

2020 International Franchise Attractiveness Index: Aggressive Growth

Country	Population Size	GDP per capita	GDP Growth	MARKET POTENTIAL RANK 2020	Economic/ Political Risks	Legal/ Regulatory Risks	Cultural/ Geographic Distance	MARKET RISK RANK 2020	ATTRACTIVENESS SCORE	2020 ATTRACTIVENESS RANK
China	1	59	9	1	45	30	116	45	26.43	1
Germany	18	14	101	16	11	22	9	7	32.06	2
India	2	90	4	2	72	60	48	63	33.98	3
Poland	34	37	41	14	27	39	18	24	34.88	4
United Kingdom	20	23	105	20	29	8	4	9	35.40	5
Spain	28	28	67	17	36	29	16	22	35.61	6
Korea	25	26	69	13	38	5	119	33	37.44	7
Turkey	17	48	47	8	79	32	49	52	37.74	8
France	21	22	109	21	21	31	12	15	38.24	9
Thailand	19	56	50	12	51	21	117	43	40.05	10
Japan	10	25	112	18	35	28	87	34	40.09	11
Canada	35	19	104	31	16	23	2	11	40.19	12
Malaysia	39	41	23	10	60	12	131	54	40.38	13
Indonesia	4	76	21	4	84	67	128	88	41.19	14
Australia	49	16	85	34	8	14	40	12	41.51	15
Ireland	102	3	1	39	13	24	3	8	42.85	16
Philippines	12	88	10	5	62	85	110	82	43.08	17
Mexico	11	54	88	19	67	57	25	53	44.40	18
Vietnam	15	94	11	9	71	65	123	80	45.06	19
Egypt	13	75	27	7	92	94	62	89	45.70	20
Morocco	36	58	60	28	46	51	24	35	46.53	21
Netherlands	62	10	84	42	7	41	20	17	46.68	22
Italy	22	30	118	30	50	55	10	36	47.00	23
Sweden	75	13	74	48	5	10	34	6	47.64	24
Czech Republic	73	32	44	43	28	40	11	23	48.98	25
Taiwan Province of China	51	12	100	41	12	15	124	27	49.03	26
Saudi Arabia	37	11	106	29	39	59	72	48	49.21	27
Colombia	26	69	79	35	40	62	37	38	49.55	28
Russia	9	44	124	27	65	27	115	59	49.83	29
Romania	55	46	25	24	61	53	107	71	50.69	30
Pakistan	6	101	29	11	99	91	112	110	51.23	31
Peru	40	71	51	36	42	70	46	50	51.38	32
Kenya	27	112	18	26	77	54	84	73	51.80	33
Hong Kong SAR	87	7	66	54	14	3	82	16	52.11	34
Uzbekistan	38	93	13	25	94	64	45	74	52.18	35
United Arab Emirates	71	5	87	45	34	16	67	26	52.23	36
Ethiopia	14	121	2	15	88	122	71	108	52.86	37
Bangladesh	8	104	6	6	111	125	120	127	53.23	38
Israel	82	31	59	60	20	34	30	19	54.53	39
Austria	83	15	96	73	10	26	17	13	56.39	40
Hungary	79	38	53	58	41	50	13	30	56.44	41
New Zealand	101	29	56	78	9	1	33	4	56.46	42
Ghana	43	97	12	32	66	97	75	81	56.61	43
Iran, Islamic Republic of	16	64	78	22	122	105	35	107	57.08	44
Brazil	5	66	129	37	75	102	19	76	57.09	45
Belgium	69	20	108	66	18	45	26	25	57.48	46
Singapore	96	2	76	69	2	2	132	20	57.63	47
Tanzania	24	115	14	23	85	111	99	109	57.74	48
Switzerland	85	8	110	79	1	35	7	10	57.95	49
Chile	58	50	91	62	15	56	56	31	58.09	50
Denmark	95	17	99	86	3	4	14	1	58.78	51
Norway	99	4	103	85	4	9	22	2	59.59	52
Kazakhstan	57	45	82	51	76	25	121	68	61.34	53
Algeria	30	68	68	33	115	121	23	111	61.50	54
Finland	97	21	97	87	6	20	8	5	61.50	55
Dominican Republic	74	83	15	53	64	95	6	69	62.33	56
South Africa	23	78	114	49	73	78	60	75	62.73	57
Portugal	76	39	95	77	23	38	69	29	63.18	58
Côte d'Ivoire	48	106	3	38	102	93	106	112	63.24	59
Uganda	33	119	26	40	103	96	86	103	63.76	60
Slovak Republic	98	34	45	71	26	44	109	41	64.01	61
Nepal	45	117	28	47	82	84	102	90	65.76	62
Bulgaria	89	52	46	72	48	58	81	57	66.40	63
Nigeria	7	100	113	44	86	107	98	102	66.76	64

Argentina	29	57	120	46	116	104	15	98	66.81	65
Senegal	63	113	8	55	78	101	53	84	66.86	66
Panama	107	49	17	76	43	80	68	64	68.20	67
Rwanda	66	124	5	64	114	37	92	79	68.64	68
Lithuania	118	35	70	106	30	11	36	18	69.84	69
Guatemala	60	89	58	68	93	86	63	87	71.11	70
Qatar	117	1	80	90	24	71	51	39	71.11	71
Georgia	109	80	36	100	70	7	31	28	71.88	72
Slovenia	124	33	49	96	17	36	94	32	71.88	73
Paraguay	88	77	39	80	58	103	21	72	71.90	74
Estonia	129	36	62	113	22	18	28	14	72.15	75
Latvia	126	42	55	109	33	19	38	21	72.54	76
Bolivia	70	95	32	67	87	117	47	99	72.81	77
Ukraine	32	85	125	70	100	61	113	91	73.13	78
Cameroon	50	111	31	52	106	124	97	120	73.23	79
Costa Rica	100	65	48	88	52	68	54	58	73.39	80
Greece	72	43	117	84	54	73	76	70	73.50	81
Burkina Faso	53	126	16	56	123	118	74	119	74.30	82
Cambodia	64	105	7	50	120	114	118	125	74.30	83
Tunisia	67	79	102	91	74	72	29	66	75.11	84
Mali	56	123	19	61	131	115	65	121	75.48	85
Mozambique	42	130	34	57	118	110	125	124	75.55	86
Honduras	80	103	40	83	63	109	32	77	75.61	87
Zambia	59	108	52	74	112	79	96	100	76.03	88
Croatia	108	47	75	103	56	49	44	42	76.08	89
Niger	54	131	20	63	124	108	91	118	76.31	90
Kuwait	103	6	123	102	31	77	55	51	76.36	91
Madagascar	47	128	30	59	107	123	127	126	76.60	92
Bahrain	127	18	73	108	47	42	61	37	76.64	93
Azerbaijan	78	61	122	104	81	33	41	49	77.01	94
Oman	106	24	98	101	44	63	77	55	77.18	95
Serbia	90	63	86	95	69	43	93	65	77.54	96
Jordan	77	87	92	98	59	69	66	67	78.54	97
Cyprus	132	27	61	110	37	52	85	44	79.15	98
Malawi	52	132	57	81	95	92	114	105	79.34	99
Mauritius	130	51	42	111	55	13	130	46	79.49	100
Sudan	31	109	93	65	130	127	90	130	79.70	101
Armenia	114	84	43	112	68	46	39	47	79.91	102
Benin	68	120	24	75	119	116	101	122	81.05	103
Togo	86	127	22	93	90	87	89	93	82.34	104
Ecuador	61	81	121	94	96	106	50	97	83.45	105
Papua New Guinea	84	114	37	92	83	98	126	106	84.21	106
Uruguay	111	53	94	118	32	88	70	62	84.69	107
Kyrgyz Republic	92	110	38	97	121	74	59	94	84.70	108
Belarus	81	55	126	107	109	48	103	85	85.16	109
Botswana	120	62	77	120	25	81	80	56	85.66	110
Mongolia	113	72	35	99	104	75	122	101	86.44	111
Angola	44	98	116	82	108	129	129	129	86.78	112
Venezuela	46	91	131	89	129	132	52	123	87.58	113
El Salvador	91	92	90	117	105	83	43	86	89.20	114
Macedonia, FYR	123	67	83	126	91	17	83	60	89.20	115
Albania	116	74	54	114	98	76	104	95	90.10	116
Bosnia and Herzegovina	112	73	63	115	97	82	95	96	90.15	117
Moldova	110	96	64	123	101	47	111	83	91.60	118
Nicaragua	93	102	72	116	110	112	42	104	91.80	119
Jamaica	115	86	111	128	53	66	5	40	92.21	120
Yemen	41	125	132	105	128	131	78	128	93.36	121
Trinidad and Tobago	128	40	130	127	49	90	27	61	95.13	122
Lebanon	94	70	115	119	127	113	58	115	96.84	123
Gabon	122	60	81	124	80	126	108	114	98.19	124
Mauritania	104	107	65	122	125	119	57	116	98.50	125
Gambia, The	121	118	33	125	117	120	79	117	101.34	126
Namibia	119	99	107	130	57	89	88	78	102.25	127
Chad	65	122	127	121	132	130	105	132	102.51	128
Lesotho	125	116	71	129	89	100	64	92	104.04	129
Swaziland	131	82	128	132	113	99	73	113	113.35	130
Liberia	105	129	119	131	126	128	100	131	116.28	131