



2025 Report

The Impact of Women-Owned Businesses

Produced by



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The Impact of Women-Owned Businesses

Women entrepreneurs driving economic growth

Women-owned businesses are a driving force in the United States economy according to the Report's 2024 projections, accounting for 39.2% of all enterprises and employing 12.9 million workers. While men-owned businesses still hold a larger share (54.9%), women-owned businesses are making significant strides, contributing an immense \$3.3 trillion in annual revenue. These numbers highlight women entrepreneurs' growing influence and increasingly pivotal role in shaping the American business landscape two years after the COVID-19 pandemic.

The entrepreneurship divide is closing very slowly

Between 2019 and 2024, women-owned businesses saw their number of firms increase by 17.1%, their employment increase by 19.5%, and their revenue increase by an impressive 53.8%.

Women-owned businesses constitute nearly 40% of all U.S. enterprises in 2024, however, their impact on employment (9.6%) and revenue (6.2%) still lags behind their overall representation.

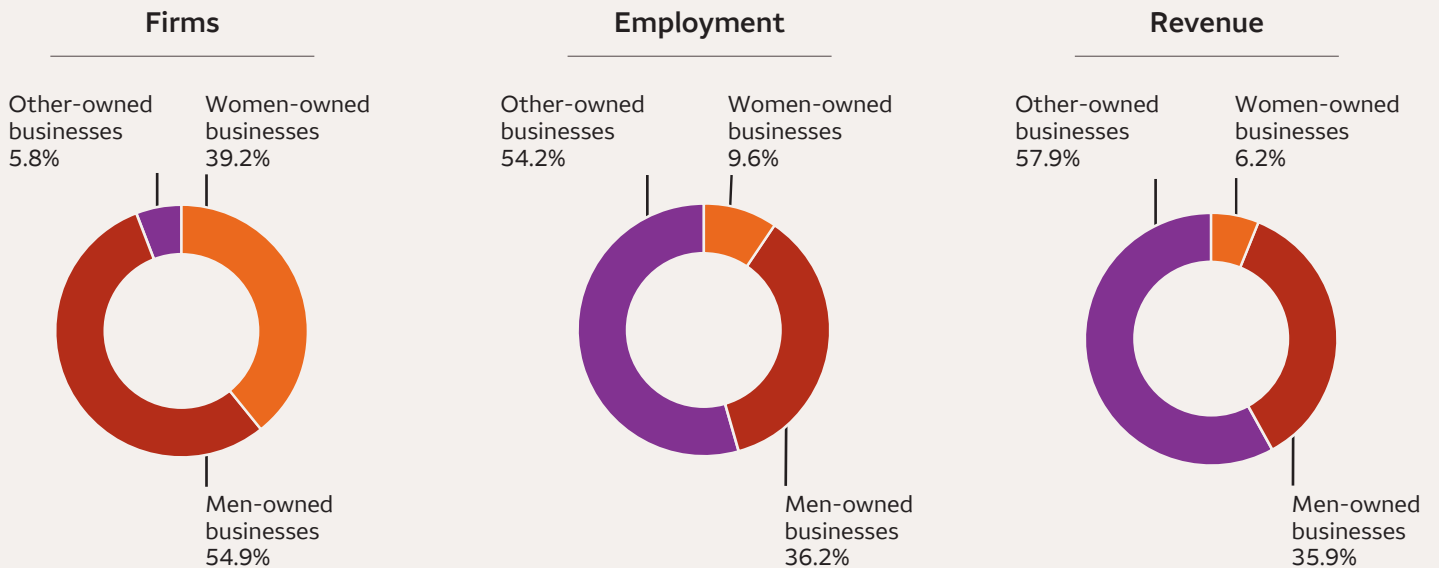
The impact of women-owned businesses in 2024

U.S.
14.5 million
women-owned businesses
39.2% of all U.S. firms

Employ
12.9 million
people—9.6% of total employees

Generate
\$3.3 trillion
6.2% of total firm revenue nationally

Mind the gaps in employment and revenue in 2024



The long road to revenue equality

If all women-owned businesses achieved the same average revenue as men-owned businesses in 2024, the U.S. economy would see a massive \$10.2 trillion in additional annual revenue. It would take a staggering 120 years for women-owned businesses to generate the same revenue as men-owned businesses at the current rate of progress.

Increasing women-owned businesses in 2024 impact

Total additional revenue if all women-owned businesses' average revenue matches men's

\$10.2
trillion

Total additional revenue if minority-women-owned businesses' average revenue matches white women's

\$832
billion

Total women-owned businesses' revenue in 2024

\$3.3
trillion



Strength in differences: Embracing the tapestry of women's entrepreneurship

Asian American Women-Owned Businesses:

Asian American women-owned businesses punch above their weight, representing 9.8% of all women-owned enterprises in the U.S. in 2024 compared to their 7% share among adult women in the country. Their percentage of employer firms is even higher, at 14.1% in 2024. However, their firms tend to be smaller because of the sectors they serve, including restaurants, beauty salons, and other retail outlets.

Despite the rise in anti-Asian sentiment during the pandemic¹ and other hurdles, Asian American women entrepreneurs demonstrate incredible resilience—defying stereotypes and forging successful businesses.



Black/African American Women-Owned Businesses:

Black/African American women-owned businesses are experiencing a notable shift towards larger, job-creating enterprises. This expansion drives substantial economic gains: Employer firms have seen a considerable expansion, boosting their employee count by 44.4% and their revenues by 102.8% between 2019 and 2024.

Systemic barriers, including the gender and racial wage gap, limit Black/African American women's access to capital, contract opportunities, and business networks, perpetuating a cycle of underinvestment in their entrepreneurial ventures. Dedicated grant and affordable loan programs, community support, mentorship and networking programs, and resource sharing helped Black/African American-owned businesses navigate the challenges of the pandemic.¹ This demonstrates the impact of focused support on a specific demographic.



Hispanic/Latino Women-Owned Businesses

experienced impressive growth between 2019 and 2024, with a hefty 61.7% increase in revenue and a nearly 20% rise in employment. The growth rate of firms didn't match the pace of revenue and employment.

Though immigrant-owned businesses are vital to this success story, they often face cultural and language barriers that limit their potential. While the number of Hispanic/Latino women-owned firms is rising, these businesses still generate lower average revenue than those owned by all women or men.



Women-owned businesses by demographic segment

	All	Asian American	Black/African American	Hispanic/Latino
% of the women's population²	100.0%	7.0%	13.0%	19.0%
Firms				
Number	14.5M	1.4M	2.0M	2.1M
Share of women-owned businesses	100.0%	9.8%	14.0%	14.5%
Growth rate 2019-2024	17.1%	22.3%	9.5%	12%
Avg growth rate 2019-2024	3.2%	4.2%	2.0%	2.5%
Growth rate 2023-2024	4.7%	5.7%	7.1%	1.3%
Employment				
% employers* of all firms	9.8%	14.1%	5.0%	6.2%
Employment	12.9M	1.6M	648K	873K
Employment growth rate 2019-2024	19.5%	28.4%	44.4%	19.4%
Avg employment growth rate 2019-2024	3.7%	4.6%	8.1%	3.7%
Employment growth rate 2023-2024	4.4%	5.9%	6.7%	5.5%
Average number of employees	9.1	7.9	9.0	6.7
Revenue				
Total revenue	\$3.3M	\$306.5B	\$118.7B	\$225.0B
Revenue growth rate 2019-2024	53.8%	40.9%	80.8%	61.7%
Avg revenue growth rate 2019-2024	9.1%	7.3%	12.7%	10.3%
Revenue growth rate 2023-2024	9.7%	8.5%	9.1%	9.4%
Average revenue	\$226K	\$216K	\$59K	\$108K

*Women-owned employers are women-owned businesses with employees. Women-owned businesses include businesses without employees and with employees.



Introduction

The entrepreneurial landscape in the U.S. has undergone a profound transformation in the wake of the pandemic. The surge in business formations, particularly among women-owned businesses, has been extraordinary.

This trend—initially ignited by pandemic-related factors such as increased entrepreneurial spirit, shifting consumer behaviors, government support, and greater personal time, and savings—has persisted beyond the crisis. The sustained growth of women-owned businesses is now fueled by a complex interplay of factors, including evolving priorities towards flexibility and autonomy, greater access to digital tools, changing social norms, economic necessity, and the discovery of untapped market opportunities.

Amid adversity during and after the pandemic, stories of resilience and innovation have increasingly emerged. Some businesses have adapted and pivoted, while others have experienced unexpected growth. The pandemic spurred a collective effort to address economic inequities through federal, state, and local stimulus programs. Additional backing came from corporations, philanthropies, and entrepreneurial support organizations, with a renewed focus on empowering women entrepreneurs.



While the flow of resources may have slowed as the pandemic crisis faded, it shows that targeted efforts help close gaps.

In 2024, women represent more than half of the U.S. adult population and are making significant strides in business ownership. However, the challenge of scaling these businesses persists. While women-owned businesses represent 39.2% of all businesses, they still account for only 9.6% of employment and 6.2% of revenues, highlighting the ongoing gap that needs to be addressed.

The 2025 Impact of Women-Owned Businesses Report delves deeper into these trends, exploring the factors driving the growth of women-owned businesses, the challenges they continue to face, and the opportunities that lie ahead. It examines the impact of gender as it intersects with race and ethnicity, business size, industry, and geography, providing a nuanced understanding of the evolving landscape of women's entrepreneurship in the U.S.



About the report

The 2025 Impact of Women-Owned Businesses Report, commissioned by Wells Fargo, explores women's entrepreneurship and the barriers they face, especially women of color. Importantly, it outlines concrete steps taken by the government, corporations, philanthropists, and support organizations to dismantle those barriers and identifies areas for further action.

Closing the gaps for women-owned businesses, particularly those owned by women of color, catalyzes economic growth, job creation, innovation, and enhanced U.S. competitiveness, ultimately leading to greater prosperity for women, their families, and communities.

This report is a valuable resource for ecosystem players, offering insights to understand better and address the gender disparities impacting women business owners. Access [six deep dives](#) into race and ethnicity, business size, and geography. Additionally, an infographic is provided to visually summarize key findings and facilitate comparison across all segments.

The projections from the Census Bureau are adjusted with other sources, including information about employment from the Bureau of Labor Statistics and information about companies from the Federal Reserve Economic Data of the Federal Reserve Bank of St. Louis.

Projections include number of firms, number of employees, and revenue from 2021 to 2024 for nonemployer firms and from 2022 to 2024 for employer firms. Projections are made for gender, race, ethnicity, firm size, industry, and geography. A more detailed explanation of the methodology is on page 36.

Purpose

This research illuminates the persistent disparities in wealth, business experience, networks, industry specialization, and capital access that disproportionately affect women, particularly women of color, hindering their ability to start and grow businesses.

By examining different women-owned businesses by race and ethnicity, business size, industry, and geography from 2019 to 2024 and 2023 to 2024, this study provides valuable insights to inform targeted policies, programs, and funding priorities. Detailed [demographic reports](#) offer a deeper understanding of the specific challenges faced by market segments.



The work to bridge the gender gap in entrepreneurship is far from over. This report serves as a crucial tool for policymakers, funders, entrepreneurial support organizations, educators, researchers, media outlets, and entrepreneurs themselves to identify and dismantle the systemic barriers that continue to impede women business owners. By collaborating and utilizing this data-driven analysis, stakeholders can develop tailored solutions, foster a more inclusive entrepreneurial ecosystem, and unlock the full potential of women-led businesses.

Sources, terms used, and definitions

Projected numbers for employer and nonemployer firms are based on the U.S. Census Bureau data.

- Employer firm numbers are based on Annual Business Survey (ABS) data.
- Nonemployer firm numbers use the Nonemployer Statistics by Demographics series (NES-D) data sourced from administrative records.

Both surveys use a revenue threshold of \$1,000.

This report aims to be inclusive of all individuals, which is why it uses the terms “women-owned businesses” and “men-owned businesses” rather than “female-owned businesses” and “male-owned businesses.” The terms “women” and “men” are intended to encompass gender identity, including transgender individuals, while acknowledging that the Census Bureau only collects data based on the biological sex categories of “male” and “female.”

This report focuses on businesses that are at least 51% owned, operated, and controlled by one or more women, as defined by the Census Bureau. While this report offers valuable insights into this specific segment, it’s crucial to recognize that the data might not fully encompass the diverse experiences of all business owners.

To truly comprehend the specific obstacles encountered by marginalized groups like rural communities, LGBTQAI+ individuals, and people with disabilities, it is imperative to broaden our data collection initiatives. This knowledge will enable the development of more effective and inclusive policies, programs, and funding priorities that cater to their specific needs.

Due to methodological constraints, the combined share percentages for women- and men-owned businesses might not add up to a perfect 100%.

Women continue to rise after the pandemic entrepreneurial boom

The surge in business formation during and after the pandemic starkly contrasts the decline during the 2008 financial crisis. While the previous economic shock dampened entrepreneurial spirits, COVID-19 ignited a historic wave of new ventures³. This unexpected boom showcases women entrepreneurs' resilience and entrepreneurial spirit, driven by innovation and adaptability in the face of unprecedented challenges.

This trend suggests a potential paradigm shift, where small businesses and startups play an increasingly pivotal role in fueling job creation, technological advancement, and economic growth.

The continued momentum in business formation offers a beacon of optimism, underscoring a dynamic and evolving economy prepared to navigate future uncertainties. This unprecedented boom has allowed women to launch and scale their enterprises with creativity and resolve in a more supportive environment.

In 2024, while men-owned businesses account for a larger share at 54.9% (20.2 million firms), women-owned businesses play a vital role in job creation, employing 12.9 million workers. These businesses also contribute substantially to revenue generation, bringing in an impressive \$3.3 trillion annually.

Women-owned business play a vital role in job creation, employing 12.9 million workers in 2024.





Slow and steady: Closing the entrepreneurship divide

Narrowing the gap between women’s and men’s owned businesses catalyzes economic growth, job creation, innovation, and enhanced U.S. competitiveness—ultimately leading to increased wealth for women and their families.

Over the decades, women-owned businesses have significantly expanded, representing nearly 40% of all U.S. businesses in 2024. But their economic impact, as measured by employment (9.6%) and revenue (6.2%), has yet to keep pace with their firm count.

Several factors contribute to the challenges women face in scaling their businesses. Limited access to capital often steers them toward low-profit sectors, while the need for flexibility to provide caregiving can lead to part-time ventures with restricted growth. Historically, necessity has been a primary motivator for women’s entrepreneurship. Increased employment opportunities, however, have weakened this driver.

The impact of women-owned businesses in 2024

U.S.

14.5 million

women-owned businesses
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Employ

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people—9.6% of total employees

Generate

\$3.3 trillion

6.2% of total firm revenue nationally

Gender bias and discrimination can limit access to crucial networks and opportunities, while networking challenges and work-life balance demands can further hinder growth. Self-imposed limitations rooted in systemic underestimation of their potential can further prevent women from setting aspirational business goals.

In 2024 and looking ahead, the rise of independent contracting, hybrid and remote work, and evolving technologies such as generative AI are helping fuel new opportunities for ambitious women entrepreneurs.

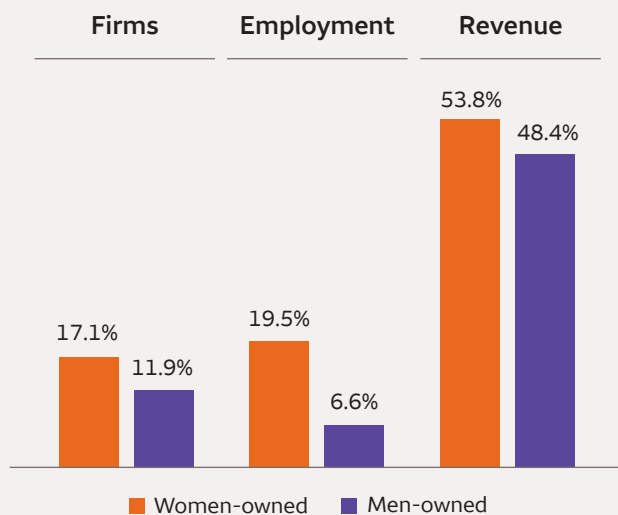
Women-owned businesses: Leading the charge in growth

Number of firms: From 2019 to 2024, the growth rate of women-owned businesses increased 43.5% more than that of men. From 2023 to 2024, the growth rate was 21.6% higher.

Employment: Women-owned employer firms' aggregate employment growth rate was nearly triple that of men's from 2019 to 2024 and 2023 to 2024.

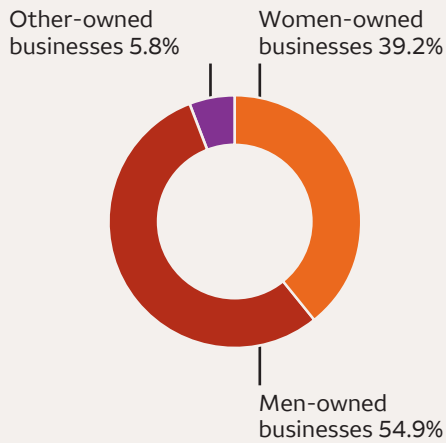
Revenues: Both women- and men-owned businesses had impressive gains in total revenues. However, from 2019 to 2024, women-owned businesses' growth rate outpaced the rate of men's by 11.6% and in 2023 to 2024 by 6.8%.

Growth in the share of firms, employment, and revenues was uneven from 2019 to 2024

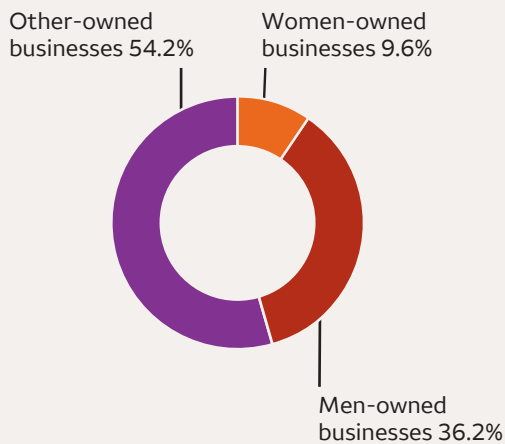


2024 share of firms, employment, and revenue by gender

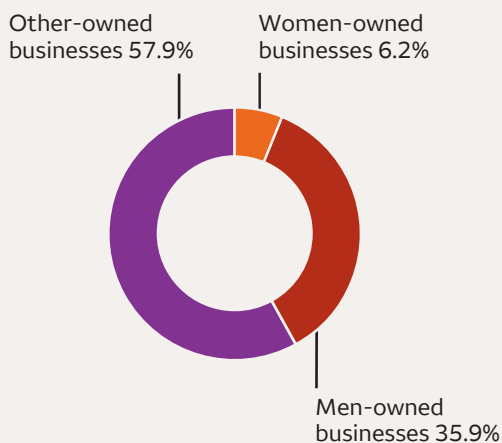
Firms



Employment



Revenue



Ownership: Although men still own a larger share of businesses than women, there is a positive trend: Women's ownership percentage is steadily increasing, while men's is gradually decreasing.

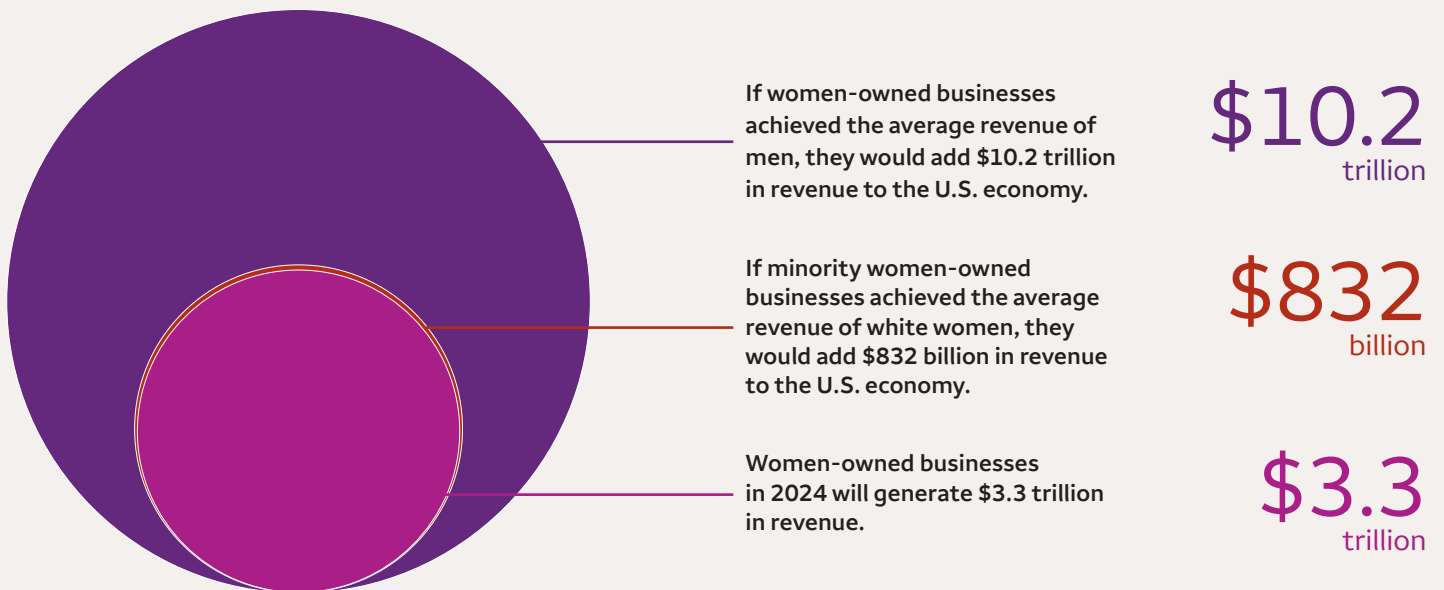
Employment: While the share of jobs generated by women-owned businesses is slowly growing, it remains significantly smaller than that of men-owned and other businesses. Other businesses, including public companies, still account for most employment, although this share is shrinking.

Revenue: Women-owned businesses in 2024 contribute a small portion of U.S. revenue, but this contribution is slowly rising. Other businesses generate the largest revenue share, but its share is declining.

If all women-owned businesses achieved the same average revenue as men-owned businesses in 2024, the U.S. economy would see an additional \$10.2 trillion in revenue annually. Compared to the current \$3.3 trillion generated by women-owned businesses in 2024, this potential growth underscores the immense economic impact of closing the revenue gap between women-owned and men-owned businesses and between minority- and white-women-owned businesses.

At the current rate of progress, it would take a prolonged 120 years for women-owned businesses to generate the same revenue as men-owned businesses. This alarming projection underscores the urgency to address systemic barriers and accelerate efforts toward economic gender parity. By acknowledging this immense disparity, we can galvanize action across all sectors, fostering innovative solutions and investments that empower women entrepreneurs to unleash their full economic potential, creating a more equitable and prosperous future for all.

Women-owned businesses in 2024: \$10 trillion potential



Proactive policies drive small business recovery

The 2008 financial crisis heavily impacted women-owned businesses, with Black/African American and Hispanic/Latino women-owned businesses experiencing disproportionate losses. Recovery was slow, and average revenues remained significantly lower even years later.⁴ This highlighted the vulnerability of minority-owned businesses during economic downturns.

In stark contrast, the federal government's response to the pandemic included unprecedented fiscal stimulus that helped accelerate business recovery while spurring new business creation, which continues post-pandemic. While women-owned businesses, particularly those owned by Black/African American and Hispanic/Latino women, initially experienced revenue declines, they saw substantial growth by 2024, surpassing pre-pandemic levels.

Historic levels of stimulus, combined with targeted initiatives from Community Development Financial Institutions (CDFIs), offered much-needed capital to businesses in underserved communities during the pandemic. Supplier diversity programs and movements, such as Buy Black/African American, further amplified support for minority- and women-owned businesses.

These combined efforts have empowered women-owned businesses to create jobs and generate substantial economic value, proving their indispensable role in the post-pandemic recovery. The different outcomes following the 2008 crisis and the pandemic highlight the power of proactive and inclusive economic interventions.

Women-owned business, particularly those owned by Black/African American and Hispanic/Latino women, saw substantial growth by 2024.

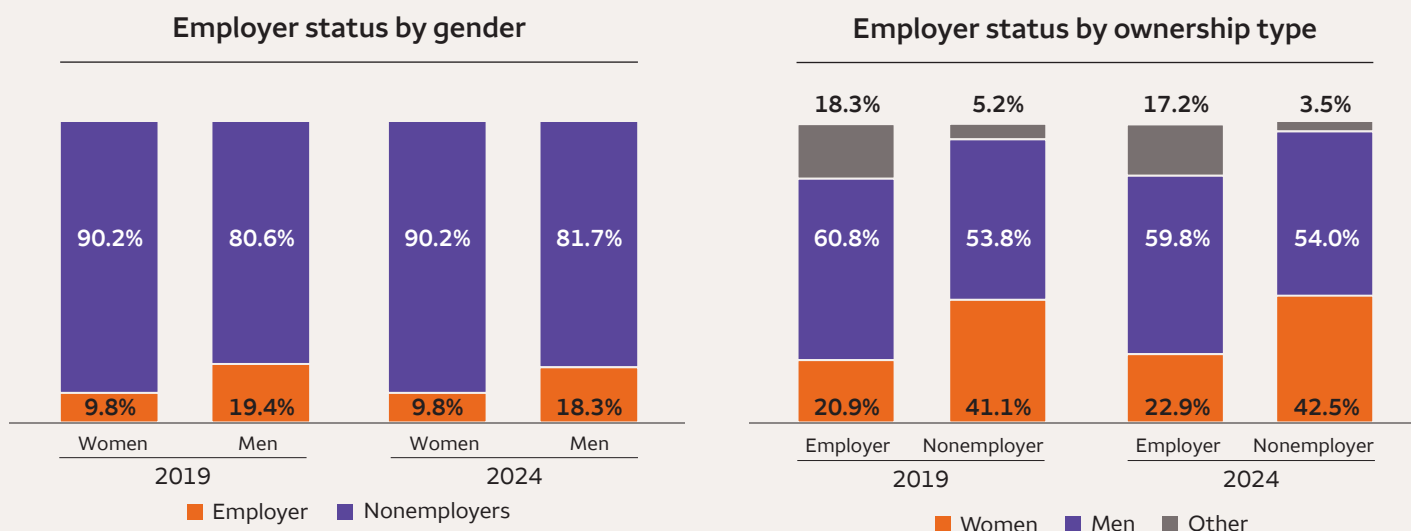


Understanding the different impacts on employer and nonemployer firms

The vast majority of women and men entrepreneurs operate as solopreneurs rather than employer firms. However, men are still likelier than women to own businesses with employees.

Whether employer or nonemployer, the proportion of businesses owned by women is gradually increasing.

Gender composition of employers and nonemployers*



*Women-owned employers are women-owned businesses with employees. Women-owned businesses include businesses without employees and with employees.

The vital role of employers and the rise of women-owned employers

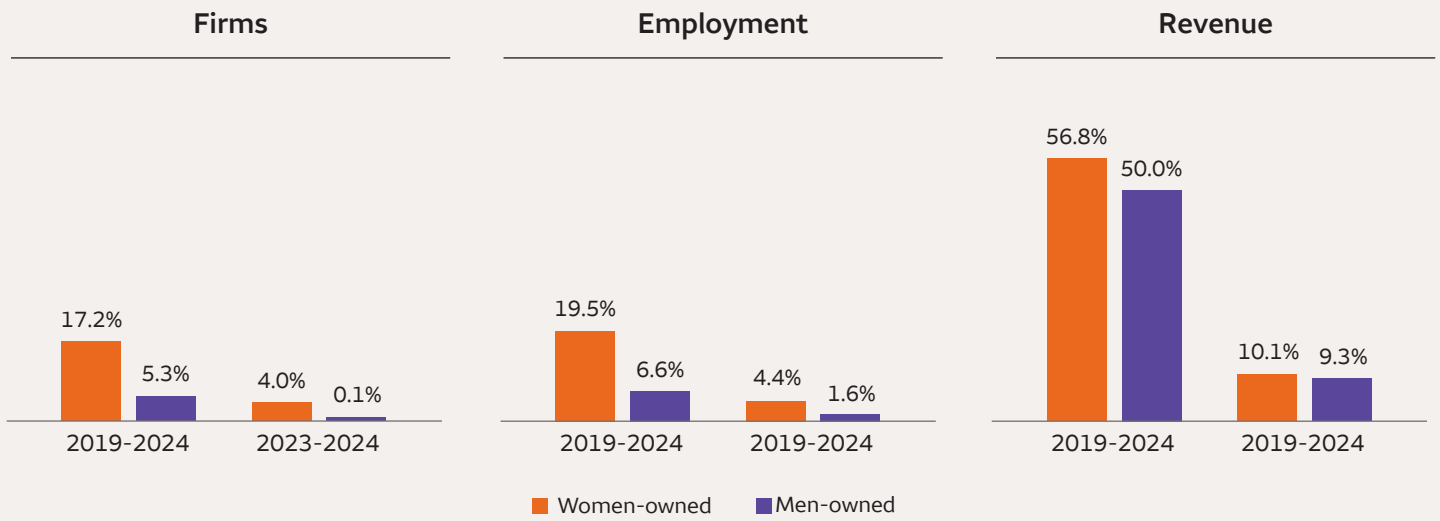
Employers serve as the driving force behind job creation, fueling economic growth and stability by providing employment opportunities. They contribute to income generation, enabling individuals and families to earn a living while helping boost consumer spending.

These firms foster innovation and productivity by introducing new products, services, and industries while contributing to the tax base that funds essential public services and infrastructure. By offering career advancement, they promote economic mobility and individual financial well-being. The success and growth of employer firms directly impact the prosperity of individuals and their communities.

There are 1.4 million women-owned employer firms in 2024. The surge in women-owned employer firms, marked by a 17.2% increase between 2019 and 2024 and an impressive 4% jump between 2023 and 2024, signals a decisive shift in the business landscape. This growth outpaces the 5.3% and 0.1% growth for men-owned employers during the same periods.

Women's rising numbers are fueled by evolving societal norms, expanded access to resources like dedicated funding, supplier diversity programs, and technological advancements that empower women to embrace entrepreneurship. Digital tools and platforms have democratized business opportunities, while mentorship initiatives provide crucial guidance.

Growth rates for employer firms in 2024



Men-owned employers still outnumber their women counterparts by 2.6 times in 2024, but the rapid growth of women-owned businesses points towards a more diverse and inclusive entrepreneurial ecosystem.

While men-owned employer firms in 2024 employ a larger workforce (48.6 million) and generate significantly more revenue (\$17.7 trillion) compared to women-owned employer firms (12.9 million workers and \$2.8 trillion in revenue), the landscape is shifting.

Between 2019 and 2024, women-owned employers demonstrated remarkable growth, expanding their workforce by 19.5% compared to 6.6% for men-owned employers. This trend continued from 2023 to 2024, with women-owned employers' workforce growing by an impressive 4.4%, significantly outpacing the 1.6% growth of their male counterparts.

Similarly, revenue generation by women-owned employer firms is also on a steep upward trajectory. Between 2019 and 2024, their revenue grew by 56.8%, surpassing men-owned employer firms' 50% revenue growth. From 2023 to 2024, this trend persisted, with women-owned employers experiencing 10.1% revenue growth compared to 9.3% for men-owned employers.

These figures underscore the increasing economic influence of women-owned businesses. Despite the ongoing disparities in employment numbers and revenue generation, the faster growth rates exhibited by women-owned employers indicate a promising trend toward a more balanced and inclusive business landscape.





Between 2019 and 2024, revenues for women solopreneurs increased by 36.2%, while revenues of those owned by men rose by 26.9%.

Solopreneurship on the rise

The boom in women-owned nonemployer businesses signals a profound shift in the entrepreneurial landscape. Driven by desires for flexibility (especially for those balancing caregiving), control of their futures, and financial security in an uncertain economy, women are increasingly choosing entrepreneurship. Thanks to digital platforms and growing societal support, lower barriers to entry further fuel this trend. Some solopreneurs, including many women, strategically leverage subcontractors to expand their capabilities and take on larger projects.

This reflects women's resilience and adaptability and signals a paradigm shift where solopreneurs are more pivotal in driving economic growth and fostering innovation.

There are now 13 million women solopreneurs and 16.5 million men solopreneurs in 2024. Between 2019 and 2024, the number of women solopreneurs increased by 17.1%, while the number of men solopreneurs rose by 13.5%. From 2023 to 2024, the number of women and men solopreneurs increased by 4.7% each.

Nonemployer firms represent a significant majority of all firms but only a small percentage of total revenues. Men solopreneurs generate 2.5 times the revenue (\$1.1 trillion) of women solopreneurs (\$427.2 billion).

Over the past five years, revenues for women solopreneurs increased by 36.2%, while revenues of those owned by men rose by 26.9%. From 2023 to 2024, women solopreneurs' revenue increased by 6.7%, above the growth of 5.3% for men solopreneurs.

The gender pay gap has a compacting effect on the size of their firms.⁵ Because women earn less, they have less money to save and invest in launching and growing their own enterprises. As a result, women often launch businesses in sectors that require less money. This is why women-owned nonemployers tend to see lower revenue and lower profitability than men-owned nonemployers. In many cases, women also serve as their family's primary caregivers, which makes them less likely to be full-time entrepreneurs.⁶

Scaling for success: Women of color and business growth

The substantial growth of Black/African American and Hispanic/Latino women-owned businesses in recent years has been a highlight in the entrepreneurial landscape. The latest data, however, indicates a potential shift in this trend.

Growth cools for Black/African American and Hispanic/Latino employers

Firms: Black/African American and Hispanic/Latino women are significantly underrepresented as employer firms compared to their Asian American and white counterparts, but they are catching up. Between 2019 and 2024 the growth rate for Black/African American women-owned employer firms is 3 times that of all women-owned employer firms. For Hispanic/Latino women-owned employer firms, it's 2.6 times higher.

While Hispanic/Latino women-owned employer firms have maintained a higher growth rate than the overall average for women-owned businesses between 2023 and 2024, the growth rate for Black/African American women-owned employer firms has moderated. This difference might be partly due to the higher proportion of immigrants within the Hispanic/Latino community, who often turn to entrepreneurship due to challenges in securing traditional employment.

The recent slowdown in growth for Black/African American women-owned employer firms could be attributed to several factors, including the normalization of pandemic-era support, economic challenges such as high interest rates and inflation, and persistent systemic barriers, including limited access to capital and networks.

Employment: The five-year employment growth for Black/African American women-owned employer firms, though slower than their firm growth, is still striking at 2.3 times that of all women-owned businesses. Hispanic/Latino women-owned employer firms show employment growth in line with the overall rate for women-owned businesses. The lag in employment growth compared to firm growth for both groups is likely due to the time it takes for new firms to scale and hire. Importantly, both groups have surpassed the overall employment growth rate for all women-owned businesses in the past year.

Revenue: The five-year revenue growth for all women-owned employer firms is 56.8%, but Black/African American (102.8%) and Hispanic/Latino (66%) women-owned employer firms have seen even more substantial growth. However, their growth has slowed compared to the overall average in the past year.

The average revenue for Asian American, Black/African American, and Hispanic/Latino women-owned employer firms remains about half of white women-owned employer firms.

The average revenue generated by white women-owned employer firms is approximately twice that of businesses owned by women of color.

The 2019 to 2024 growth rate for Black/African American women-owned employer firms is

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Trends in number of firms, employment, and revenues for women-owned employers

Number of employer firms[†]

Race/Ethnicity	2024 number of firms*	% chg 2019-2024	% chg 2023-2024	Share of all women-owned employers	Share of population**
All women-owned employers	1,416,391	17.2%	4.0%	100.0%	100.0%
Minority	420,541	35.1%	5.0%	29.7%	41.0%
Asian American	199,776	19.2%	3.4%	14.1%	7.0%
Black/African American	72,027	51.2%	3.0%	5.1%	13.0%
Hispanic/Latino *	129,581	44.3%	8.4%	9.1%	19.0%
Native American/Alaska Native***	15,039	74.5%	4.9%	1.1%	1.3%
Native Hawaiian/Other Pacific Islanders***	4,118	87.8%	11.8%	0.3%	0.3%
White	1,125,431	12.8%	4.1%	79.5%	56.0%

Employment

Race/Ethnicity	2024 total employment	% chg 2019-2024	% chg 2023-2024	Share of all women-owned employers	Avg # of employees
All women-owned employers	12,893,382	19.5%	4.4%	100.0%	9.1
Minority	3,210,913	30.6%	5.9%	24.9%	7.6
Asian American	1,577,114	28.4%	5.9%	12.2%	7.9
Black/African American	647,513	44.4%	6.7%	5.0%	9.0
Hispanic/Latino *	873,136	19.4%	5.5%	6.8%	6.7
Native American/Alaska Native***	101,072	79.0%	6.3%	0.8%	0.8
Native Hawaiian/Other Pacific Islanders***	12,079	-13.0%	-2.5%	0.1%	2.9
White	10,555,605	15.6%	4.1%	81.9%	9.4

Revenue

Race/Ethnicity	2024 total revenue (000)	% chg 2019-2024	% chg 2023-2024	Share of all women-owned employers	Avg rev per firm (000)
All women-owned employers	\$2,835,944,996	56.8%	10.1%	100.0%	\$2,002.0
Minority	\$517,867,892	60.6%	9.3%	18.3%	\$1,231.0
Asian American	\$263,395,016	43.8%	8.9%	9.3%	\$1,318.0
Black/African American	\$74,133,816	102.8%	9.8%	2.6%	\$1,029.0
Hispanic/Latino *	\$161,677,521	66.0%	9.7%	5.7%	\$1,248.0
Native American/Alaska Native***	\$16,603,310	89.6%	10.7%	0.6%	\$1,104.0
Native Hawaiian/Other Pacific Islanders***	\$2,058,230	32.7%	4.8%	0.1%	\$500.0
White	\$2,479,754,625	55.9%	10.3%	87.4%	\$2,203.0

[†]Women-owned employers are women-owned businesses with employees. Women-owned businesses include businesses without employees and with employees.

*African American/Black and white Latina/Hispanic women are counted in both race and ethnicity segments. Adding demographic segments will therefore add to more than the total number for firms, employment, and revenue.

***"Distribution of Women Ages 18-64, by Race/Ethnicity, 2022, United States," KFF, 2022. <https://www.kff.org/interactive/womens-health-profiles/united-states/demographics/>

***The small sample size and the lack of corroborating data points for nonemployer firms make the numbers more likely to fluctuate and less likely to be reliable.

Solopreneurs' revenue: Women of color lead the way

Firms: While Asian American women have seen the highest growth in solopreneurship over the past five years, Black/African American women have taken the lead in the last year. Hispanic/Latino women have experienced lower growth rates in both timeframes.

Revenue: Black/African American and Hispanic/Latino women have demonstrated the strongest revenue growth for nonemployer businesses over the past five years and the last year.

While most demographic groups of women-owned nonemployer firms generate similar average revenues, Black/African American women-owned businesses stand out with lower averages. This discrepancy may be attributed to a higher likelihood of these businesses being side ventures operated part-time alongside other commitments.

Trends in number of firms and revenues for women-owned nonemployers

Number of nonemployer firms

Race/Ethnicity	2024 number of firms	% chg 2019-2024	% chg 2023-2024	Share of all women-owned nonemployers	Share of population**
All women-owned nonemployers	13,034,358	17.1%	4.7%	100.0%	100.0%
Minority	5,350,337	12.9%	4.5%	41.0%	41.0%
Asian American	1,217,233	22.8%	6.0%	9.3%	7.0%
Black/African American	1,947,087	8.4%	7.2%	14.9%	13.0%
Hispanic/Latino *	1,963,078	10.3%	0.9%	15.1%	19.0%
Native American/Alaska Native***	178,512	20.6%	5.0%	1.4%	1.3%
Native Hawaiian/Other Pacific Islanders***	44,427	20.1%	5.0%	0.3%	0.3%
White	9,647,099	15.0%	4.1%	74.0%	56.0%

Revenue

Race/Ethnicity	2024 total revenue (000)	% chg 2019-2024	% chg 2023-2024	Share of all women-owned nonemployers	Avg rev per firm (000)
All women-owned nonemployers	427,245,536	36.2%	6.7%	100.0%	\$33.0
Minority	156,913,533	44.5%	7.8%	36.7%	\$29.0
Asian American	43,092,456	25.6%	6.5%	10.1%	\$35.0
Black/African American	44,612,648	53.1%	8.1%	10.4%	\$23.0
Hispanic/Latino *	63,333,600	51.6%	8.6%	14.8%	\$32.0
Native American/Alaska Native***	4,691,575	43.5%	6.9%	1.1%	\$26.0
Native Hawaiian/Other Pacific Islanders***	1,183,254	30.1%	6.5%	0.3%	\$27.0
White	333,665,600	32.9%	6.5%	78.1%	\$35.0

*Black/African American and white Hispanic/Latino business owners are counted in both race and ethnicity segments. Adding demographic segments will therefore add to more than the total number for firms, employment, and revenue.

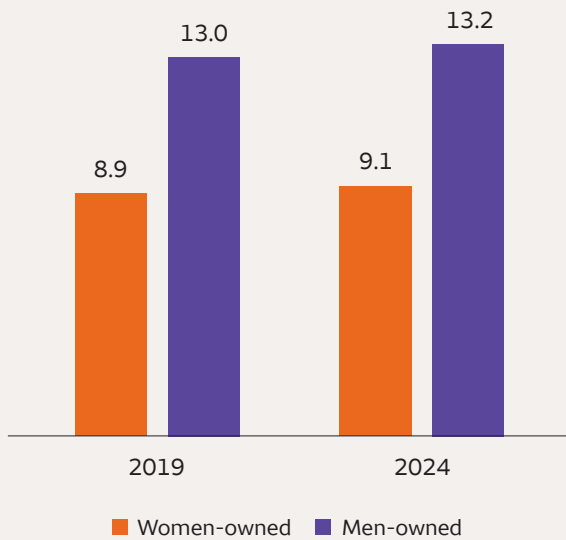
***"Distribution of Women Ages 18-64, by Race/Ethnicity, 2022, United States," KFF, 2022. <https://www.kff.org/interactive/womens-health-profiles/united-states/demographics/>

***The small sample size and the lack of corroborating data points for nonemployer firms make the numbers more likely to fluctuate and less likely to be reliable.

Dive deeper into Asian American, Black/African American, and Hispanic/Latino women-owned businesses market segments and explore four other distinct segments. Additionally, an infographic is provided to visually summarize key findings and facilitate comparison across all segments.

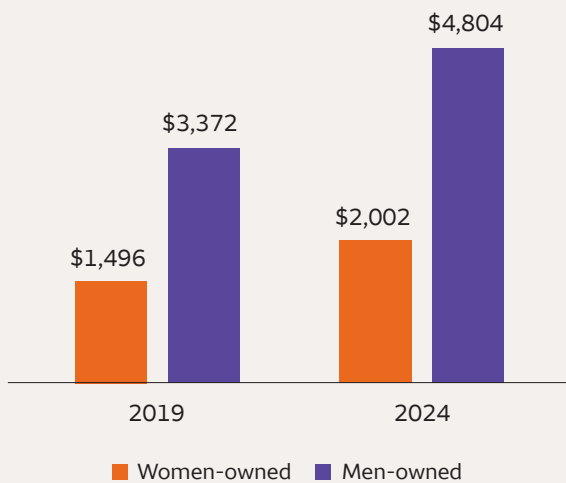
Average number of employees

2019-2024 growth rate
Women-owned: 17.2%
Men-owned: 5.3%



Average revenue (000)

2019-2024 growth rate
Women-owned: 33.8%
Men-owned: 42.5%



Employers rise to the growth gauntlet

Several factors contribute to women-owned businesses typically being smaller than those owned by men. Women often shoulder the majority of family caregiving and household responsibilities while running a business. Additionally, women-owned businesses tend to concentrate in sectors with lower revenue potential, face more limited access to capital, and have smaller networks. Despite these challenges and their smaller size compared to men's businesses, women entrepreneurs have demonstrated agility and growth, proving their resilience and adaptability even with fewer resources.

Average employees:⁷ On average, women-owned employers have about two-thirds the number of employees of men. The average number of women- and men-owned businesses has seen a slight uptick between 2019 and 2024: 9.1 and 13.2, respectively.

Average revenues:⁸ Typically, women-owned businesses in 2024 generate approximately 40% of the revenue of men-owned businesses. While women-owned businesses have seen a faster growth in aggregate revenue compared to their male counterparts due to a surge in the number of firms, their average revenue per firm remains lower. This discrepancy can likely be attributed to the relative youth of many women-owned businesses, as younger companies typically take time to establish themselves and achieve higher revenue levels.



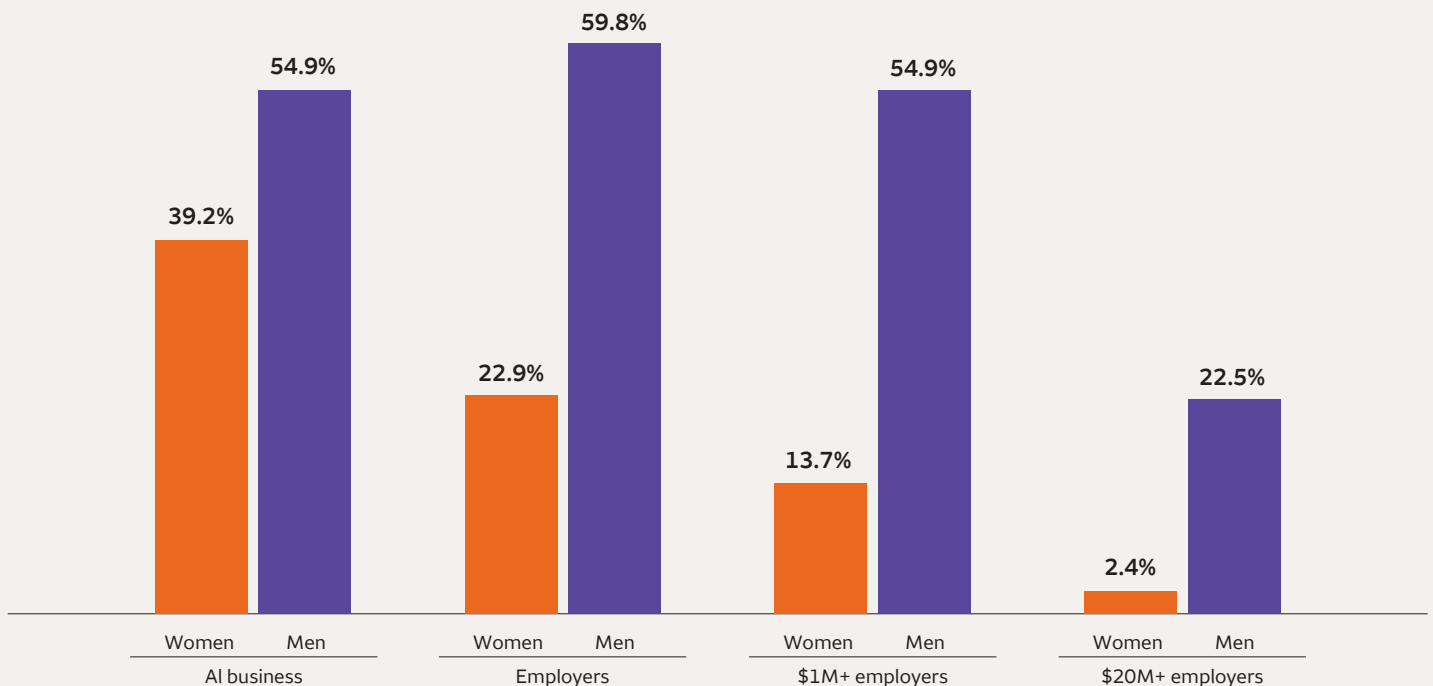
The shrinking path for high-potential women entrepreneurs

The path to becoming a middle-market firm is punctuated by milestones, and the data reveals a stark gender disparity. Men-owned businesses dominate at most stages, from all businesses to those with \$1 million-plus in revenue. They represent a substantial minority at the \$20 million stage.⁹ As businesses strive to expand into the middle market, they often seek funding from private equity and venture capital firms. However, this capital injection typically comes at the cost of ownership dilution, as investors acquire equity stakes in exchange for their investment. This phenomenon can contribute to a decrease in the percentage of men-owned firms within the middle market.

But the representation of women-owned businesses dwindles dramatically at each milestone. Concernedly, only 2.4% in 2024 of women-owned businesses reach the pinnacle of becoming middle-market firms. This illustrates a significant challenge for women entrepreneurs in scaling their businesses to middle-market status.



Scaling the summit in 2024: A gendered journey¹⁰



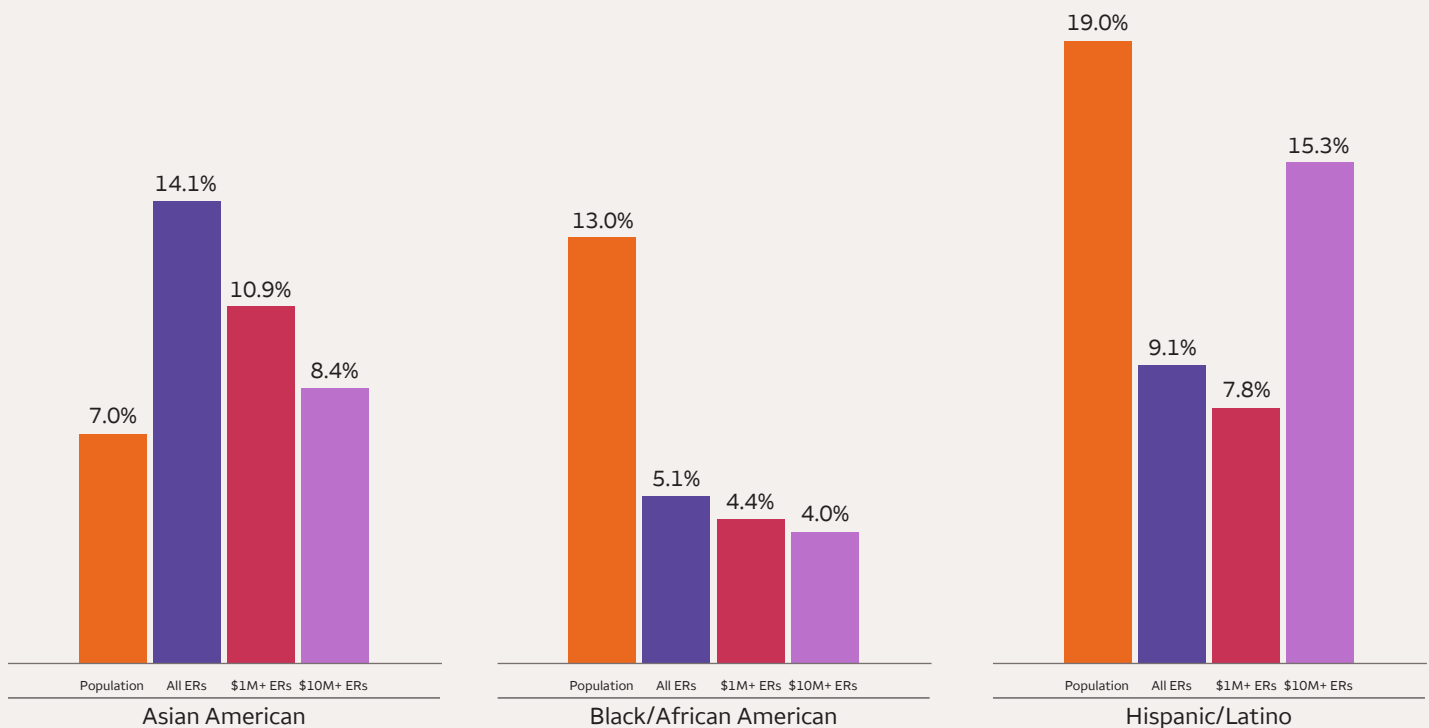


The path to growth is even narrower for women of color entrepreneurs

The path to achieving middle-market status, particularly for women-owned businesses, is akin to navigating an increasingly narrow path. As firms grow in size and revenue, the representation of women entrepreneurs diminishes significantly. This narrowing path is further exacerbated when considering the intersection of gender with race and ethnicity. The numbers underscore the complex challenges women face in scaling their businesses to million-dollar-plus businesses and middle-market status, a reality that demands closer examination and targeted solutions.¹¹

Gain further insights into \$1M+ and middle market women-owned businesses market segments and explore four other distinct segments. Additionally, an infographic is provided to visually summarize key findings and facilitate comparison across all segments.

Fewer women, fewer women of color at the top in 2024^{12, 13}



ERs refer to employer firms.

Industry trends: Women are active in more industries

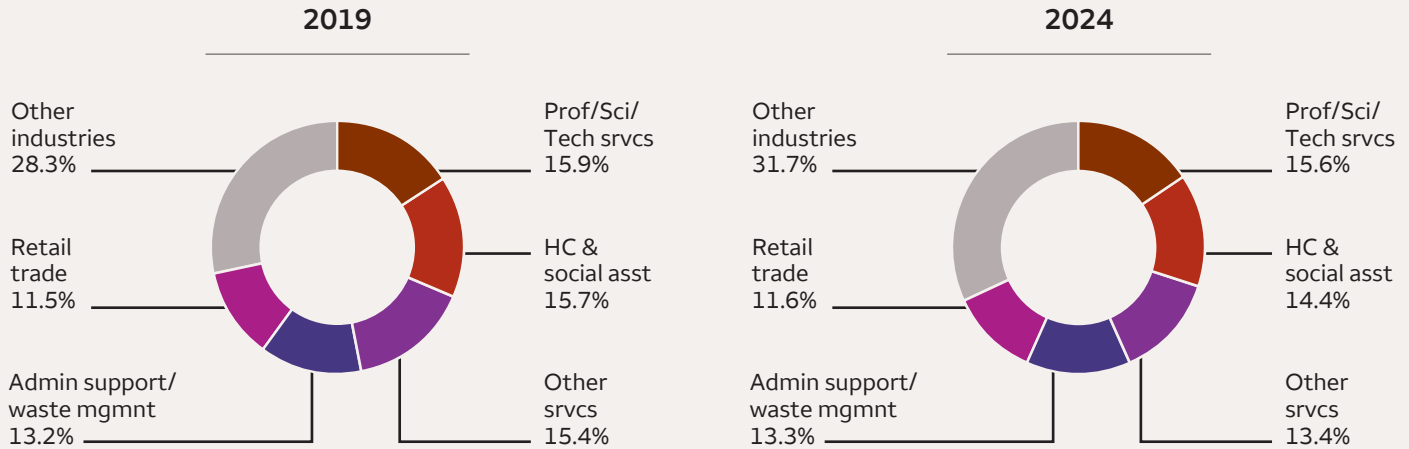
While five industries have traditionally dominated women-owned businesses, a notable shift occurs as women entrepreneurs increasingly venture into diverse sectors such as food and accommodations, real estate, and transportation and warehousing. This diversification reduces the concentration of women-owned businesses in previously dominant industries, broadening entrepreneurial opportunities for women across sectors.

Evolving societal norms, greater access to resources, flexible work arrangements, supportive ecosystems, and economic factors are significantly influencing women's industry choices.¹⁴ This shift away from the "other services" sector, in particular, highlights a growing preference for industries that offer a combination of flexibility, stability, and growth potential.

A notable shift occurs as women entrepreneurs increasingly venture into diverse sectors such as food and accommodations, real estate, and transportation and warehousing.



The diversification of women-owned businesses



■ **Professional, scientific, and technical services (PSTS)**, which includes legal, bookkeeping, and consulting, was the most popular industry.

Number of firms: In 2024, there were 2,039,000 women-owned businesses in this category, accounting for 15.6% of all women-owned businesses. From 2019 to 2024, these firms grew by 15.4%. From 2023 to 2024 alone, the number increased by 6.1%.

Employment: In 2024, PSTS women-owned firms employed 237,000 people, accounting for 9.9% of all women-owned businesses' employment. From 2019 to 2024, their workforce increased by 25.5%. From 2023 to 2024 alone, the number increased by 62.7%. These employers typically employ 5.4 workers—less than all women-owned employers who employ 9.1.

Revenue: In 2024, PSTS firms will generate \$276.7 billion. Their average revenue is \$136,000, smaller than all women-owned businesses (\$226,000).

■ **Health care and social assistance** ranked second. The industry includes child daycare and home care providers, mental health practitioners, and physicians.

Number of firms: In 2024, women-owned 1,871,000 healthcare and social assistance companies, accounting for 14.4% of women-owned businesses. From 2019 to 2024, the number of these businesses increased by 6.8%. From 2023 to 2024 alone, the number increased by 5.1%.

Employment: In 2024, these firms employ 249,000 people, accounting for 21.2% of all women-owned businesses' employment. From 2019 to 2024, total employment grew by 27.5%. From 2023 to 2024 alone, the number increased by 6.1%. These employers typically employ 11 workers, more than all women-owned employers who employ 9.1.

Revenue: In 2024, these healthcare and social assistance firms will generate \$241.3 billion in revenue. Their average revenue is \$129,000, far smaller than all women-owned businesses (\$226,000).

■ **Other services** as women have expanded into other industries, other services' dominance has shrunk. It ranks third. These businesses include hair and nail salons, pet care, laundries, and dry cleaners.

Number of firms: In 2024, women owned 1,750,000 other services companies, accounting for 13.4% of all women-owned businesses. From 2019 to 2024, the number of these businesses grew by 2.4%. From 2023 to 2024 alone, the number of firms increased by 5.2%.

Employment: In 2024, other services firms employ 118,000 workers, accounting for 4.8% of all women-owned businesses' employees. From 2019 to 2024, the workforce increased by 10.8%. From 2023 to 2024 alone, the number increased by 4.1%. These employers typically employ 5.2 workers, less than all women-owned employers who employ 9.1.

Revenue: In 2024, these businesses will generate \$95.7 billion in revenue. This sector also had the second-lowest average revenue (\$55,000).

■ **Administrative and support and waste management and remediation services** ranked fourth. The industry includes office administration, staffing agencies, and security and surveillance services.

Number of firms: In 2024, women owned 1,732,000 businesses of this type, accounting for 13.3% of all women-owned businesses. From 2019 to 2024, the number of these businesses grew by 17.5%. From 2023 to 2024, the number of firms increased by 5.8%.

Employment: In 2024, these firms employ 121,000 people, accounting for 11.8% of all women-owned businesses' employees. From 2019 to 2024, total employment increased by 7%. From 2023 to 2024, the number increased by 1.1%. They typically employ 12.5 workers, more than all women-owned businesses (9.1).

Revenue: In 2024, these firms will generate \$163.2 billion in revenue. This sector average revenue is \$94,000, significantly below all women-owned businesses (\$226,000).

■ **Retail trade** ranked fifth. The industry includes health and personal care stores, clothing and accessories, florists, pet and pet supply stores.

Number of firms: In 2024, women-owned 1,508,000 businesses of this type, accounting for 11.6% of all women-owned businesses. From 2019 to 2024, the number of these businesses grew by 17.4%. From 2023 to 2024, the number increased by 3.9%.

Employment: In 2024, these firms employ 136,000 people, accounting for 7.5% of all women-owned businesses' employment. From 2019 to 2024, total employment increased by 9.2%. From 2023 to 2024, the number increased by 0.2%. They typically employ 7.1 workers, below all women-owned businesses (9.1).

Revenue: In 2024, these firms will generate \$374.9 billion in revenue. This sector average revenue is \$249,000, more than all women-owned businesses (\$226,000).



Women entrepreneurs' economic clout by state and MSA in 2024

The concept of “economic clout” now encompasses not only the growth in the number, employment, and revenue of women-owned businesses but also their relative share of the overall economy and their concentration within a state or metropolitan statistical area (MSA). This expanded definition offers a more nuanced perspective on the impact of women-owned businesses, highlighting their contribution to economic vitality and job creation. The report reveals that the landscape for women entrepreneurs is shifting, with new metrics providing a deeper understanding of their economic influence.

The top-ranked states and MSAs share common characteristics, including diverse economies, robust support networks, and business-friendly policies. These factors contribute to a thriving environment for women-owned businesses, enabling them to access capital, mentorship programs, and other resources crucial for success. In contrast, lower-ranked states and MSAs often grapple with limited economic diversity, a lack of resources, and a need for targeted support to foster women's entrepreneurship.

The rankings highlight the growing economic power of women entrepreneurs across the U.S. While challenges persist, particularly in areas with limited resources and traditional industries, the overall trend is positive. By understanding the factors contributing to women-owned businesses' success, policymakers, funders, and entrepreneurial support organizations can develop targeted initiatives to foster their growth and create a more inclusive and equitable economy.

The top-ranked states and MSAs share common characteristics, including diverse economies, robust support networks, and business-friendly policies which contribute to a thriving environment for women-owned businesses.



Top 10 states in 2024

- 1 Oregon
- 2 North Carolina
- 3 District of Columbia
- 4 California
- 5 Hawaii (tied with Virginia)
- 6 Virginia (tied with Hawaii)
- 7 Texas
- 8 New Hampshire
- 9 Georgia (tied with Maryland)
- 10 Maryland (tied with Georgia)

Bottom 5 states in 2024

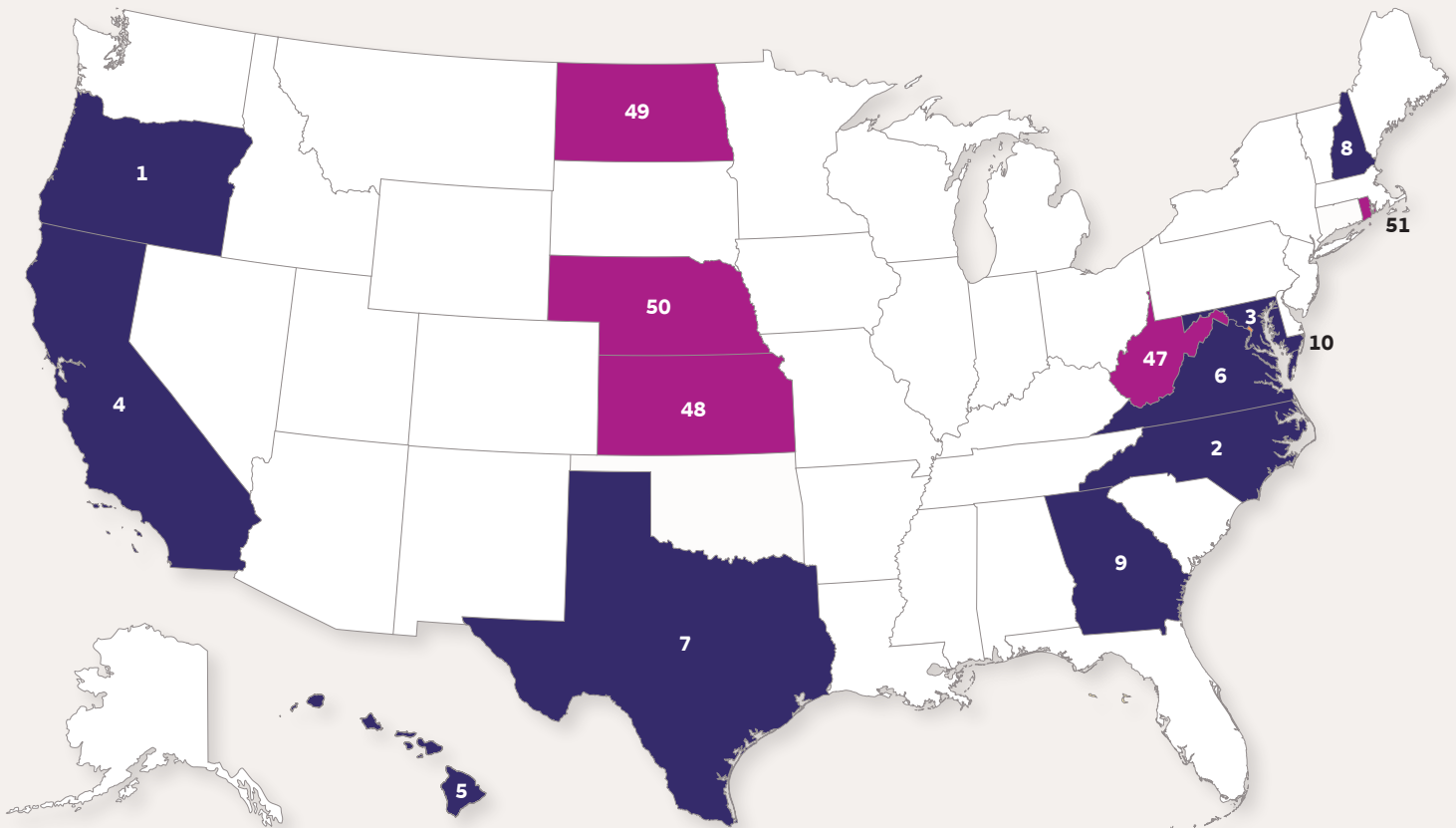
- 47 West Virginia
- 48 Kansas
- 49 North Dakota
- 50 Nebraska
- 51 Rhode Island

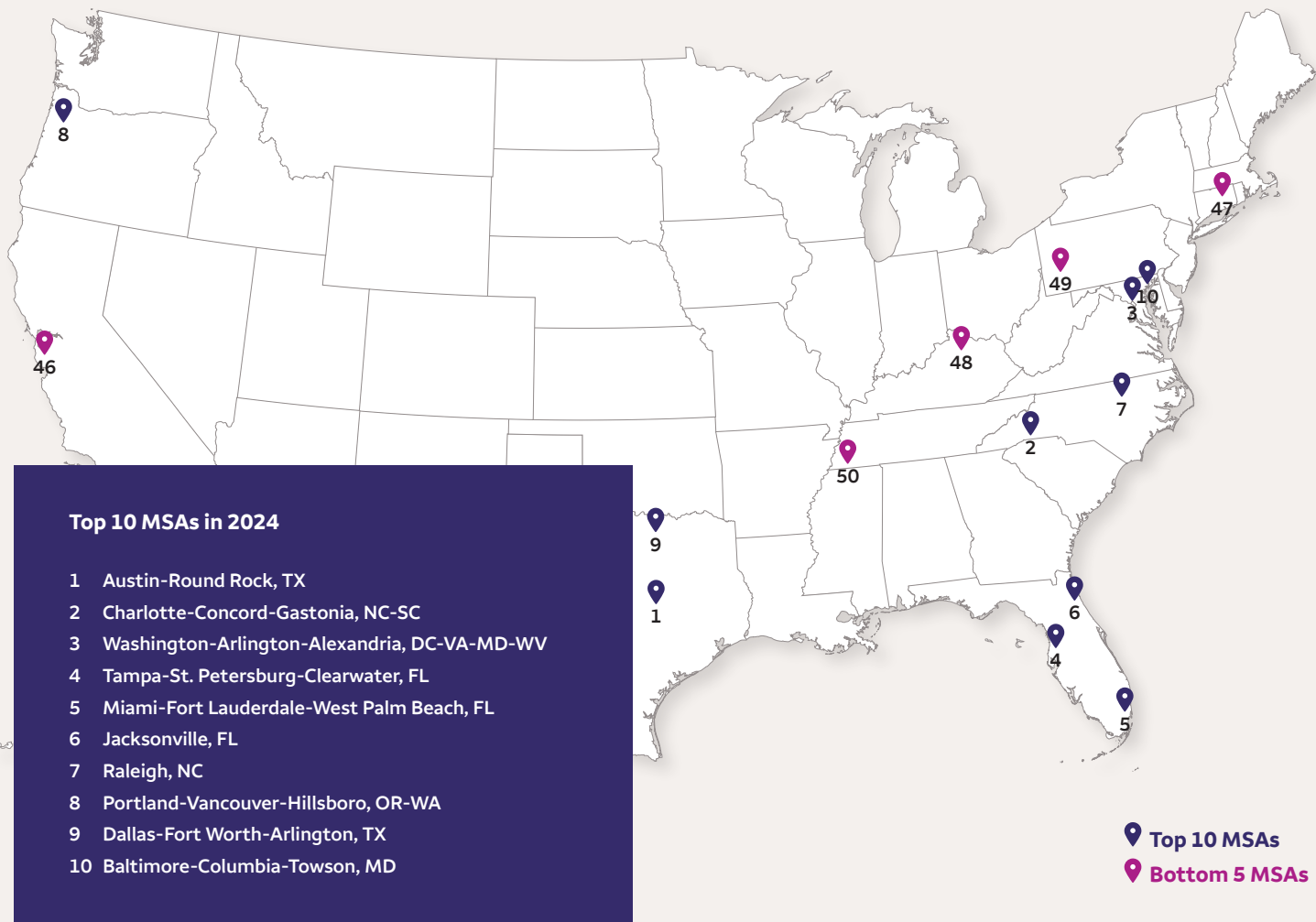
2024 state rankings: Dynamic landscapes for entrepreneurial growth

The state rankings for women-owned businesses showcase a dynamic and evolving landscape. While some states have consistently fostered environments conducive to women's entrepreneurship, others are emerging as new hubs for female-led ventures. The rankings also reveal that various factors contribute to a state's success in supporting women-owned businesses, including access to capital, supportive policies, and vibrant entrepreneurial ecosystems.

The top-ranked states, such as Oregon, North Carolina, and the District of Columbia, demonstrate strong growth in the number and employment of women-owned businesses. These states often have diverse economies, strong support networks, and business-friendly policies that help encourage women's entrepreneurship. In contrast, states at the bottom of the rankings, like North Dakota, Nebraska, and Rhode Island, face challenges related to limited economic diversity, access to resources, and a need for targeted support for women entrepreneurs.

- Top 10 states
- Bottom 5 states





Bottom 5 MSAs in 2024

- 46 San Jose-Sunnyvale-Santa Clara, CA
- 47 Hartford-West Hartford-East Hartford, CT
- 48 Louisville/Jefferson County, KY-IN
- 49 Pittsburgh, PA
- 50 Memphis, TN-MS-AR

2024 MSA rankings: Urban centers leading the way and falling behind

The MSA rankings highlight the importance of urban centers in fostering the growth of women-owned businesses. The top-ranked MSAs, such as Austin, Charlotte, and Washington D.C., boast thriving economies, diverse industries, and strong support networks for entrepreneurs, including government supplier diversity programs. These areas often have access to capital, training and mentorship programs, and business development initiatives that help women-owned businesses succeed.

On the other hand, MSAs at the bottom of the rankings, including Louisville, Pittsburgh, and Memphis, face challenges related to their reliance on traditional industries, limited access to resources, and a need for targeted support for women entrepreneurs. These areas have significant potential for growth but require strategic investments and initiatives to create a more favorable environment for women-owned businesses.

The rankings underscore the growing economic clout of women entrepreneurs throughout the U.S. While challenges persist, particularly in areas with limited resources and traditional industries, the overall trend is positive. By understanding the factors contributing to women-owned businesses' success, policymakers, investors, and support organizations can develop targeted initiatives to foster their growth and create a more inclusive and equitable economy.

Gain further insights into the geography market segment and explore five other distinct segments. Additionally, an infographic is provided to visually summarize key findings and facilitate comparison across all segments.

The unseen obstacles women entrepreneurs face

The entrepreneurial journey for women, particularly those from marginalized communities, is often fraught with systemic barriers that hinder their progress and limit their potential. These barriers, deeply ingrained in societal structures and practices, create an uneven playing field, making it harder for women-owned businesses to thrive and achieve their full potential.

The wealth gap: One of the most significant barriers women entrepreneurs face is having less savings. The fluctuating participation of women in the workforce, often due to caregiving responsibilities,¹⁵ coupled with the persistent gender pay gap,¹⁶ can result in reduced savings and limit women's ability to bootstrap their businesses. Traditional lending institutions often favor established businesses with extensive credit histories, leaving many women-owned businesses at a disadvantage. The lack of collateral and perceived higher risk associated with women-led ventures further exacerbates this challenge. The consequences of this funding gap are far-reaching, hindering business expansion, innovation, and job creation.

Systemic barriers that hinder progress for women entrepreneurs include the wealth gap, limited access to funding, lack of power connections, gender bias and discrimination, women's juggling act, and self-imposed limitations.





Limited access to funding: Undercapitalized businesses face a multitude of challenges, including lower sales and profits, reduced job creation, and a higher likelihood of failure.¹⁷ Accessing external financing is often difficult, with these businesses being twice as likely to be discouraged from even applying for funding.¹⁸ Even when they apply and present a low credit risk, they are less likely to receive the full financing they need.

The lack of power connections: Building strong networks and accessing mentorship opportunities are crucial for entrepreneurial success.¹⁹ However, women, especially women of color, often face exclusion from established networks and lack access to influential mentors. This isolation can limit their ability to gain valuable insights, secure partnerships, and navigate the complexities of the business world.

Gender bias and discrimination: Despite progress in gender equality, unconscious bias and discrimination persist in the business world. Women entrepreneurs may encounter skepticism about their capabilities, face unequal treatment in negotiations, and struggle to gain recognition for their achievements. These subtle yet pervasive barriers can erode confidence, hinder growth, and perpetuate systemic inequities.²⁰

Women's juggling act: Women entrepreneurs often bear the brunt of caregiving responsibilities, balancing the demands of running a business with family obligations.²¹ The lack of affordable childcare and supportive workplace policies can create significant challenges, forcing women to make difficult choices that can impact their business growth and personal well-being.²²

Self-imposed limitations: Internalized societal expectations and gender stereotypes can lead women to underestimate their abilities and set lower business aspirations. This lack of confidence can manifest in risk aversion, reluctance to seek funding, and limited ambition for growth. Overcoming these self-imposed limitations is crucial for women entrepreneurs to unleash their full potential and achieve their business goals.²³

Paving the way for progress

Addressing the systemic barriers women entrepreneurs face requires a multi-pronged approach involving collaboration among policymakers, funders, corporations, and entrepreneurial support organizations. By implementing targeted initiatives and fostering an inclusive entrepreneurial ecosystem, we can empower women-owned businesses to thrive and contribute fully to the economy.

Expanding access to capital: Community Development Financial Institutions (CDFIs) have a well-established track record of empowering marginalized entrepreneurs by providing critical capital and advisory services. Their effectiveness was particularly evident during the pandemic when demand for their services surged. However, despite their proven success, CDFIs face limited funding sources.²⁴ To ensure their continued success and growth, policymakers and the industry need to actively explore new funding opportunities while also bolstering their existing financial support structures.²⁵

By implementing targeted initiatives and fostering an inclusive entrepreneurial ecosystem, we can empower women-owned businesses to thrive and contribute fully to the economy.



While grants often come with specific spending restrictions, CDFIs possess a deep understanding of local needs, enabling them to allocate funds more effectively. Wells Fargo's pioneering approach of providing flexible, unrestricted grants proved transformative. The Open for Business Fund (roughly \$420 million)—created by channeling all of the fees the government paid Wells Fargo to process Paycheck Protection Program (PPP) loans made in 2020—provided flexible grants that enabled 200 nonprofit organizations to offer crucial financial and technical assistance to small businesses during the pandemic. These funds not only empowered CDFIs to lend directly but also served as leverage to attract additional capital, reduce interest rates to an affordable 3%, and even offer direct grants to struggling small businesses.²⁶

Track the performance of the State Small Business Credit Initiative (SSBCI) expansion, which is increasing funding to CDFIs and venture capital firms, and connecting companies with contracts with corporations and governments to funding. Forty percent of this funding is allocated explicitly to socially and economically disadvantaged businesses. To maximize the impact of these funds, the Initiative for Inclusive Entrepreneurship (IIE) is working to build capacity among different types of funders, foster collaboration, and raise awareness of funding opportunities for diverse entrepreneurs. A central strategy of the IIE is to unlock additional funding through a 1:1 private investment match requirement.²⁷ Based on the performance of SSBCI expansion, modify the program over time.

There is a rise in dedicated venture capital funds and accelerator programs aimed explicitly at women-led ventures. These initiatives provide financial support and mentorship opportunities to address the funding gap that women entrepreneurs often experience.

Adapting for compliance: Efforts to address disparities, such as targeted grants and supplier diversity programs, are increasingly facing legal challenges, putting these initiatives at risk. These programs must adapt and evolve to comply with current legal standards to ensure their continuation.

Breaking language barriers and more: AI-driven language translation tools are poised to dismantle linguistic barriers in entrepreneurial education, making training materials accessible in many languages. This inclusivity ensures that aspiring immigrant entrepreneurs from around the globe can acquire essential skills and knowledge. Simultaneously, AI chatbots can serve as virtual practice partners, simulating realistic business scenarios for entrepreneurs to hone their communication, negotiation, and problem-solving skills in a risk-free setting. This interactive approach fosters confidence and allows for refinement before facing real-world challenges.

Empowering women: Expanding access to affordable childcare, implementing flexible work arrangements, and promoting family-friendly workplace policies can alleviate the burden of caregiving responsibilities and enable women entrepreneurs to balance their personal and professional lives. These initiatives can enhance productivity, reduce stress, and enable women to focus on their business goals without sacrificing their well-being.

By addressing these systemic barriers and implementing targeted solutions, we can create a more inclusive and equitable entrepreneurial ecosystem where women-owned businesses can flourish and contribute fully to our nation's economic prosperity. The journey towards gender parity in business ownership is ongoing, but with collective effort and commitment, we can create a future where every woman entrepreneur has the opportunity to succeed and thrive.



From pandemic lessons to lasting change: Empowering women entrepreneurs

Pursuing gender parity in business ownership isn't just a social imperative; it's a potential economic powerhouse. Empowering women entrepreneurs can unleash trillions in gross domestic product (GDP) growth, create millions of jobs, and foster a more innovative and resilient economy—ultimately benefiting everyone.

The future of women-owned businesses shines bright, but it's challenging. The path to genuine economic parity demands continued support, innovation, and resilience. While AI and technology offer promising tools for growth, women entrepreneurs must also navigate the complexities of an ever-changing economic landscape, including fluctuations in inflation and interest rates, and legal attacks on grant and supplier diversity programs that are tailored to women and people of color.

The journey towards a more inclusive and equitable economy requires sustained effort from all stakeholders, including policymakers, funders, supporting entrepreneurial organizations, educators, researchers, and the media. The potential rewards, however, are immense: A thriving economy fueled by the ingenuity and determination of women entrepreneurs, creating jobs, generating wealth, and shaping a brighter future for all.

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Methodology

The CoreWoman data team, comprising Ricardo José Salas, Ph.D., Mariana Pardo Díaz, Lizeth Gallego Aristizabal, and Lina Tafur Marin, generated the data for this report. The projections are based primarily on data from the U.S. Census Bureau statistics adjusted with other sources, including information about employment from the Bureau of Labor Statistics and information about companies from the Federal Reserve Economic Data of the Federal Reserve Bank of St. Louis. The projections were built on data from 2002 to 2021.

Projections rely on multiple statistical models and are adjusted using the GDP and consumption data from the U.S. Bureau of Economic Analysis (BEA), as well as figures from the U.S. Bureau of Labor Statistics (BLS) and the Current Population Survey (CPS). Projections include number of firms, number of employees, and revenue from 2021 to 2024 for nonemployer firms and from 2022 to 2024 for employer firms. Projections are made for gender, race, ethnicity, firm size, industry, and geography.

Employer firms' estimations used 2017 to 2021 data from the Annual Business Survey (ABS) and 2014 to 2016 data from the Annual Survey of Entrepreneurs (ASE). Nonemployer firms' estimations used 2017 to 2020 data from the Nonemployer Statistics by Demographics Survey (NES-D) and Survey of Business Owners (SBO) data from 2002, 2007, and 2012.²⁸ Several econometric models were used to calculate projections. For employer firms, these models incorporated real data trends and variables such as nominal GDP and national consumer spending.

For nonemployer firms' revenue, the level of national consumer spending was also used to project revenue. For the number of firms, the yearly nominal GDP and the women's labor force rate were used to project the number of women-owned firms, and the annual real GDP and the men's unemployment rate were used to project the number of men-owned firms. When there were gaps in historical data, data imputation was applied.²⁹

As more demographic data is gathered and incorporated into surveys, such as the ABS and NES-D, future IWOB reports will present a more comprehensive view of the entrepreneurial landscape. However, for specific populations, such as Native American peoples, current limitations in sample size affect the accuracy and reliability of statistical projections. The Census Bureau is actively working with tribal governments to improve data collection methods and ensure a more accurate representation of Native American-owned businesses.

Generative AI tools, including ChatGPT and Gemini, were used to identify pertinent studies and analyze research trends. The research team carefully vetted all AI-generated results to ensure accuracy and integrity. Language tools such as Grammarly helped refine the writing in this series of reports, which was written and edited by multiple people.

The Impact of Women-Owned Businesses

endnotes

- ¹ “The 2024 Impact of Women-Owned Businesses: A focus on Black/African American women” Ventureneur, CoreWoman, and WIPP Education Institute, August 1, 2024. <https://www.wippeducationinstitute.org/2023-impact-of-women-owned-businesses>.
- ² Distribution of Women Ages 18-64, by Race/Ethnicity, 2022, United States,” KFF, 2022. <https://www.kff.org/interactive/womens-health-profiles/united-states/demographics/>.
- ³ Brendan Duke. “Entrepreneurship, Startups, and Business Formation Are Booming Across the U.S.,” American Progress, March 18, 2024. <https://www.americanprogress.org/article/entrepreneurship-startups-and-business-formation-are-booming-across-the-u-s/>.
- ⁴ “The 2024 Well Fargo Impact of Women Owned Businesses,” Ventureneur, CoreWoman, and WIPP Education Institute, 9 January 2024. https://www.wippeducationinstitute.org/_files/ugd/5cba3e_96b999d23fb04d8eb488192a179781d4.pdf.
- ⁵ Rakesh Kochhar. “The Enduring Grip of the Gender Pay Gap,” Pew Research Center, March 1, 2023. <https://www.pewresearch.org/social-trends/2023/03/01/the-enduring-grip-of-the-gender-pay-gap/>.
- ⁶ Office of Advocacy, U.S. Small Business Administration. Women’s Business Ownership: Data from the 2012 Survey of Business Owners. U.S. Small Business Administration, March 2020, <https://advocacy.sba.gov/wp-content/uploads/2020/03/448-Womens-Industry-Choices.pdf>.
- ⁷ Since firm counts and revenue/employee data were estimated independently for businesses with \$1M+ revenues, their ratio inherits the uncertainty of both estimations.
- ⁸ Ibid.
- ⁹ Middle-market firms are defined as \$20 million plus firms.
- ¹⁰ Due to the small sample size and lack of corroborating data for women-owned middle-market firms, our estimates, especially those above \$1 million in revenue, are subject to greater fluctuation and uncertainty. We used a Gaussian distribution based on Census data standard errors to approximate cutoffs. While the \$10M+ figures offer a general sense of firm numbers, they rely on distributional assumptions. Nevertheless, the overall trends and directions remain valid.
- ¹¹ To ensure greater representation of women of color, typically underrepresented in the middle-market, the revenue threshold for this study was adjusted to \$10 million.
- ¹² Because so few women of color own middle-market firms, the revenue threshold was lowered to \$10 million.
- ¹³ Due to the small sample size and lack of corroborating data for women-owned middle-market firms, our estimates, especially those above \$1 million in revenue, are subject to greater fluctuation and uncertainty. We used a Gaussian distribution based on Census data standard errors to approximate cutoffs. While the \$10M+ figures offer a general sense of firm numbers, they rely on distributional assumptions. Nevertheless, the overall trends and directions remain valid.
- ¹⁴ Analyzing data from the U.S. Census Bureau’s Annual Business Survey, Kauffman Foundation research, and industry associations provides a holistic understanding of the factors driving the increased presence of women in these fields.
- ¹⁵ “The Economics of Caregiving for Working Mothers,” American Progress, December 10 2019. <https://www.americanprogress.org/article/economics-caregiving-working-mothers/>.
- ¹⁶ Rakesh Kochhar. “The Enduring Grip of the Gender Pay Gap,” Pew Research Center, March 1, 2023. <https://www.pewresearch.org/social-trends/2023/03/01/the-enduring-grip-of-the-gender-pay-gap/>.
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