



## What 4 Hot Franchise Trends Say About How We Live Now

Why are people spending more in these franchise categories, and what does that say about consumers today and opportunities for franchisees tomorrow?

Here's perhaps the most common question in business: *What do people want?*

But there's a bigger, better, and meatier question to ask: *Why do people want what they want?*

If you can answer that, you know what's driving people's spending — and you can understand where they might be spending next.

That's what we at *Entrepreneur* endeavored to do, by looking at four of the hottest trends in franchising today. Over the past year, there's been a boom (or a continuing boom) in franchises that focus on pets, junk removal, personal care, and Asian cuisine. So we wanted to know: What's driving that growth? Why are people spending more in these areas? What does that say about consumers today and opportunities for franchisees tomorrow?

The answers go far beyond basic needs. For example: Yes, sure, people own a lot of pets, and their spending can sustain a lot of businesses — but it's also a question of *why* they're spending the way they are, and what business models are now most appealing. "I think the brands that are succeeding now aren't trying to lock people in," says Mark Van Wye, CEO of the dog-training brand Zoom Room. He thinks consumers are suffering from subscription fatigue, so they are more responsive to things that create real and sustained excitement. "It's about making experiences so good that people are willing to opt in."

Source: [What 4 Hot Franchise Trends Say About How We Live Now](#)



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When it comes to owning a franchise staffing agency, it's hard to top Express Employment Professionals. Ranked the #1 staffing franchise for 13 years in a row by *Entrepreneur* magazine and recipient of a host of accolades, Express is an exceptional investment opportunity. If you've been looking at an Express franchise for sale, you probably have many questions about what it takes to become a Franchise Owner. In addition to being willing and able to do the hands-on work needed to build your business (no absentee owners here!), the most successful candidates share certain personal attributes and skills. Discover what it takes to excel as an Express Franchise Owner, and how you can stand out in the candidate crowd.

The ideal candidate for Express ownership usually has a background that includes sales or some aspect of business management, like leading and developing teams.

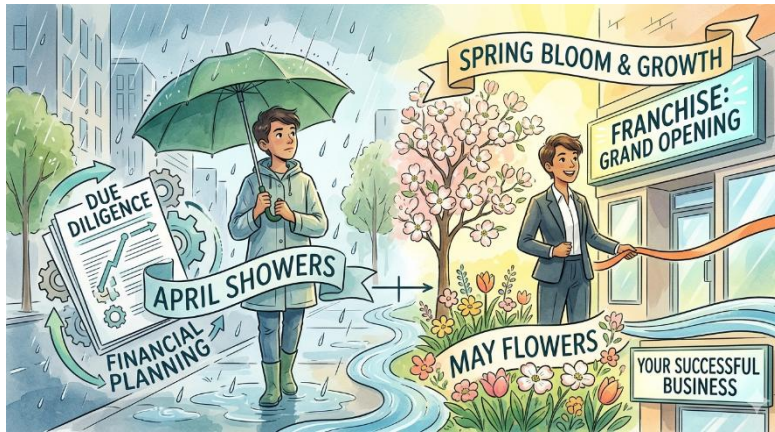


TAPSTER

Why have one bartender serving 1-2 drinks at a time, when you can have one team member overseeing 25+ drinks going out at once?

The nation's hottest new franchise, Tapster, is ushering in a new approach to social drinking. With a combination of RFID tap cards, pour-it-yourself technology and proprietary systems, the tasting room franchise streamlines typical bar operations — resulting in empowered guests who pour their own drinks and a minimal team needed to manage the busiest nights.

"Our key differentiator is simple: freedom," said Tapster CEO and Founder Roman Maliszewski.



## Why April is the Ideal Entry Point

Buying a franchise in April isn't just about the metaphor; it's about the operational timeline.

1. **The Summer Surge:** Most franchises take 60 to 120 days to launch. By signing in April, you are perfectly positioned to open your doors during the peak summer activity months.
2. **Conference Season:** Many major franchise systems hold their annual conventions in the spring or early summer. Joining now allows you to attend these events as a new owner, gaining immediate access to the collective wisdom of the entire network.
3. **Centered Growth:** Spring encourages a "centered" approach to growth. It's a time to focus on the gap between your current career and your future goals, ensuring your new venture aligns with your personal values and long-term vision.

### From Seed to Success

Every successful multi-unit operator started with a single "seed"—that first inquiry or phone call. While the paperwork might feel like a rainy afternoon, remember that the systems, support, and brand recognition of a franchise are the sunlight that helps your business grow.

## FOR MORE INFORMATION PLEASE CONTACT:

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Referrals are always appreciated! Feel free to share my contact information with others who may be looking into a franchise opportunity.