



INDUSTRY REPORT: **Senior Care Franchises**



Why Home Care?

Home care is a cornerstone of the American health care system, offering essential non-medical services such as personal assistance, companionship, meal preparation, light housekeeping, and transportation. These services allow seniors and individuals with disabilities to maintain their independence and dignity.

The need for home care continues to grow rapidly as the Baby Boomer generation ages. According to the U.S. Census Bureau, the number of people aged 65 and older will more than double between 2000 and 2040. By 2030, one in five Americans will be over the age of 65. This demographic shift represents one of the most significant economic and social transformations of our time.





The Growing Home Care Opportunity

The home care industry has become one of the most dynamic and essential sectors in the U.S. economy. With the rapid aging of the population and a strong desire among older adults to remain independent at home, the need for qualified home care providers has never been greater.

This report provides an overview of the expanding market, the demographic forces driving demand, and how 21st Century Health Care Consultants can help aspiring entrepreneurs select and succeed with the right home care franchise.

Key Facts About the Growing Home Care Market

80%

Percent of seniors live with at least one chronic health condition, such as arthritis, diabetes, or hypertension.

70%

Americans over 65 will require help with activities of daily living at some point in their lives.
(American Society on Aging)

80M

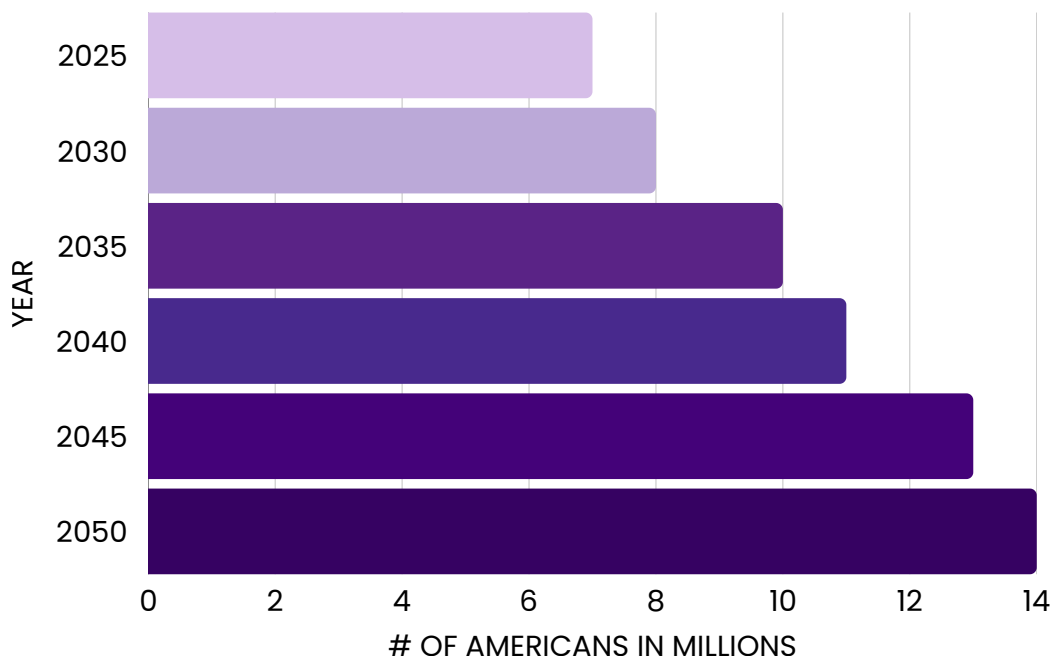
The expected number of Americans aged 65 and older is by 2040 (U.S. Census Bureau).

- The number of Americans aged 65 and older is expected to exceed 80 million by 2040 (U.S. Census Bureau).
- By 2050, the number of adults over 85 will triple, creating unprecedented demand for in-home assistance.
- More than 70% of Americans over 65 will require help with activities of daily living at some point in their lives (American Society on Aging).
- Nearly 80% of seniors live with at least one chronic health condition, such as arthritis, diabetes, or hypertension.
- Family caregivers are increasingly strained – the number of available family caregivers is growing at less than half the rate of the senior population.
- The senior care industry is projected to grow at double-digit rates through 2050 as demand continues to outpace supply.

\$1.1 Trillion

The projected cost of Alzheimer's care by 2050.

OF AMERICANS AGE 65+ WITH ALZHEIMER'S DISEASE



A Recession-Resilient and Fulfilling Business

Unlike many industries that fluctuate with the economy, home care is a steady and essential service. Even during economic downturns or public health crises, the need for in-home care remains strong. Beyond financial opportunity, home care is deeply rewarding. It enables entrepreneurs to establish meaningful businesses that positively impact the quality of life for others. With Alzheimer's rates continuing to rise, the demand for compassionate, skilled caregivers will only grow, making now the perfect time to step into a business that serves both people and purpose.



Alzheimer's on the Rise: A National Call for Care

Alzheimer's disease is reaching unprecedented levels in the United States. Current projections estimate that by 2050, over 14 million Americans will be living with Alzheimer's, nearly double today's numbers. This dramatic rise creates not just a personal challenge for families, but a nationwide demand for professional, compassionate care—work that home care agencies are uniquely positioned to provide.



Home Care Agencies: Meeting the Growing Demand

As families seek support outside of hospitals and nursing facilities, home care agencies—both independent and franchise—are becoming essential. These agencies provide hands-on assistance, cognitive support, and emotional care directly in patients' homes, helping them maintain dignity and independence. With Alzheimer's cases climbing steadily, the workload for qualified home care providers will only continue to grow, ensuring consistent demand for skilled agencies nationwide.



Opportunity for Growth and Impact

For entrepreneurs in the home care space, this rising need represents both a societal responsibility and a business opportunity. Agencies that are ready to scale, whether through franchise systems or independent models, will find abundant work helping patients navigate daily life with Alzheimer's. By investing in staff training, compassionate care programs, and operational efficiency, home care agencies can make a profound difference while meeting a critical national need.

Franchise vs. Independent Ownership

Aspiring home care business owners often choose between starting an independent agency or purchasing a franchise. Franchises offer structured systems, branding, and support, while independent ownership provides flexibility and control. The right choice depends on individual goals, budget, and level of experience.

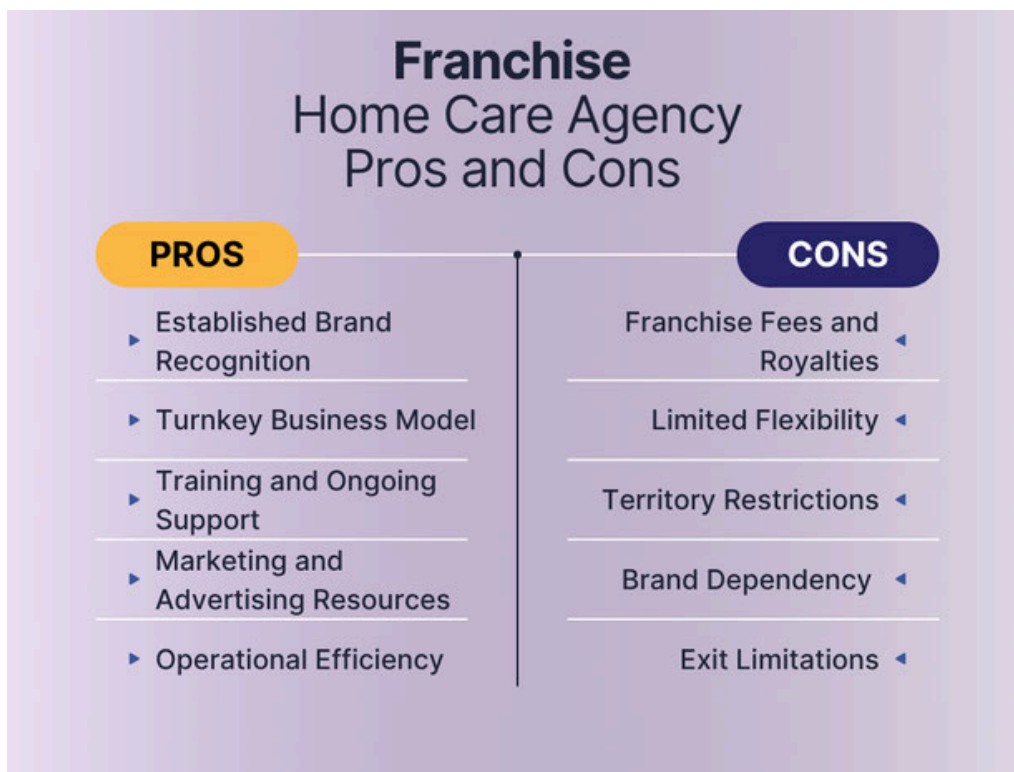
With dozens of home care franchise brands available, selecting the right one can be challenging. Each franchise differs in terms of support, compliance readiness, territory protection, training quality, and operational model. Making the right decision early on can save significant time, money, and frustration.

Before taking the leap, it's important to understand what each path can offer. Both franchise and independent ownership can lead to a rewarding, profitable business.

On the next page, we'll take a closer look at the key pros and cons of both franchise and independent ownership models to help you make an informed and confident decision.



Franchise Structure or Independent Freedom What's Right for You?

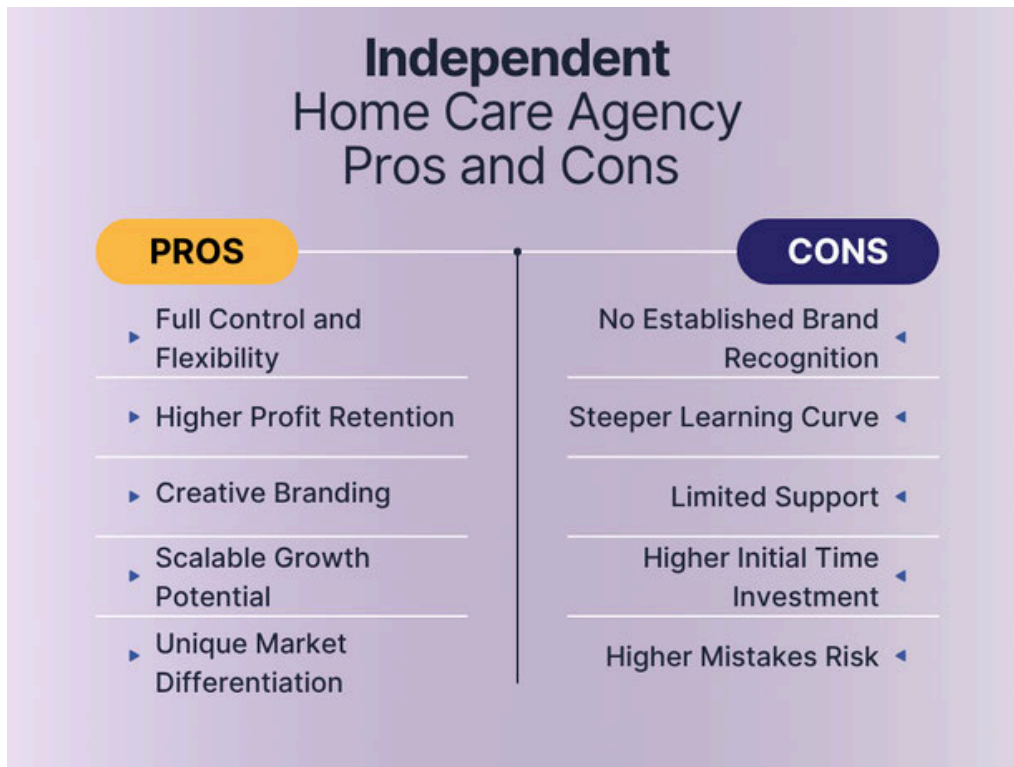


If you're feeling torn between the two paths, let's take a closer look at what a franchise home care agency can offer.

- On the plus side, a franchise comes with established brand recognition, giving you a trusted name that builds client confidence right away.
- You also get a turnkey business model, with policies, procedures, and marketing materials already in place, plus corporate-level training and ongoing support from experienced mentors.
- Marketing and advertising resources, including national campaigns and branded materials, make attracting clients faster, and streamlined systems and vendor partnerships can help your operations run more efficiently.

On the other hand, there are some trade-offs to consider.

- Franchise fees and royalties can cut into profit margins and limit financial independence, while corporate rules can reduce flexibility and creativity.
- Many franchises come with territory restrictions, which can limit growth opportunities, and your reputation can be tied to the performance of the broader network.
- Finally, exiting or selling a franchise can be more complicated than with an independent agency.



If you're leaning toward starting an independent agency, the appeal is in the freedom and control it offers.

- You have the ability to make all the decisions, shape your brand, and build your agency exactly the way you envision.
- Without franchise fees or royalties, you can keep more of your revenue, and your business can scale at your own pace.
- You also have the chance to differentiate yourself in the market, offering personalized services that reflect your vision and the needs of your community.

Of course, there are challenges to consider.

- Without an established brand, you'll need to build trust and credibility from the ground up, which can take time and effort.
- There's a steeper learning curve as you manage compliance, operations, and marketing on your own, and you won't have a corporate support system to lean on for guidance.
- Setting up policies, procedures, and systems initially can be time-intensive, and mistakes in management or compliance can carry greater financial risk.

Franchise VS Independent



When deciding between a franchise and an independent home care agency, each option has distinct advantages. Franchises offer lower risk, faster launch, and ongoing corporate support, making them ideal for first-time owners seeking structure. Independents provide lower startup costs, full creative freedom, and higher long-term profit retention for entrepreneurs ready to build their brand from the ground up.

	FRANCHISE	INDEPENDENT
Lower Risk	✓	
Lower Startup Cost		✓
Faster Launch	✓	
Creative Freedom		✓
Long-Term Profit Retention		✓
Ongoing Support	✓	

Financial Outlook and Market Potential

The U.S. home care industry generates more than \$140 billion annually and is expected to continue expanding as life expectancy increases. Entrepreneurs entering this field have the potential to build sustainable, profitable, and mission-driven businesses. Low startup costs, scalable operations, and high demand make home care one of the most attractive opportunities in today's marketplace.

● **\$162.35 billion**

The U.S. home healthcare market generated approximately USD162.35 billion in revenue in 2024. (Source: grandviewresearch)

● **\$151.7 billion**

For the non-medical home-care providers (“Home Care Providers” industry) in the U.S., the market size was estimated at about USD151.7 billion in 2024. (Source: ibisword)

Home Care on the Rise

As advances in healthcare and technology allow people to live longer and healthier lives, the role of home care will only become more critical. The industry's long-term outlook remains strong, with continued growth expected for decades to come.



Women in Home Care

Women are leading the way in care-related jobs. In July 2024, women held 83% of jobs in home health care. Far above the 48% average in the overall private sector. Home care isn't just a growing industry; it's one where women are already making a major impact and shaping the future of compassionate care.

● 83%

Of women held home care-related jobs in 2024.

(source: *bls.gov*)

- In 2023, the share of workers who were women in the occupations of home health aides and personal care aides was 87.2 % for home health aides and 79.8 % for personal care aides. (Bureau of Labor Statistics)
- Among all healthcare-support occupations (which include many home-care roles) in 2023, women made up 84.6 % of the workforce, men 15.4 %



The Expanding Caregiver Workforce

● 17%

Employment of home health and personal care aides is projected to grow 17% from 2024 to 2034, which is much faster than the average for all occupations.

The Future of Home Care

With over 4.3 million home health and personal care aides already in the workforce — and a projected growth of 17 % over the next decade — the talent pool for hiring caregivers is large and expanding. This means that as you build your home care agency, you're entering a field where not only is demand strong, but the workforce backing it is growing to meet it.

How 21st Century Consultants Helps You Succeed

For more than three decades, 21st Century Consultants has been the nation's most trusted resource for individuals looking to start and grow their home care agencies. We maintain relationships with multiple respected home care franchises and help clients evaluate the best fit based on location, financial goals, and operational needs. Our franchise consulting comes at no cost to you. We are compensated by the franchisor, so you can get unbiased guidance every step of the way.



Our comprehensive approach includes:

- Guidance in selecting the right home care franchise for your market and goals.
- Assistance with state licensing and accreditation requirements.
- Support in business planning, compliance, and operations setup.
- Access to caregiver training, marketing, and back-office support systems.
- Ongoing mentorship to help your business grow and maintain excellence.



Partner with 21st Century Consultants

21st Century Consultants is here to guide you through every step of starting and operating your home care franchise. We provide the insight, tools, and resources to help you make informed decisions and build a thriving business that makes a lasting impact.

We specialize exclusively in the home care industry, guiding more than 1,000 aspiring entrepreneurs annually on the best path for their business. Whether franchise or independent. Our services include:

- Valued Franchise Advisors – Connecting clients with franchisors across the industry. Our franchise consulting is a free service; we get paid by the franchisor.
- 30 Years of Proven Success – Trusted by thousands of entrepreneurs since 1996.

If you're ready to explore your options in this rewarding field, contact us to learn more about how we can help you start, manage, and grow a successful home care franchise.

Call Us Today at 888-850-6932 Ext. 247

21stcenturyconsultants.com