAL UNITS (Franchised / Co.-Owned) 473</p> <p>Massage Envy Massage therapy, stretch therapy, skin care, facials STARTUP COST \$614.9K-\$927K TOTAL UNITS (Franchised / Co.-Owned) 1180/0</p>	<p>Massage Heights Therapeutic massage and facial services STARTUP COST \$452.4K-\$532.2K TOTAL UNITS (Franchised / Co.-Owned) 115/3</p> <p>MassagLuXe Therapeutic massage, facials, waxing STARTUP COST \$387.8K-\$732.9K TOTAL UNITS (Franchised / Co.-Owned) 71/0</p> <p>Miracle Leaf Health Centers Health centers providing medical marijuana cards STARTUP COST \$140.4K-\$201.4K TOTAL UNITS (Franchised / Co.-Owned) 38/3</p> <p>Mobility City Mobility equipment repair, rentals, and sales STARTUP COST \$146.9K-\$376.8K TOTAL UNITS (Franchised / Co.-Owned) 32/1</p> <p>Mobility Plus Sales, rentals, installations, and repairs of mobility products STARTUP COST \$189.2K-\$280.2K TOTAL UNITS (Franchised / Co.-Owned) 60/0</p> <p>My EyeLab Eye care and eyewear STARTUP COST \$299.9K-\$601.2K TOTAL UNITS (Franchised / Co.-Owned) 86/71</p> <p>Nani Massage Massage services STARTUP COST \$206.3K-\$360.3K TOTAL UNITS (Franchised / Co.-Owned) 0/1</p> <p>Natural Life CBD, kratom, kava, and related products STARTUP COST \$191.9K-\$306.5K TOTAL UNITS (Franchised / Co.-Owned) 8/4</p> <p>Natural Rejuvenation MedSpa Skincare and body contouring STARTUP COST \$555K-\$868.2K TOTAL UNITS (Franchised / Co.-Owned) 0/1</p>	<p>Next Day Access Sales and rentals of accessibility and mobility products STARTUP COST \$144.2K-\$261.5K TOTAL UNITS (Franchised / Co.-Owned) 22/2</p> <p>The Now Massage Massage services STARTUP COST \$414.9K-\$787.6K TOTAL UNITS (Franchised / Co.-Owned) 26/4</p> <p>NuSpine Chiropractic Chiropractic and hydrotherapy services STARTUP COST \$207.9K-\$377.3K TOTAL UNITS (Franchised / Co.-Owned) 16/1</p> <p>NutritionHQ. Health, weight-loss, and sports nutrition supplements and related products STARTUP COST \$172.5K-\$290.5K TOTAL UNITS (Franchised / Co.-Owned) 1/1</p> <p>100% Chiropractic Chiropractic services, massage therapy, nutritional supplements STARTUP COST \$331.1K-\$694.9K TOTAL UNITS (Franchised / Co.-Owned) 82/4</p> <p>101 Mobility Mobility and accessibility equipment sales and services STARTUP COST \$120.8K-\$218.6K TOTAL UNITS (Franchised / Co.-Owned) 138/17</p> <p>On Point Acupuncture and Wellness Center Acupuncture, massage, and yoga wellness centers STARTUP COST \$101.3K-\$173.9K TOTAL UNITS (Franchised / Co.-Owned) 0/1</p> <p>Pearle Vision Eye care and eyewear STARTUP COST \$70.2K-\$948.4K TOTAL UNITS (Franchised / Co.-Owned) 460/111</p>	<p>Perspire Sauna Studio Infrared and red-light-therapy sauna studios STARTUP COST \$444K-\$590.7K TOTAL UNITS (Franchised / Co.-Owned) 25/0</p> <p>Physical Therapy Now Physical therapy STARTUP COST \$183.9K-\$308.4K TOTAL UNITS (Franchised / Co.-Owned) 39/6</p> <p>Profile Plan Nutrition + Wellness Weight-loss and wellness services STARTUP COST \$399K-\$695K TOTAL UNITS (Franchised / Co.-Owned) 31/36</p> <p>QC Kinetix Regenerative medicine and nonsurgical pain management therapies STARTUP COST \$220.1K-\$328.8K TOTAL UNITS (Franchised / Co.-Owned) 128/10</p> <p>Relax The Back Wellness and back-related equipment, furniture, and products STARTUP COST \$186.6K-\$381.5K TOTAL UNITS (Franchised / Co.-Owned) 79/2</p> <p>Restore Hyper Wellness Wellness services STARTUP COST \$842K-\$1.2M TOTAL UNITS (Franchised / Co.-Owned) 138/17</p> <p>The Salt Suite Salt therapy STARTUP COST \$218.2K-\$467.6K TOTAL UNITS (Franchised / Co.-Owned) 7/1</p> <p>Sparia Day Spa Massage, facials, waxing, skin care STARTUP COST \$295.5K-\$595.8K TOTAL UNITS (Franchised / Co.-Owned) 52/0</p>	<p>Squeeze Massages STARTUP COST \$493.8K-\$662.7K TOTAL UNITS (Franchised / Co.-Owned) 0/1</p> <p>True REST Spa Floatation therapy STARTUP COST \$368.4K-\$857.1K TOTAL UNITS (Franchised / Co.-Owned) 43/3</p> <p>VIO Med Spa Skincare, cosmetic, health, and wellness products and services STARTUP COST \$938K-\$1.2M TOTAL UNITS (Franchised / Co.-Owned) 12/1</p> <p>The Vitamin Shoppe Vitamins, minerals, supplements, sports nutrition products STARTUP COST \$492.9K-\$944.9K TOTAL UNITS (Franchised / Co.-Owned) 30/675</p> <p>Weightless MD Weight-loss and wellness centers STARTUP COST \$114.3K-\$196.5K TOTAL UNITS (Franchised / Co.-Owned) 0/2</p> <p>Woodhouse Day Spa Spa treatments STARTUP COST \$1.4M-\$2.1M TOTAL UNITS (Franchised / Co.-Owned) 74/2</p> <p>Your CBD Store CBD products STARTUP COST \$69.8K-\$99.3K TOTAL UNITS (Franchised / Co.-Owned) 275/0</p> <p>Zen Massage Massage and skin care services STARTUP COST \$132.3K-\$275.8K TOTAL UNITS (Franchised / Co.-Owned) 9/0</p>
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