



Defining High Performance Franchise Territories in Europe

How a European health & wellness brand used location insight to prioritise strong franchise territories.

The Challenge

A fast-growing health and wellness studio brand had built a strong presence across several European cities and they were preparing for the next phase of franchise expansion. While they held a lot of data on studio performance and members, it lacked a clear view of the neighbourhoods that could actually drive results. Expansion discussions were often focused at city level, with limited insight into which local areas mirrored their best-performing studios.

As a result, territory planning risked being inconsistent across markets. The team needed a structured process to define success, understand all the conditions behind it, and identify where similar, high-potential catchment areas existed to guide their franchise territory planning across Europe.

The Solution

Using Periscope® they were able to:



Combine studio performance and member data with demographic, lifestyle and affluence insight.



Identify characteristics linked to strong membership density, premium uptake and higher lifetime value.



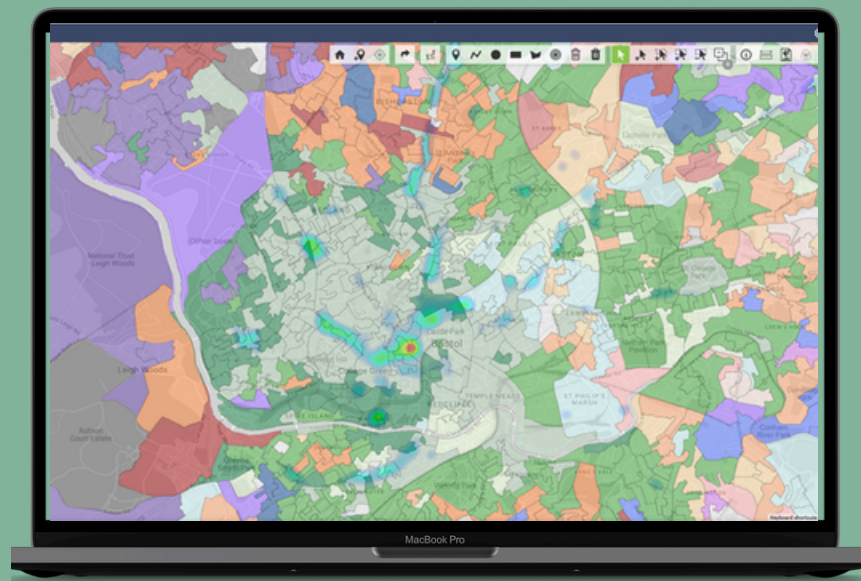
Map where priority audiences are concentrated at the neighbourhood levels across European cities.



Score and prioritise franchise territories based on demand, competition and travel-time accessibility.

Optimising Franchise Territory Planning

Using customer profiling and geographic analysis, the team identified high-potential micro-markets and grouped them into defined territory types with different growth profiles.



What the Data Revealed

Data Layer Analysed	Business Insight Generated
Studio performance data	Identified which locations deliver the strongest membership density, revenue and premium uptake.
Member profiles	Defined the demographic and lifestyle traits most closely linked to long-term membership value.
Demographic & affluence	Highlighted neighbourhoods with similar income, age and professional profiles to top-performing studios.
Travel-time catchments	Showed how far members travel, informing realistic territory size and spacing between locations.
Competitor locations	Revealed areas of saturation and gaps where demand exists but provision is limited.

"We needed a scalable way to monitor overlaps and identify whitespace. Periscope® allowed us to build custom territory and models tailored to our business. The Newgrove team has always been on hand when needed."

— European Franchise Operations Director

Periscope® helps franchise brands understand where their concept will work and how to structure territories for sustainable expansion.

Turn Market Insight into Scalable Growth