

# WHY WOMEN'S HEADWEAR

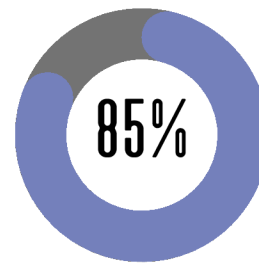
There are over

**14 million**  
*Women-Owned*  
businesses in the US

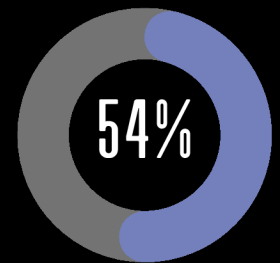


## TOP 5 REASONS TO SELL WOMEN'S HEADWEAR

- 1. Women Love Baseball Caps**  
*but women have different headwear needs than men.*
- 2. Women are Over Half of the Population**  
*a large audience you should cater to.*
- 3. Baseball Caps as Accessories are Here to Stay**  
*history and current fashion runways prove this.*
- 4. Baseball Caps are a Top 5 Promo Product**  
*end-buyers want better-targeted products.*
- 5. We've sold over 50 Million Women's Caps**  
*the Promo Industry should catch up.*



of women say that if they like a brand, they will stick with it!



of women said that a product designed specifically for women drives their interest in engaging with the brand.

## WOMEN RULE TOP PROMO PRODUCT BUYING INDUSTRIES

Education + Health

**74.4%**

Of the Workforce is Female

Construction

**60.5%**

Increase in Female Workforce since 2012

Manufacturing

**29%**

Industry High for Female Employment!

Finance + Insurance

**52.8%**

Of the Workforce is Female

Retail Trade

**47.7%**

Of the Workforce is Female

## THE CONSTRUCTION INDUSTRY LOVES CAPS



**68%**

of Construction End-Buyers purchased more caps than any other segment in 2023.

## **Infographic Sources:**

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