

Iceland: Franchising Sector 2009

Over the last decade U.S. fast food franchises have flourished, with at least 10 U.S. franchises in Iceland today. In the clothing and apparel sector European franchises are dominant, but U.S. brands in clothing and accessories are consistently popular in Iceland and there could be a base for increasing U.S. franchises in that sector to Iceland. Service franchises are also a possibility.

Icelanders are open towards the American franchise business and many well established franchise entities are in Iceland. U.S. fast food outlets in Iceland include McDonalds, KFC, Taco Bell, Subway, Pizza Hut, Dominos and Quizno's. Non-food U.S. franchises include Remax, Hertz, Avis, Curves and Office One. Other U.S. companies that have franchise-like relationships in Iceland include, PricewaterhouseCoopers, Capacent, Deloitte, Microsoft, and KPMG.

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