

IMPACT OF WOMEN IN THE MARKET



85% of WOMEN remain loyal to a brand they like



4 OUT OF 10

Businesses in the US are owned BY WOMEN

WOMEN

In the last 20 years, the number of businesses owned by WOMEN
Has Increased **114%**

THERE ARE OVER
13 MILLION



As majority and joint business owners,
WOMEN entrepreneurs generate

2.5 Trillion In Sales

70-80% OF PURCHASES
are driven by WOMEN



TOP INDUSTRIES

TRANSFORMED BY WOMEN

EDUCATION FEMALE STAFF: **52%**



HEALTHCARE FEMALE STAFF: **66%**



AGRICULTURE FEMALE STAFF: **36%**



FINANCIAL FEMALE STAFF: **49%**



AUTOMOTIVE FEMALE STAFF: **23%**



TRAVEL/TOURISM FEMALE STAFF: **54%**



WOMEN OWNED BUSINESS IN THE US



53% of corporations

have WOMEN in decision making positions

