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What's Hot (and Getting Hotter)

The 10 franchise categories we predict will keep booming in 2022.

compiled by TRACY STAPP HEROLD

PHOTOGRAPH BY SHUTTERSTOCK/GRISHA BRUEV

Every December, we at *Entrepreneur* put on our prognosticators' hats and try to forecast which types of franchises will do best in the year ahead. We look at growth—both in the number of franchise units and in the number of new franchisors in a category—and consider what trends are evident both within and without the franchise world. To an extent, we also listen to the instincts we've honed over years of ranking and writing about franchises.

Naturally, most of the categories we chose this year grew in reaction to new, pandemic-fueled needs. Industries like cleaning and restoration, health and wellness, and senior care are among them. But in 2022, we expect a lot of franchise growth to be driven by the need—or at least the desire—to get back to some

semblance of “normal.” That's why we've also chosen categories like children's education and enrichment (as kids head back to school), salon and spa services (as people return to in-person self-care), and staffing and recruiting (as businesses continue to grow).

In total, you'll find 480 franchises representing these and our other choices for trending categories on the following pages. Remember, though, that inclusion on this list is not intended as a recommendation of any particular franchise. Not every company within a strong category is also a strong franchise, so it's important that you do your own research to find out whether an opportunity is a wise investment for you. Read the company's legal documents, consult with an attorney and an accountant, and talk to current and former franchisees before you decide.

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- *There is low ongoing royalty and ad fund fee*



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F/ The List

Lemon Tree Family Salons

Family hair salons

STARTUP COST
\$161.2K-\$232.6K

TOTAL UNITS
(Franchised / Co.-Owned)
33/9

Little Princess Spa

Children's salon, spa, and party services

STARTUP COST
\$121.4K-\$180.2K

TOTAL UNITS
(Franchised / Co.-Owned)
6/1

LunchboxWax

Body waxing

STARTUP COST
\$363.9K-\$510.1K

TOTAL UNITS
(Franchised / Co.-Owned)
50/2

Massage Envy

Massage therapy, stretch therapy, skin care, facials

STARTUP COST
\$551.9K-\$912K

TOTAL UNITS
(Franchised / Co.-Owned)
1,112/0

MassageLuXe

Therapeutic massage, facials, waxing

STARTUP COST
\$339K-\$571.1K

TOTAL UNITS
(Franchised / Co.-Owned)
67/0

Morning Dew Massage & Wellness

Massage and facials

STARTUP COST
\$245.1K-\$406.2K

TOTAL UNITS
(Franchised / Co.-Owned)
1/0

My Salon Suite/ Salon Plaza

Salon suites

STARTUP COST
\$680.8K-\$1.8M

TOTAL UNITS
(Franchised / Co.-Owned)
177/30

Palm Beach Tan

Tanning

STARTUP COST
\$624.7K-\$927.2K

TOTAL UNITS
(Franchised / Co.-Owned)
317/220

The Palms Tanning Resort

Tanning

STARTUP COST
\$489.8K-\$517K

TOTAL UNITS
(Franchised / Co.-Owned)
0/4

Phenix Salon Suites

Salon suites

STARTUP COST
\$493.6K-\$1.5M

TOTAL UNITS
(Franchised / Co.-Owned)
302/6

Pigtails & Crewcuts

Children's hair salons

STARTUP COST
\$98.3K-\$229.8K

TOTAL UNITS
(Franchised / Co.-Owned)
59/1

Princess Me Parties

Spa and party services for girls

STARTUP COST
\$93.1K-\$165.6K

TOTAL UNITS
(Franchised / Co.-Owned)
0/1

Roosters Men's Grooming Centers

Men's grooming services and products

STARTUP COST
\$203.3K-\$342.4K

TOTAL UNITS
(Franchised / Co.-Owned)
88/3

Salons by JC

Salon suites

STARTUP COST
\$685.6K-\$1.2M

TOTAL UNITS
(Franchised / Co.-Owned)
106/10

Scissors & Scotch

Men's grooming services, lounge and bar

STARTUP COST
\$386.3K-\$680.8K

TOTAL UNITS
(Franchised / Co.-Owned)
12/2

Sharkey's Cuts For Kids

Children's hair salons

STARTUP COST
\$163.4K-\$225.5K

TOTAL UNITS
(Franchised / Co.-Owned)
87/1

SmartStyle

Family hair salons

STARTUP COST
\$178.9K-\$305.2K

TOTAL UNITS
(Franchised / Co.-Owned)
1,578/74

The Smoothbar

Hair smoothing

STARTUP COST
\$203.6K-\$312.3K

TOTAL UNITS
(Franchised / Co.-Owned)
0/1

Soia Salon Studios

Salon studios

STARTUP COST
\$545.5K-\$1.7M

TOTAL UNITS
(Franchised / Co.-Owned)
546/30

Spavia Day Spa

Massage, skin care, eyelash extensions, beauty and spa services

STARTUP COST
\$292.5K-\$636.9K

TOTAL UNITS
(Franchised / Co.-Owned)
52/0

Sport Clips

Men's sports-themed hair salons

STARTUP COST
\$246.3K-\$394.5K

TOTAL UNITS
(Franchised / Co.-Owned)
1,818/71

Sugaring NYC

Sugaring hair removal

STARTUP COST
\$118.7K-\$200.6K

TOTAL UNITS
(Franchised / Co.-Owned)
18/8

Supercuts

Hair salons

STARTUP COST
\$151.4K-\$321K

TOTAL UNITS
(Franchised / Co.-Owned)
2,478/27

Sweet & Sassy

Children's salon, spa, and party services

STARTUP COST
\$263.7K-\$374.4K

TOTAL UNITS
(Franchised / Co.-Owned)
13/1

The Ten Spot

Nail care, waxing, facials, laser hair removal

STARTUP COST
\$295K-\$399K

TOTAL UNITS
(Franchised / Co.-Owned)
42/0

V/O Med Spa

Beauty and wellness spas

STARTUP COST
\$775.7K-\$1M

TOTAL UNITS
(Franchised / Co.-Owned)
8/1

V's Barbershop

Upscale barbershops

STARTUP COST
\$197.2K-\$422.8K

TOTAL UNITS
(Franchised / Co.-Owned)
53/0

Waxing The City

Facial and body waxing

STARTUP COST
\$204.3K-\$449.7K

TOTAL UNITS
(Franchised / Co.-Owned)
108/7

Waxxpot

Body waxing salons

STARTUP COST
\$249.3K-\$465.7K

TOTAL UNITS
(Franchised / Co.-Owned)
1/11

Whip Salon

Beauty salons

STARTUP COST
\$187.1K-\$361.9K

TOTAL UNITS
(Franchised / Co.-Owned)
1/2

Woodhouse

Spa treatments

STARTUP COST
\$1.2M-\$1.8M

TOTAL UNITS
(Franchised / Co.-Owned)
71/2

SENIOR CARE

According to the U.S. Census Bureau, the 65-plus population was the fastest-growing age group from 2010 to 2019, increasing by more than a third—and that trend will only continue. The aging population means an increased need for care and assistance, and the value of such services has only been highlighted in the past two years.

Acti-Kare

Nonmedical home care

STARTUP COST
\$32.5K-\$52.5K

TOTAL UNITS
(Franchised / Co.-Owned)
137/0