

The RIFC 50 Index Turns Positive While Financial Markets Stumble in 1Q 2025

The RIFC 50 Index gained 1.1 percent in market value in 1Q 2025, driven by a strong rebound of the food sector (+6.8 percent). Many of the large food franchisors had robust financial returns, including Yum!Brands (+17.2%), Brinker (+12.7%), and McDonald's (+7.7%). However, many of the smaller food franchisors took heavy losses, including Krispy Kreme (-50.3 percent) and Red Robbin Gourmet Burgers (35.2- percent).

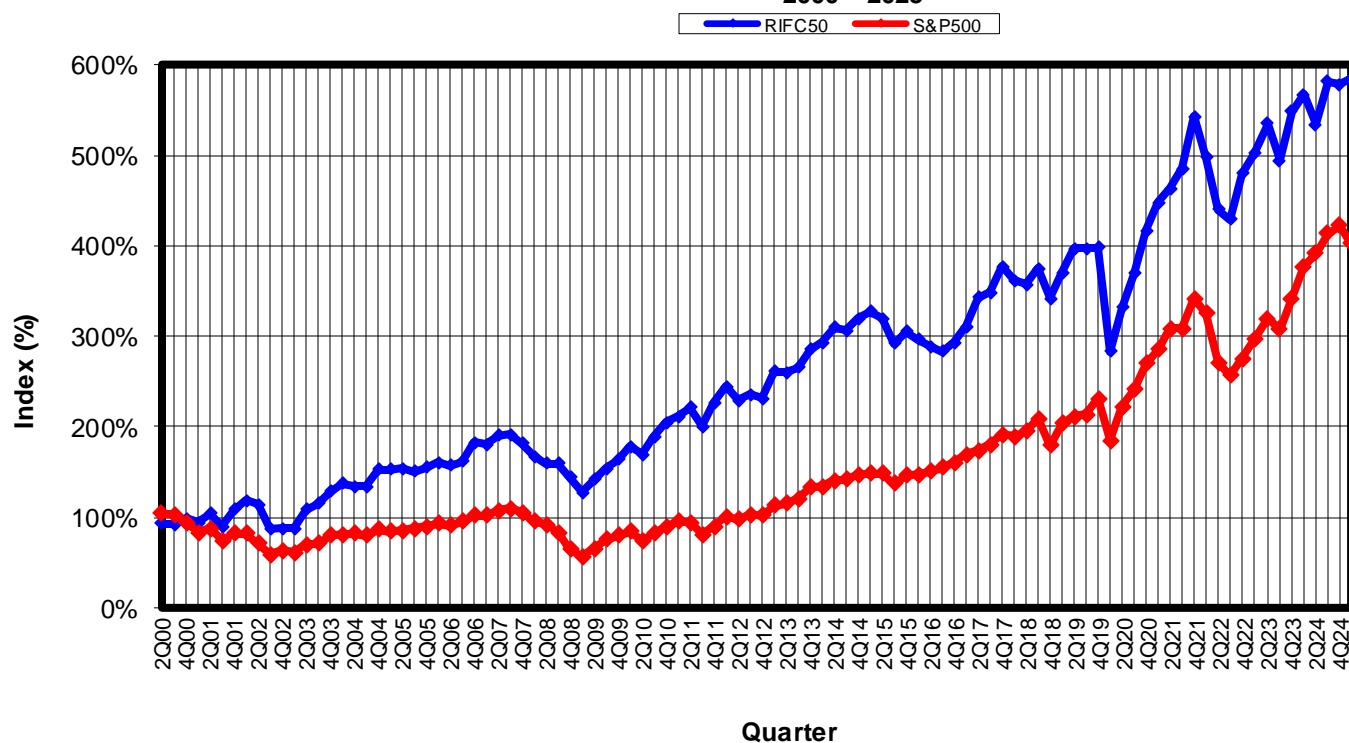
The franchised lodging sector underperformed this quarter, dropping 12.4 percent in market value. Marriott International and Hyatt were particularly hit, losing 14.6 percent and 22.5 percent of their respective market values, following disappointing financial results, in addition to the negative impacts of a more bearish overall market sentiment. This downbeat market sentiment was reflected in the S&P 500 Index loss of 4.6 percent in market value.

The table below shows the market performances of the RIFC 50 Index and the S&P 500 Index over various time periods. For this first quarter 2025, the RIFC 50 Index significantly outperformed the S&P 500 Index (+1.1% vs. -4.6%). Over 1-year, 5-years, and 10-years, the RIFC 50 Index returned +3.1%, +106.2%, and 78.9% respectively, while it gained +484.8% since its inception in 2000. Over these same time periods, the S&P 500 Index returned, respectively, +6.8%, +117.1%, +171.4%, and +302.4%. It is to be noted that the exceptional performance of the S&P 500 Index in recent years has been mostly the results of a handful of mega high-tech companies that are not part of the franchise business sector.

RIFC 50 Index and S&P 500 Index™: Total Returns

Period	RIFC 50 Index™	S&P 500 Index
1 st Quarter 2025	+1.1%	-4.6%
1-Year	+3.1%	+6.8%
5-Year	+106.2%	+117.1%
10-Year	+78.9%	+171.4%
Since Inception (2000)	+484.8%	+302.4%

Rosenberg International Franchise Center 50 Index
2000 - 2025



Note:

The RIFC 50 Index™, first published in 2002 by the University of New Hampshire's Rosenberg International Franchise Center <https://www.unh.edu/rosenbergcenter/rcf-50-index>, is the first stock index to track the financial market performance of the US franchising sector. For more information on the RIFC 50 Index, contact Dr. E. Hachemi Aliouche (Hachemi.Aliouche@unh.edu). For more information about the Rosenberg International Franchise Center, visit www.unh.edu/rosenbergcenter