Women are clearly the drivers of consumer spending in the United States in addition to their influence on business-to-business relationships.

It will be increasingly important to examine intersectionality as it relates to women of different faiths, races and sexual orientations and how that affects their relationship to brands and purchasing choices.
Women-owned Businesses

36% of all businesses are women-owned

They account for 12% of all sales and 15% of employment

(US Department of Labor)

Women-owned businesses employ over

8.4 million workers

and generate

$264 billion in payroll

(US Department of Labor)

An additional 2.5 million businesses are owned equally by women and men.

These businesses account for an added

$189 billion in payroll for 6.5 million workers.

(US Department of Labor)

As majority and joint business owners, women entrepreneurs generate

$2.5 trillion in sales

(US Department of Labor)