



Ministry of Data
and Statistics

Press Release

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Preliminary Results of the 2024 Franchise Survey

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Preliminary Results of the 2024 Franchise Survey

- In 2024, the number of franchise establishments was 314 thousand, rising by 4.0% from 2023.
- In 2024, the number of workers in franchise establishments was 1.038 million persons, rising by 2.2% from 2023. The number of workers per franchise establishment fell by 1.7% from 2023.
- In 2024, the annual sales of franchise establishments recorded 117.8 trillion won, rising by 6.8% from 2023. The annual sales per franchise establishment grew by 2.7% from 2023.

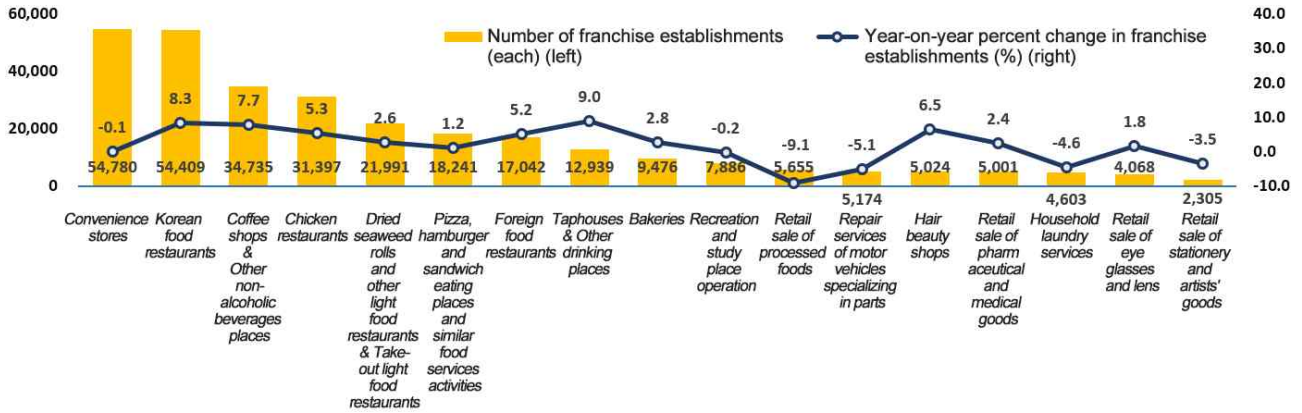
- As for the number of franchise establishments, 'Taphouses & Other drinking places' (9.0%), 'Korean food restaurants' (8.3%) and 'Coffee shops & Other non-alcoholic beverages places' (7.7%) recorded a year-on-year increase. Whereas, 'Retail sale of processed foods' (-9.1%), 'Repair services of motor vehicles specializing in parts' (-5.1%) and 'Household laundry services' (-4.6%) recorded a year-on-year decrease.
- As for the share of franchise establishments, 'Convenience stores' occupied the largest share at 17.5%, which was followed by 'Korean food restaurants' (17.3%) and 'Coffee shops & Other non-alcoholic beverages places' (11.1%).

< Number of franchise establishments by industry >

(Unit: each, %)

By industry	2023	2024	Compo- sition	Change from the previous year	
				Change from the previous year	Percent change
Total	301,885	313,880	100.0	11,995	4.0
Convenience stores	54,828	54,780	17.5	-48	-0.1
Retail sale of processed foods	6,219	5,655	1.8	-564	-9.1
Retail sale of stationery and artists' goods	2,388	2,305	0.7	-83	-3.5
Retail sale of pharmaceutical and medical goods	4,885	5,001	1.6	116	2.4
Retail sale of eyeglasses and lens	3,998	4,068	1.3	70	1.8
Korean food restaurants	50,227	54,409	17.3	4,182	8.3
Foreign food restaurants	16,196	17,042	5.4	846	5.2
Bakeries	9,218	9,476	3.0	258	2.8
Pizza, hamburger and sandwich eating places and similar food services activities	18,021	18,241	5.8	220	1.2
Chicken restaurants	29,805	31,397	10.0	1,592	5.3
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	21,433	21,991	7.0	558	2.6
Taphouses & Other drinking places	11,872	12,939	4.1	1,067	9.0
Coffee shops & Other non-alcoholic beverages places	32,241	34,735	11.1	2,494	7.7
Recreation and study place operation	7,899	7,886	2.5	-13	-0.2
Repair services of motor vehicles specializing in parts	5,451	5,174	1.6	-277	-5.1
Hair beauty shops	4,718	5,024	1.6	306	6.5
Household laundry services	4,824	4,603	1.5	-221	-4.6
Others	17,662	19,154	6.1	1,492	8.4

< Number of franchise establishments and percent change by industry >



□ As for the number of workers in franchise establishments, 'Coffee shops & Other non-alcoholic beverages places' (8.4%), 'Hair beauty shops' (5.1%) and 'Retail sale of pharmaceutical and medical goods' (3.2%) recorded a year-on-year increase. Whereas, 'Household laundry services' (-10.0%) and 'Retail sale of stationery and artists' goods' (-6.1%) recorded a year-on-year decrease.

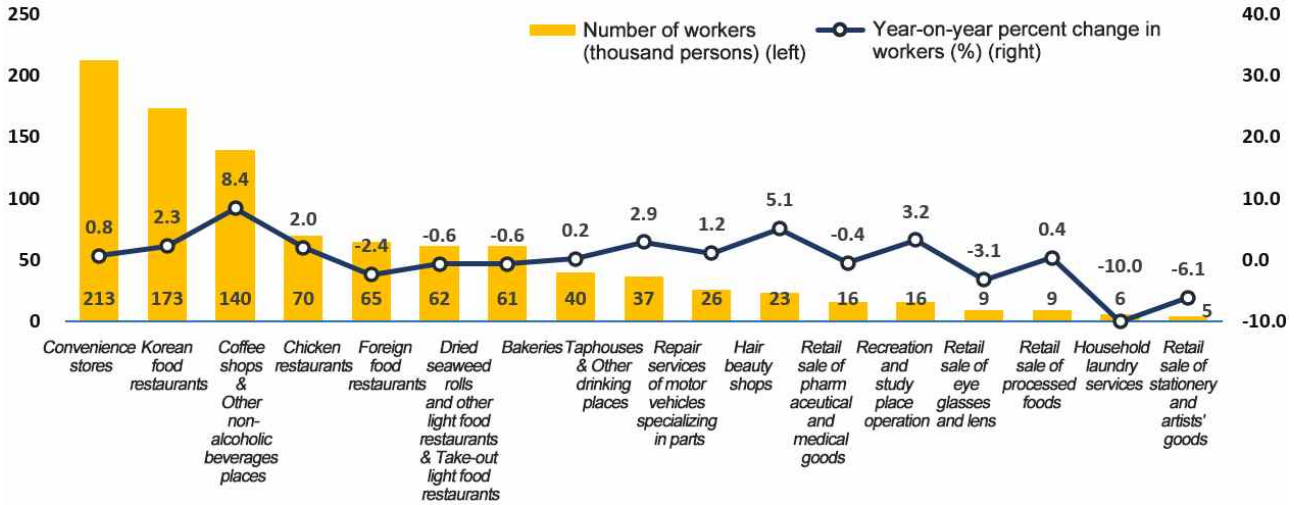
○ As for the share of workers in franchise establishments, 'Convenience stores' occupied the largest share at 20.5%, which was followed by 'Korean food restaurants' (16.7%) and 'Coffee shops & Other non-alcoholic beverages places' (13.5%).

< Number of workers by industry >

(Unit: person, %)

By industry	2023	2024	Compo- sition	Change from the previous year	
				Change from the previous year	Percent change
Total	1,016,364	1,038,462	100.0	22,098	2.2
Convenience stores	210,928	212,523	20.5	1,595	0.8
Retail sale of processed foods	9,067	9,099	0.9	32	0.4
Retail sale of stationery and artists' goods	4,848	4,554	0.4	-294	-6.1
Retail sale of pharmaceutical and medical goods	15,223	15,717	1.5	494	3.2
Retail sale of eyeglasses and lens	9,548	9,248	0.9	-300	-3.1
Korean food restaurants	169,310	173,176	16.7	3,866	2.3
Foreign food restaurants	62,450	62,054	6.0	-396	-0.6
Bakeries	40,160	40,235	3.9	75	0.2
Pizza, hamburger and sandwich eating places and similar food services activities	68,604	69,989	6.7	1,385	2.0
Chicken restaurants	66,956	65,373	6.3	-1,583	-2.4
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	61,640	61,253	5.9	-387	-0.6
Taphouses & Other drinking places	35,629	36,667	3.5	1,038	2.9
Coffee shops & Other non-alcoholic beverages places	128,895	139,711	13.5	10,816	8.4
Recreation and study place operation	15,983	15,915	1.5	-68	-0.4
Repair services of motor vehicles specializing in parts	25,704	26,002	2.5	298	1.2
Hair beauty shops	22,114	23,246	2.2	1,132	5.1
Household laundry services	6,548	5,894	0.6	-654	-10.0
Others	62,757	67,806	6.5	5,049	8.0

< Number of workers and percent change by industry >



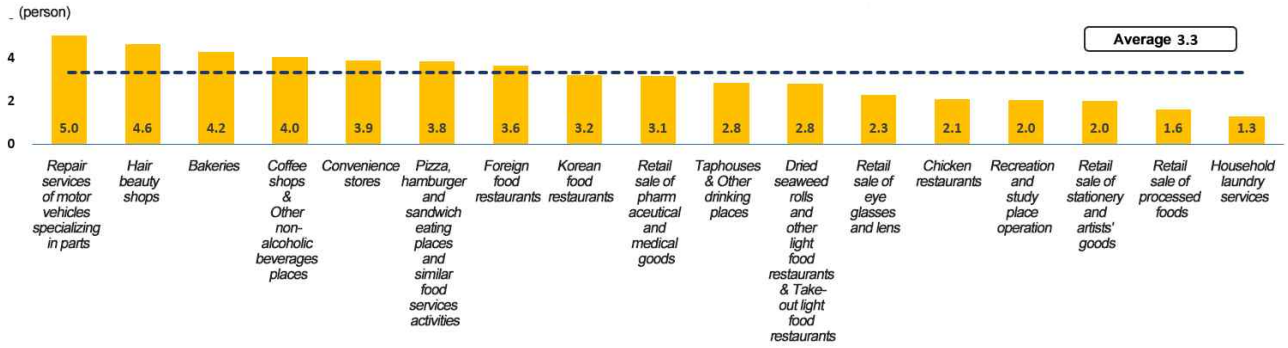
○ As for the number of workers per franchise establishment, 'Retail sale of processed foods' and 'Repair services of motor vehicles specializing in parts' grew by 10.4% and 6.6%, respectively, compared to 2023. Whereas, 'Chicken restaurants' and 'Household laundry services' fell by 7.3% and 5.7%, respectively, compared to 2023.

< Number of workers per franchise establishment by industry >

(Unit: person, %)

By industry	2023	2024	Change from the previous year	Percent change
Total	3.37	3.31	-0.06	-1.7
Convenience stores	3.85	3.88	0.03	0.8
Retail sale of processed foods	1.46	1.61	0.15	10.4
Retail sale of stationery and artists' goods	2.03	1.98	-0.05	-2.7
Retail sale of pharmaceutical and medical goods	3.12	3.14	0.03	0.9
Retail sale of eyeglasses and lens	2.39	2.27	-0.11	-4.8
Korean food restaurants	3.37	3.18	-0.19	-5.6
Foreign food restaurants	3.86	3.64	-0.21	-5.6
Bakeries	4.36	4.25	-0.11	-2.5
Pizza, hamburger and sandwich eating places and similar food services activities	3.81	3.84	0.03	0.8
Chicken restaurants	2.25	2.08	-0.16	-7.3
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	2.88	2.79	-0.09	-3.1
Taphouses & Other drinking places	3.00	2.83	-0.17	-5.6
Coffee shops & Other non-alcoholic beverages places	4.00	4.02	0.02	0.6
Recreation and study place operation	2.02	2.02	-0.01	-0.3
Repair services of motor vehicles specializing in parts	4.72	5.03	0.31	6.6
Hair beauty shops	4.69	4.63	-0.06	-1.3
Household laundry services	1.36	1.28	-0.08	-5.7
Others	3.55	3.54	-0.01	-0.4

< Number of workers per franchise establishment by industry >



□ As for annual sales, most of the industries including 'Coffee shops & Other non-alcoholic beverages place' (12.8%), 'Recreation and study place operation' (11.2%) and 'Korean food restaurants' (10.0%) recorded a year-on-year increase. Whereas, 'Retail sale of stationery and artists' goods' (-6.8%) recorded a year-on-year decrease.

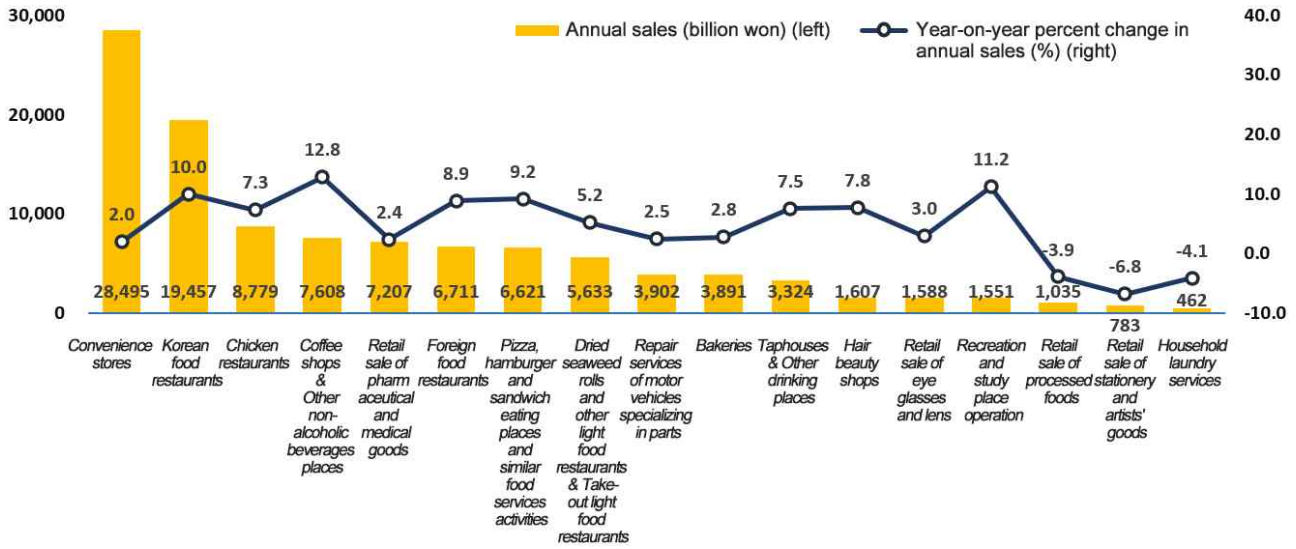
○ As for the share of annual sales, 'Convenience stores' occupied the largest share at 24.2%, which was followed by 'Korean food restaurants' (16.5%) and 'Chicken restaurants' (7.5%).

< Annual sales by industry >

(Unit: billion won, %)

By industry	2023	2024	Compo- sition	Change from the previous year	
				Change from the previous year	Percent change
Total	110,279	117,779	100.0	7,499	6.8
Convenience stores	27,945	28,495	24.2	550	2.0
Retail sale of processed foods	1,077	1,035	0.9	-42	-3.9
Retail sale of stationery and artists' goods	840	783	0.7	-57	-6.8
Retail sale of pharmaceutical and medical goods	7,037	7,207	6.1	169	2.4
Retail sale of eyeglasses and lens	1,543	1,588	1.3	46	3.0
Korean food restaurants	17,681	19,457	16.5	1,775	10.0
Foreign food restaurants	6,163	6,711	5.7	548	8.9
Bakeries	3,785	3,891	3.3	105	2.8
Pizza, hamburger and sandwich eating places and similar food services activities	6,063	6,621	5.6	558	9.2
Chicken restaurants	8,180	8,779	7.5	599	7.3
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	5,355	5,633	4.8	278	5.2
Taphouses & Other drinking places	3,091	3,324	2.8	233	7.5
Coffee shops & Other non-alcoholic beverages places	6,742	7,608	6.5	865	12.8
Recreation and study place operation	1,395	1,551	1.3	156	11.2
Repair services of motor vehicles specializing in parts	3,807	3,902	3.3	94	2.5
Hair beauty shops	1,491	1,607	1.4	116	7.8
Household laundry services	482	462	0.4	-20	-4.1
Others	7,601	9,126	7.7	1,525	20.1

< Annual sales and percent change by industry >



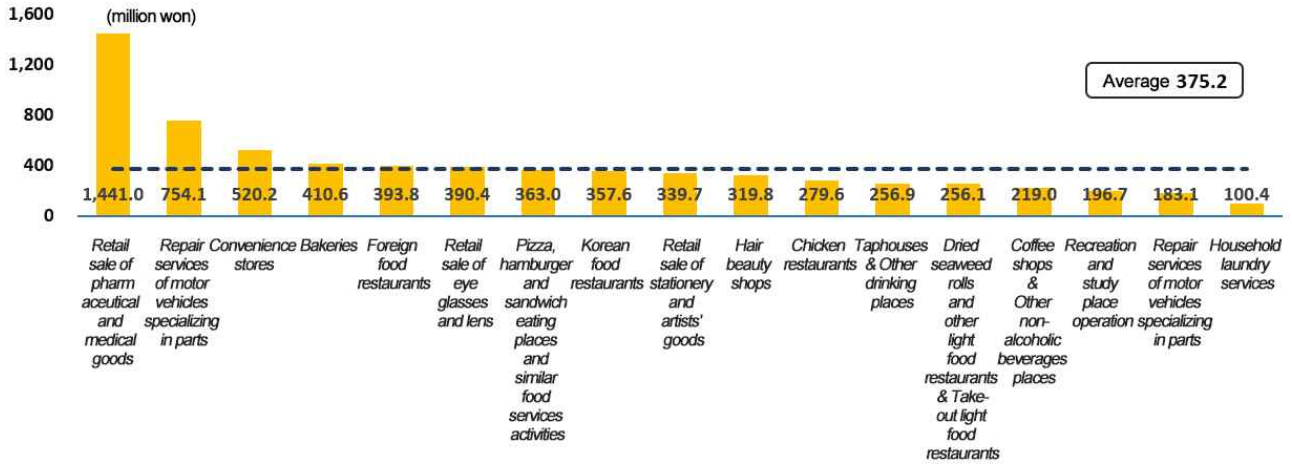
○ As for annual sales per franchise establishment, most of the industries including 'Recreation and study place operation' and 'Repair services of motor vehicles specializing in parts' grew by 11.4% and 8.0%, respectively, compared to 2023. Whereas, 'Retail sale of stationery and artists' goods' and 'Taphouses & Other drinking places' fell by 3.4% and 1.3%, respectively, compared to 2023.

< Annual sales per franchise establishment by industry >

(Unit: million won, %)

By industry	2023	2024	Change from the previous year	Percent change
Total	365.3	375.2	9.9	2.7
Convenience stores	509.7	520.2	10.5	2.1
Retail sale of processed foods	173.2	183.1	9.9	5.7
Retail sale of stationery and artists' goods	351.7	339.7	-12.0	-3.4
Retail sale of pharmaceutical and medical goods	1,440.6	1,441.0	0.4	0.0
Retail sale of eyeglasses and lens	385.8	390.4	4.5	1.2
Korean food restaurants	352.0	357.6	5.6	1.6
Foreign food restaurants	380.5	393.8	13.3	3.5
Bakeries	410.6	410.6	-0.1	0.0
Pizza, hamburger and sandwich eating places and similar food services activities	336.4	363.0	26.5	7.9
Chicken restaurants	274.5	279.6	5.1	1.9
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	249.8	256.1	6.3	2.5
Taphouses & Other drinking places	260.3	256.9	-3.5	-1.3
Coffee shops & Other non-alcoholic beverages places	209.1	219.0	9.9	4.7
Recreation and study place operation	176.6	196.7	20.1	11.4
Repair services of motor vehicles specializing in parts	698.4	754.1	55.6	8.0
Hair beauty shops	316.0	319.8	3.8	1.2
Household laundry services	99.9	100.4	0.5	0.5
Others	430.4	476.5	46.1	10.7

< Annual sales per franchise establishment by industry >



< Major indicators of the franchising industry >

Classification	2023	2024	Change	Percent change (%)
Number of franchise establishments (each)	301,885	313,880	11,995	4.0
Number of workers (person)	1,016,364	1,038,462	22,098	2.2
Number of workers per franchise establishment (person)	3.37	3.31	-0.06	-1.7
Annual sales (billion won)	110,279	117,779	7,499	6.8
Annual sales per franchise establishment (million won)	365.3	375.2	9.9	2.7