

Excerpts

April, Part 1 - Kids and Pets: Still Popular

Kids represent huge opportunities for franchise companies. There are 4 million babies being born every year in the U.S. and most families are dual-income households. That combination has created \$60 billion in annual revenues for the childcare industry. As the number of children increases, so does the competition to get into the best schools. Parents are feeling the pressure to help their kids get a competitive edge and a growing number are willing to pay for supplemental education services.

**From the Publisher
Kids and Pets: Still Popular**

At FranchiseHelp we have information, services and products for the entire franchise marketplace. One of the largest groups we attract is the Potential Franchise Buyer and the one question I hear the most is, "What do you think are the hottest categories of franchise businesses today?"

In this month's issue we address two of the current favorites: Kids and Pets. By "kids" we refer to all the franchises which are geared to providing children's services and products, pretty much from birth to college age. In that same vein, the popularity of "pets" franchises have come to encompass not only the standard dog and cat services and products, but also tropical fish, iguanas, and various exotic creatures.

We completed a Franchised Child Services Business Survey near the end of 2005. At that time we surveyed 44 different concepts which we placed in one of four categories: Learning Center & Childcare Services; Fitness & Gym Concepts; Art, Drama & Culinary Classes; and Other Child Services. Just to give you an idea of the diversity of businesses available, let's look at that big grab-bag category "Other". Here we have franchises for kids photography, like Images4Kids; entertainment franchises like Pump it Up; child identification opportunities like Ident-A-Kid and kid's retail clothing like Children's Orchard.

Some of these names may not be known to you but others, especially in the educational area, are highly branded concepts. Plenty of franchise opportunities are still available at Sylvan Learning Center, Kumon, Gymboree, and The Little Gym.

Bottom line is that child services is a big and growing market with more and more specialized services for children appearing regularly with the consumer, the parents, willing to pay for these services.

Kids and Pets-yep, they're still hot franchise categories so give them a look if you're in the market for a franchise.



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