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to help Canadians rebuild
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A HOLISTIC APPROACH TO HEALTH

Franchises are “ready, with open arms, to help Canadians rebuild their physical, mental, and social health”

BY JORDAN WHITEHOUSE

It's no secret that the health and wellness industry was booming before the COVID-19 pandemic began. In 2019, Statistics Canada released a report that suggested the national health and wellness market size would grow from \$14.9 billion in 2013 to \$20.6 billion in 2022. And although COVID-19 may have temporarily slowed that growth, market analysts expect the industry to quickly regain its foothold as the country's older demographic continues to increase.

It's clear that Canadian health and wellness franchises expect the same. While the pandemic has impacted operations for the four franchises profiled in these pages, all are hopeful about the future and preparing for expansion. As one franchisee put it, “COVID-19 has made a lot of people look at the quality of their life and their health, so it could actually be a great time to be part of this industry.”

COVER STORY

Massage Addict

When Fraser Clarke acquired Massage Addict in 2014, the company had just 20 locations across the country. Now, they have 100. Plus, instead of just massages, the brand also offers reflexology, acupuncture, and chiropractic care.

That kind of dynamism, coupled with its Canadian roots, are two big advantages of being part of Massage Addict, says Clarke. “Being Canadian-owned and -operated means that we have a firsthand understanding of regulated health care; it’s an important distinction versus other brands in the marketplace.”

Milton, Ontario franchisee and registered massage therapist Corey Henderson had never owned a business with employees when he joined Massage Addict in 2018. In fact, he found the whole idea a little intimidating. But having the backing of an entire company has certainly helped alleviate those fears, he says. “Having others — corporate and other owners — to talk to that have knowledge and experience is a very big benefit and has made my transition to business owner much more seamless.”

This has been especially true during the pandemic, says Henderson. Although the business has been deemed essential in Ontario, it’s been challenging to navigate changing government announcements and to deal with client uncertainty. But Massage Addict has been there for franchisees, he says, doing everything from implementing rigorous safety protocols to communicating with the public to let them know clinics are open and safe.



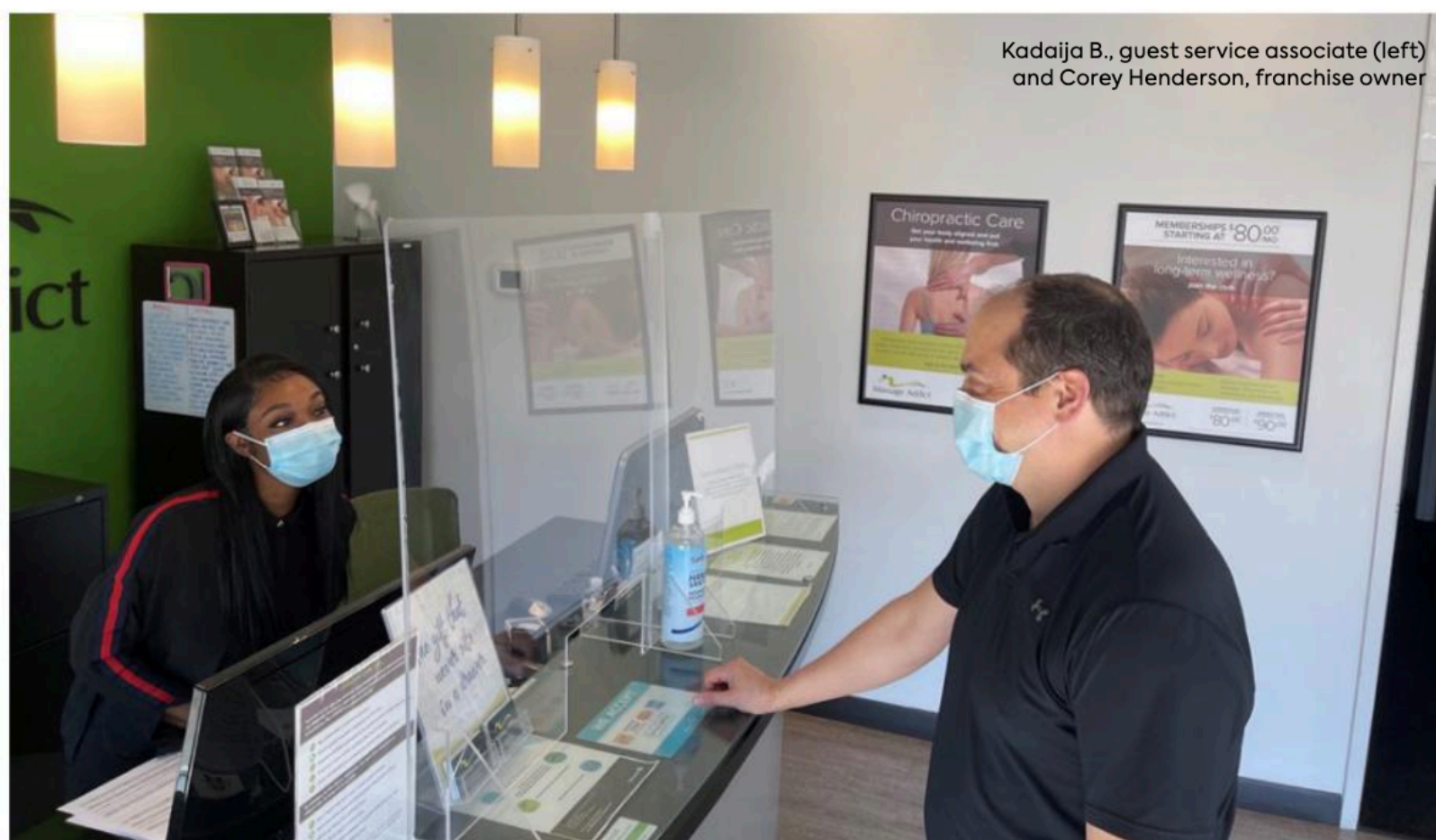
Fraser Clarke, CEO

Post-pandemic, Clarke says Massage Addict will continue to expand its footprint — including 10 new clinics scheduled to open in 2021 — and strategically evolve the business model. “This may include additional therapeutic services, complementary products, [and] other ideas. The Massage Addict brand will continue to evolve and grow to meet the needs of the Canadian marketplace. It’s an exciting brand to be part of.”



Learn more at
LookforaFranchise.ca


Massage Addict



Kadaija B., guest service associate (left) and Corey Henderson, franchise owner