



Statistics Korea

# Press Release

다시 대한민국!  
새로운 국민의 나라

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## Preliminary Results of the 2023 Franchise Survey

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## Preliminary Results of the 2023 Franchise Survey

- In 2023, the number of franchise establishments was 301 thousand, rising by 5.2% from 2022.
- In 2023, the total number of workers in franchise establishments was 1.012 million persons, rising by 7.4% from 2022. The number of workers per franchise establishment grew by 2.0% from 2022.
- In 2023, the total annual sales of franchise establishments recorded 108.8 trillion won, rising by 8.4% from 2022. The annual sales per franchise establishment grew by 3.0% from 2022.

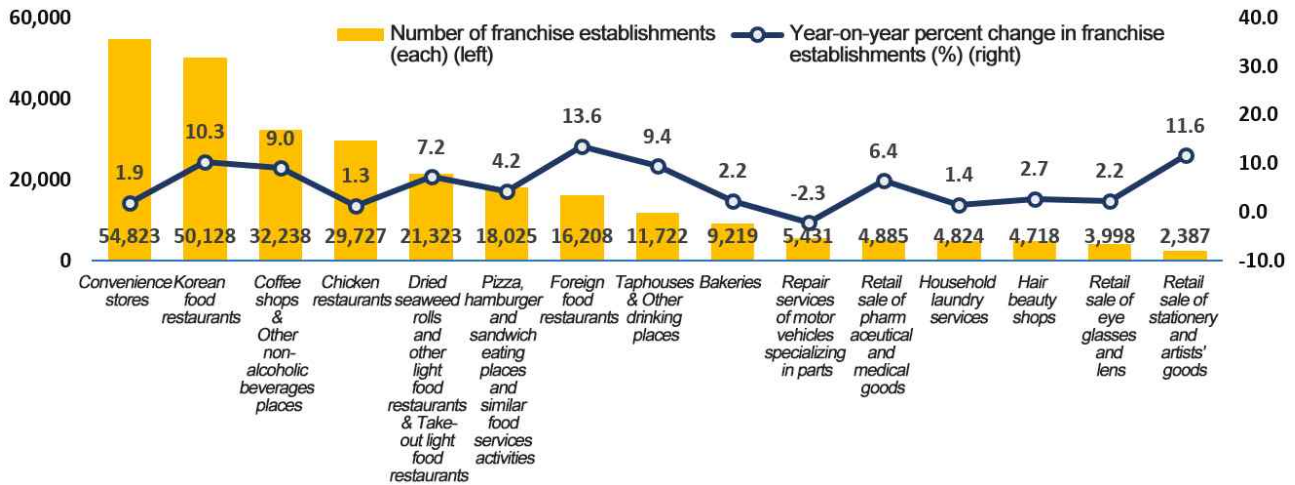
- As for the number of franchise establishments, most of the industries including 'Foreign food restaurants' (13.6%), 'Retail sale of stationery and artists' goods' (11.6%) and 'Korean food restaurants' (10.3%) recorded a year-on-year increase. Whereas, 'Repair services of motor vehicles specializing in parts' (-2.3%) recorded a year-on-year decrease.
- As for the share of franchise establishments, 'Convenience stores' occupied the largest share at 18.2%, which was followed by 'Korean food restaurants' (16.6%) and 'Coffee shops & Other non-alcoholic beverages places' (10.7%).

< Number of franchise establishments by industry >

(Unit: each, %)

By industry	2022	2023	Compo- sition	Change from the previous year	Percent change
Total	286,314	301,327	100.0	15,013	5.2
Convenience stores	53,827	54,823	18.2	996	1.9
Retail sale of stationery and artists' goods	2,138	2,387	0.8	249	11.6
Retail sale of pharmaceutical and medical goods	4,591	4,885	1.6	294	6.4
Retail sale of eyeglasses and lens	3,911	3,998	1.3	87	2.2
Korean food restaurants	45,465	50,128	16.6	4,663	10.3
Foreign food restaurants	14,273	16,208	5.4	1,935	13.6
Bakeries	9,020	9,219	3.1	199	2.2
Pizza, hamburger and sandwich eating places and similar food services activities	17,295	18,025	6.0	730	4.2
Chicken restaurants	29,348	29,727	9.9	379	1.3
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	19,900	21,323	7.1	1,423	7.2
Taphouses & Other drinking places	10,719	11,722	3.9	1,003	9.4
Coffee shops & Other non-alcoholic beverages places	29,581	32,238	10.7	2,657	9.0
Repair services of motor vehicles specializing in parts	5,558	5,431	1.8	-127	-2.3
Hair beauty shops	4,596	4,718	1.6	122	2.7
Household laundry services	4,757	4,824	1.6	67	1.4
Others	31,335	31,671	10.5	336	1.1

< Number of franchise establishments and percent change by industry >



□ As for the number of workers in franchise establishments, most of the industries including 'Korean food restaurants' (17.2%), 'Taphouses & Other drinking places' (17.0%) and 'Foreign food restaurants' (12.4%) recorded a year-on-year increase. Whereas, 'Repair services of motor vehicles specializing in parts' (-7.6%) and 'Retail sale of stationery and artists' goods' (-4.1%) recorded a year-on-year decrease.

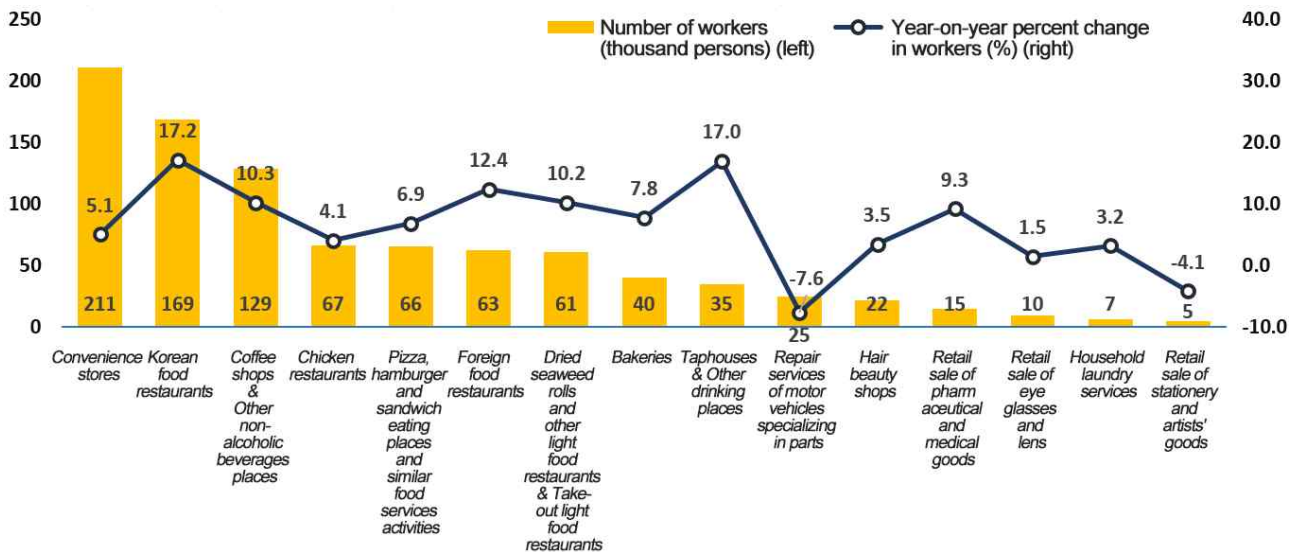
○ As for the share of workers in franchise establishments, 'Convenience stores' occupied the largest share at 20.9%, which was followed by 'Korean food restaurants' (16.7%) and 'Coffee shops & Other non-alcoholic beverages places' (12.7%).

< Number of workers by industry >

(Unit: person, %)

By industry	2022	2023	Compo- sition	Change from the previous year	
				Change from the previous year	Percent change
Total	942,705	1,012,452	100.0	69,747	7.4
Convenience stores	200,882	211,131	20.9	10,249	5.1
Retail sale of stationery and artists' goods	5,048	4,839	0.5	-209	-4.1
Retail sale of pharmaceutical and medical goods	13,933	15,223	1.5	1,290	9.3
Retail sale of eyeglasses and lens	9,390	9,529	0.9	139	1.5
Korean food restaurants	144,155	168,964	16.7	24,809	17.2
Foreign food restaurants	55,616	62,511	6.2	6,895	12.4
Bakeries	37,316	40,232	4.0	2,916	7.8
Pizza, hamburger and sandwich eating places and similar food services activities	61,829	66,074	6.5	4,245	6.9
Chicken restaurants	64,195	66,816	6.6	2,621	4.1
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	55,662	61,357	6.1	5,695	10.2
Taphouses & Other drinking places	29,889	34,966	3.5	5,077	17.0
Coffee shops & Other non-alcoholic beverages places	116,831	128,850	12.7	12,019	10.3
Repair services of motor vehicles specializing in parts	27,072	25,016	2.5	-2,056	-7.6
Hair beauty shops	21,389	22,137	2.2	748	3.5
Household laundry services	6,343	6,548	0.6	205	3.2
Others	93,155	88,259	8.7	-4,896	-5.3

< Number of workers and percent change by industry >



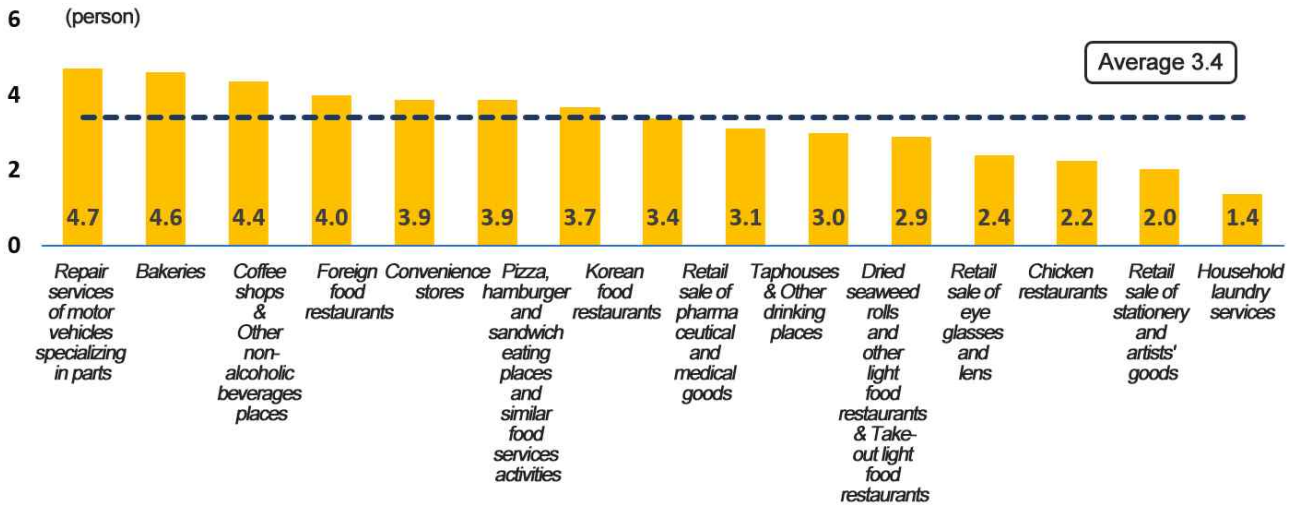
○ As for the number of workers per franchise establishment, 'Taphouses & Other drinking places', 'Korean food restaurants' and 'Bakeries' grew by 7.0%, 6.3% and 5.5%, respectively, compared to 2022. Whereas, 'Retail sale of stationery and artists' goods' and 'Repair services of motor vehicles specializing in parts' fell by 14.1% and 5.4%, respectively, compared to 2022.

< Number of workers per franchise establishment by industry >

(Unit: person, %)

By industry	2022	2023	Change from the previous year	Percent change
Total	3.3	3.4	0.1	2.0
Convenience stores	3.7	3.9	0.1	3.2
Retail sale of stationery and artists' goods	2.4	2.0	-0.3	-14.1
Retail sale of pharmaceutical and medical goods	3.0	3.1	0.1	2.7
Retail sale of eyeglasses and lens	2.4	2.4	0.0	-0.7
Korean food restaurants	3.2	3.4	0.2	6.3
Foreign food restaurants	3.9	3.9	0.0	-1.0
Bakeries	4.1	4.4	0.2	5.5
Pizza, hamburger and sandwich eating places and similar food services activities	3.6	3.7	0.1	2.5
Chicken restaurants	2.2	2.2	0.1	2.8
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	2.8	2.9	0.1	2.9
Taphouses & Other drinking places	2.8	3.0	0.2	7.0
Coffee shops & Other non-alcoholic beverages places	3.9	4.0	0.0	1.2
Repair services of motor vehicles specializing in parts	4.9	4.6	-0.3	-5.4
Hair beauty shops	4.7	4.7	0.0	0.8
Household laundry services	1.3	1.4	0.0	1.8
Others	3.0	2.8	-0.2	-6.3

< Number of workers per franchise establishment by industry >



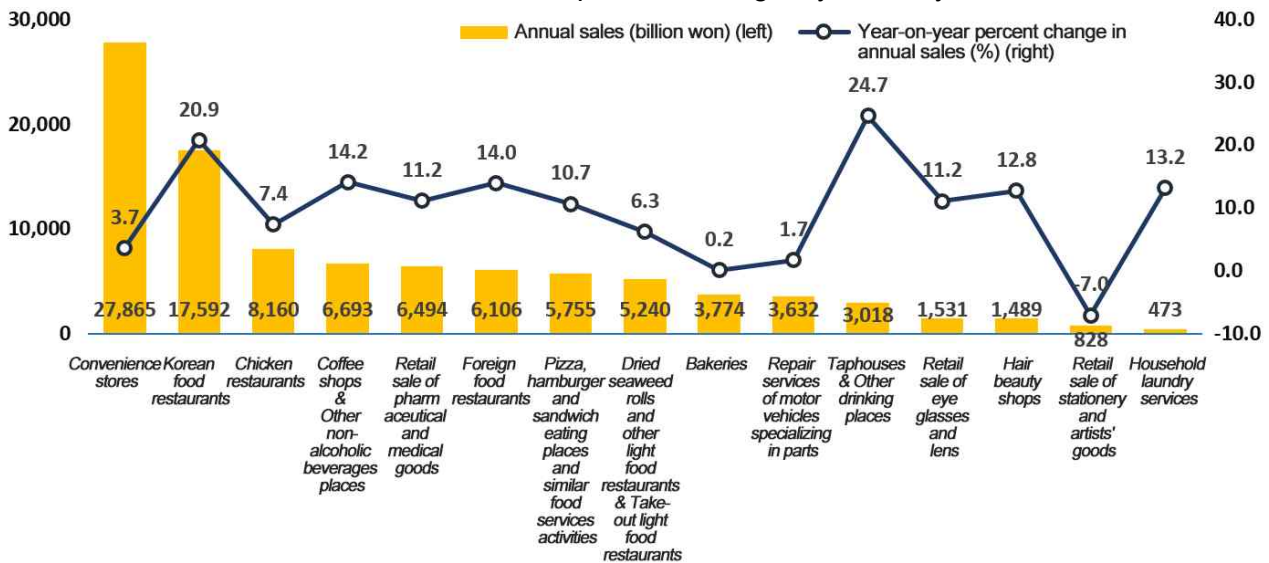
- As for annual sales, most of the industries including 'Taphouses & Other drinking places' (24.7%), 'Korean food restaurants' (20.9%) and 'Coffee shops & Other non-alcoholic beverages place' (14.2%) recorded a year-on-year increase. Whereas, 'Retail sale of stationery and artists' goods' (-7.0%) recorded a year-on-year decrease.
- As for the share of annual sales, 'Convenience stores' occupied the largest share at 25.6%, which was followed by 'Korean food restaurants' (16.2%) and 'Chicken restaurants' (7.5%).

< Annual sales by industry >

(Unit: billion won, %)

By industry	2022	2023	Compo- sition	Change from the previous year	
				Change from the previous year	Percent change
Total	100,324	108,754	100.0	8,430	8.4
Convenience stores	26,868	27,865	25.6	996	3.7
Retail sale of stationery and artists' goods	891	828	0.8	-63	-7.0
Retail sale of pharmaceutical and medical goods	5,838	6,494	6.0	657	11.2
Retail sale of eyeglasses and lens	1,377	1,531	1.4	154	11.2
Korean food restaurants	14,551	17,592	16.2	3,041	20.9
Foreign food restaurants	5,355	6,106	5.6	752	14.0
Bakeries	3,767	3,774	3.5	7	0.2
Pizza, hamburger and sandwich eating places and similar food services activities	5,198	5,755	5.3	558	10.7
Chicken restaurants	7,596	8,160	7.5	565	7.4
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	4,931	5,240	4.8	309	6.3
Taphouses & Other drinking places	2,419	3,018	2.8	598	24.7
Coffee shops & Other non-alcoholic beverages places	5,861	6,693	6.2	832	14.2
Repair services of motor vehicles specializing in parts	3,571	3,632	3.3	62	1.7
Hair beauty shops	1,320	1,489	1.4	169	12.8
Household laundry services	418	473	0.4	55	13.2
Others	10,363	10,103	9.3	-260	-2.5

< Annual sales and percent change by industry >



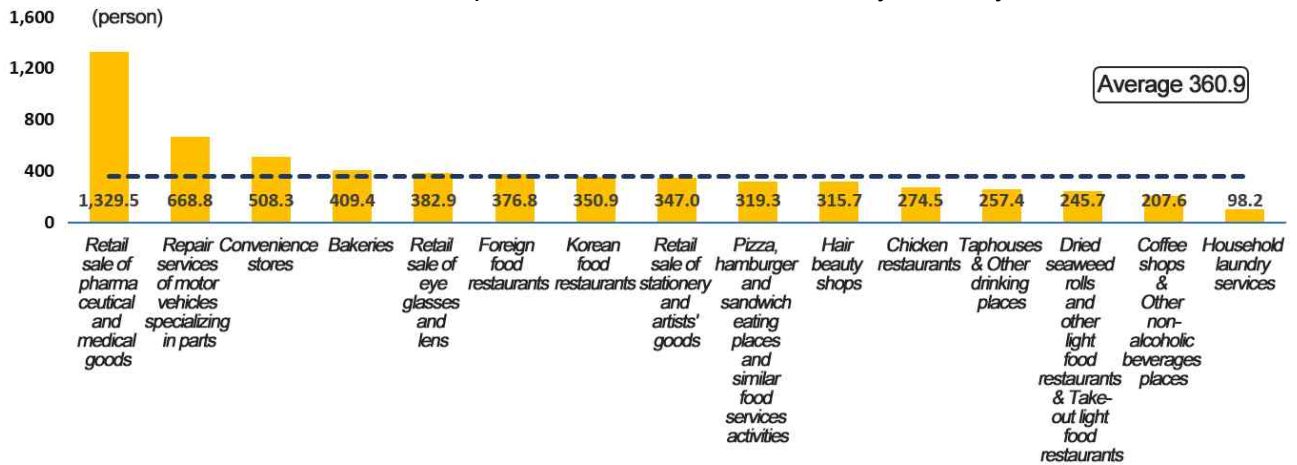
○ As for annual sales per franchise establishment, 'Taphouses & Other drinking places', 'Household laundry services' and 'Hair beauty shops' grew by 14.1%, 11.7% and 9.9%, respectively, compared to 2022. Whereas, 'Retail sale of stationery and artists' goods' and 'Bakeries' fell by 16.7% and 2.0%, respectively, compared to 2022.

< Annual sales per franchise establishment by industry >

(Unit: million won, %)

By industry	2022	2023	Change from the previous year	
			Change from the previous year	Percent change
Total	350.4	360.9	10.5	3.0
Convenience stores	499.2	508.3	9.1	1.8
Retail sale of stationery and artists' goods	416.7	347.0	-69.7	-16.7
Retail sale of pharmaceutical and medical goods	1,271.5	1,329.5	57.9	4.6
Retail sale of eyeglasses and lens	352.1	382.9	30.8	8.8
Korean food restaurants	320.1	350.9	30.9	9.6
Foreign food restaurants	375.2	376.8	1.6	0.4
Bakeries	417.6	409.4	-8.2	-2.0
Pizza, hamburger and sandwich eating places and similar food services activities	300.5	319.3	18.8	6.2
Chicken restaurants	258.8	274.5	15.7	6.1
Dried seaweed rolls and other light food restaurants & Take-out light food restaurants	247.8	245.7	-2.1	-0.8
Taphouses & Other drinking places	225.7	257.4	31.7	14.1
Coffee shops & Other non-alcoholic beverages places	198.1	207.6	9.5	4.8
Repair services of motor vehicles specializing in parts	642.5	668.8	26.4	4.1
Hair beauty shops	287.2	315.7	28.4	9.9
Household laundry services	87.9	98.2	10.2	11.7
Others	330.7	319.0	-11.7	-3.5

< Annual sales per franchise establishment by industry >



< Major indicators of the franchising industry >

Classification	2022	2023	Change	
			Change	Percent change (%)
Number of franchise establishments (each)	286,314	301,327	15,013	5.2
Number of workers (person)	942,705	1,012,452	69,747	7.4
Number of workers per franchise establishment (person)	3.3	3.4	0.1	2.0
Annual sales (billion won)	100,324	108,754	8,430	8.4
Annual sales per franchise establishment (million won)	350.4	360.9	10.5	3.0