

Franchise Marketing Insights 2026

We asked franchisees, franchisor teams, and industry suppliers the same questions about local marketing. These are the headline numbers.

What franchisees asked for

- 51%** ready-to-use creative they can adapt to their own market
- 28%** more room to make local decisions
- 23%** faster approval turnaround
- 17%** local marketing budget
- 17%** one place to find existing materials

Where the two sides diverge

- 56%** of franchisor teams spend six hours a week or more adapting existing assets
- 88%** of franchisees have made their own content at some point; 4% never have

Why franchisees went around HQ

- 29%** materials didn't fit their local market
- 25%** approval took too long

What HQ says about brand consistency

- 69%** are confident franchisees use on-brand materials
- 42%** find off-brand content frequently or constantly

Where AI sits

- 16%** of franchisors name AI a top priority for the next 12 months, level with data and analytics

Franchisees rarely raise it. Those using it most often make content no template existed for.

How experience changes things

- 64/100** average support score from franchisees with 10+ years, against 73 from newer owners

Largest gaps: overall support, team accessibility, national marketing effectiveness.

Read the full report: www.getmarvia.com/franchise-marketing-insights/2026

Franchise Marketing Insights 2026, Franchise Business Review and Marvia. Fielded June 2026. 514 respondents. Percentages are rounded.

Marvia is a brand-to-local marketing platform for franchise brands.