

2020 International Franchise Attractiveness Index: Balanced 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
Germany	18	14	101	17	11	22	9	7	26.38	1
United Kingdom	20	23	105	22	29	8	4	9	28.80	2
Canada	35	19	104	34	16	23	2	11	32.13	3
France	21	22	109	25	21	31	12	15	33.23	4
Poland	34	37	41	8	27	39	18	24	33.25	5
Australia	49	16	85	24	8	14	40	12	33.28	6
Spain	28	28	67	14	36	29	16	22	33.48	7
Ireland	102	3	1	6	13	24	3	8	33.70	8
China	1	59	9	1	45	30	116	45	35.35	9
Sweden	75	13	74	37	5	10	34	6	36.03	10
Korea	25	26	69	12	38	5	119	33	38.63	11
Netherlands	62	10	84	31	7	41	20	17	38.85	12
Japan	10	25	112	21	35	28	87	34	40.93	13
Denmark	95	17	99	78	3	4	14	1	41.05	14
New Zealand	101	29	56	55	9	1	33	4	41.18	15
Czech Republic	73	32	44	23	28	40	11	23	42.45	16
Hong Kong SAR	87	7	66	36	14	3	82	16	42.48	17
Norway	99	4	103	74	4	9	22	2	42.93	18
Turkey	17	48	47	9	79	32	49	52	43.23	19
India	2	90	4	2	72	60	48	63	43.45	20
Austria	83	15	96	59	10	26	17	13	43.53	21
Switzerland	85	8	110	68	1	35	7	10	43.90	22
Thailand	19	56	50	15	51	21	117	43	44.10	23
Taiwan	51	12	100	40	12	15	124	27	44.55	24
Finland	97	21	97	81	6	20	8	5	45.00	25
Malaysia	39	41	23	5	60	12	131	54	45.25	26
Israel	82	31	59	45	20	34	30	19	45.55	27
Morocco	36	58	60	29	46	51	24	35	45.55	28
United Arab Emirates	71	5	87	39	34	16	67	26	45.95	29
Italy	22	30	118	43	50	55	10	36	46.00	30
Singapore	96	2	76	48	2	2	132	20	47.75	31
Mexico	11	54	88	27	67	57	25	53	47.80	32
Belgium	69	20	108	62	18	45	26	25	48.45	33
Colombia	26	69	79	47	40	62	37	38	49.10	34
Hungary	79	38	53	42	41	50	13	30	50.63	35
Saudi Arabia	37	11	106	30	39	59	72	48	50.68	36
Chile	58	50	91	66	15	56	56	31	51.93	37
Peru	40	71	51	38	42	70	46	50	52.25	38
Russia	9	44	124	50	65	27	115	59	53.15	39
Lithuania	118	35	70	90	30	11	36	18	54.43	40
Portugal	76	39	95	77	23	38	69	29	54.85	41
Estonia	129	36	62	93	22	18	28	14	55.30	42
Philippines	12	88	10	7	62	85	110	82	55.65	43
Indonesia	4	76	21	4	84	67	128	88	56.13	44
Romania	55	46	25	16	61	53	107	71	56.13	45
Vietnam	15	94	11	13	71	65	123	80	56.38	46
Kenya	27	112	18	32	77	54	84	73	57.60	47
Latvia	126	42	55	89	33	19	38	21	57.83	48
Uzbekistan	38	93	13	20	94	64	45	74	58.85	49
Slovak Republic	98	34	45	51	26	44	109	41	59.28	50
Egypt	13	75	27	10	92	94	62	89	59.40	51
Georgia	109	80	36	92	70	7	31	28	60.25	52
Slovenia	124	33	49	75	17	36	94	32	61.25	53
Kazakhstan	57	45	82	54	76	25	121	68	62.43	54
Brazil	5	66	129	67	75	102	19	76	62.93	55
Dominican Republic	74	83	15	44	64	95	6	69	63.15	56
Qatar	117	1	80	65	24	71	51	39	63.48	57
Bulgaria	89	52	46	56	48	58	81	57	63.80	58
Ghana	43	97	12	26	66	97	75	81	64.48	59
South Africa	23	78	114	82	73	78	60	75	65.95	60
Panama	107	49	17	46	43	80	68	64	66.40	61
Pakistan	6	101	29	18	99	91	112	110	66.95	62
Bahrain	127	18	73	83	47	42	61	37	67.03	63
Croatia	108	47	75	95	56	49	44	42	67.65	64
Ethiopia	14	121	2	19	88	122	71	108	67.98	65

Costa Rica	100	65	48	80	52	68	54	58	68.53	66
Kuwait	103	6	123	97	31	77	55	51	68.98	67
Azerbaijan	78	61	122	113	81	33	41	49	69.28	68
Cyprus	132	27	61	85	37	52	85	44	70.30	69
Iran, Islamic Republic of	16	64	78	35	122	105	35	107	70.65	70
Mauritius	130	51	42	91	55	13	130	46	70.73	71
Paraguay	88	77	39	69	58	103	21	72	70.80	72
Oman	106	24	98	94	44	63	77	55	70.85	73
Greece	72	43	117	96	54	73	76	70	71.00	74
Armenia	114	84	43	103	68	46	39	47	71.08	75
Tanzania	24	115	14	28	85	111	99	109	71.23	76
Tunisia	67	79	102	108	74	72	29	66	71.48	77
Senegal	63	113	8	53	78	101	53	84	71.98	78
Rwanda	66	124	5	61	114	37	92	79	72.03	79
Nepal	45	117	28	57	82	84	102	90	72.78	80
Serbia	90	63	86	101	69	43	93	65	72.83	81
Jordan	77	87	92	109	59	69	66	67	73.83	82
Algeria	30	68	68	41	115	121	23	111	74.00	83
Uganda	33	119	26	52	103	96	86	103	74.78	84
Argentina	29	57	120	72	116	104	15	98	74.88	85
Bangladesh	8	104	6	11	111	125	120	127	74.95	86
Côte d'Ivoire	48	106	3	33	102	93	106	112	75.23	87
Guatemala	60	89	58	76	93	86	63	87	75.48	88
Honduras	80	103	40	88	63	109	32	77	75.48	89
Botswana	120	62	77	112	25	81	80	56	76.58	90
Nigeria	7	100	113	87	86	107	98	102	76.78	91
Uruguay	111	53	94	111	32	88	70	62	77.13	92
Jamaica	115	86	111	127	53	66	5	40	77.68	93
Ukraine	32	85	125	105	100	61	113	91	77.75	94
Bolivia	70	95	32	63	87	117	47	99	78.88	95
Macedonia, FYR	123	67	83	122	91	17	83	60	79.40	96
Zambia	59	108	52	84	112	79	96	100	82.55	97
Trinidad and Tobago	128	40	130	125	49	90	27	61	83.75	98
Togo	86	127	22	100	90	87	89	93	84.43	99
Belarus	81	55	126	114	109	48	103	85	84.58	100
Malawi	52	132	57	104	95	92	114	105	85.43	101
Ecuador	61	81	121	115	96	106	50	97	85.90	102
Cameroon	50	111	31	58	106	124	97	120	85.95	103
Kyrgyz Republic	92	110	38	102	121	74	59	94	86.40	104
Burkina Faso	53	126	16	60	123	118	74	119	86.60	105
El Salvador	91	92	90	121	105	83	43	86	87.40	106
Mali	56	123	19	64	131	115	65	121	87.45	107
Niger	54	131	20	71	124	108	91	118	87.88	108
Moldova	110	96	64	119	101	47	111	83	88.20	109
Cambodia	64	105	7	49	120	114	118	125	88.60	110
Papua New Guinea	84	114	37	99	83	98	126	106	88.68	111
Mozambique	42	130	34	73	118	110	125	124	89.10	112
Mongolia	113	72	35	86	104	75	122	101	89.63	113
Albania	116	74	54	106	98	76	104	95	90.20	114
Madagascar	47	128	30	70	107	123	127	126	90.20	115
Bosnia and Herzegovina	112	73	63	107	97	82	95	96	90.30	116
Benin	68	120	24	79	119	116	101	122	92.10	117
Sudan	31	109	93	98	130	127	90	130	93.40	118
Namibia	119	99	107	130	57	89	88	78	93.50	119
Nicaragua	93	102	72	117	110	112	42	104	93.60	120
Venezuela	46	91	131	118	129	132	52	123	96.65	121
Angola	44	98	116	110	108	129	129	129	98.05	122
Lesotho	125	116	71	128	89	100	64	92	98.83	123
Gabon	122	60	81	116	80	126	108	114	100.13	124
Lebanon	94	70	115	124	127	113	58	115	100.43	125
Yemen	41	125	132	126	128	131	78	128	101.98	126
Mauritania	104	107	65	123	125	119	57	116	102.00	127
Gambia, The	121	118	33	120	117	120	79	117	104.43	128
Swaziland	131	82	128	131	113	99	73	113	108.70	129
Chad	65	122	127	129	132	130	105	132	110.28	130
Liberia	105	129	119	132	126	128	100	131	118.05	131