

Entrepreneur®

FRANCHISES OF THE FUTURE

The 347 trend-topping franchises of 2020 (and likely beyond).

Here at *Entrepreneur*, we've been covering the franchise industry for more than 40 years – and making predictions about it for just as long. Way back in March 1980, our very first Franchise 500 issue included a story titled "Franchising: Ready for the Eighties," which sought to offer an "incisive look at trends to watch in the Eighties...and predict the shape of franchising to come." Now we continue the tradition set by that article with our annual list looking at the franchise categories we expect to do best in the year ahead.

MEXICAN FOOD

In franchising, the Mexican food category is less saturated than burgers, pizza, or sandwiches, but the cuisine itself has only gained in popularity among American diners, making the industry ripe for growth. And the versatility of Mexican food means there's a wide variety of concepts, from fast food to Tex-Mex to more traditional fare.

Bubbakoo's Burritos

Mexican food

STARTUP COST

\$131.5K – \$398K

TOTAL UNITS

(Franchised/Co.-Owned)
21/9



December 2019 / ENTREPRENEUR.COM