

Women business owners are diverse and dynamic, driving new business growth across the country.



**13.3M**  
Businesses

## Business Owners

Women own approximately **13.3M businesses** and represent **45% of all entrepreneurs** in the U.S.

Source: [2021 ABS/NES-D](#) [EPOP:2024 PUF](#)



## Firm Growth

Women-owned businesses increased by **26% since 2012**, outpacing 19% overall business growth

Source: [2012 SBO & 2021 ABS/NES-D](#)



## Racial and Ethnic Diversity

Women of color represent **47% of women entrepreneurs** and **57% of women currently taking steps to start a business**.

Source: [EPOP:2024 PUF](#)



**10.5M**  
Employees

## Job Creation

Women-owned businesses provide over 10.5 million W-2 jobs. Most (96%) **employ at least one worker** when including all worker types.

Source: [2021 ABS/NES-D](#); [EPOP:2024 PUF](#)



## Industry

Women are overrepresented in the **Retail, Educational Services, and Healthcare/Social Assistance** industries.

Source: [EPOP:2024 PUF](#)



**\$2.5**  
Trillion in Sales

## Economic Impact

Women-owned businesses **contribute more than \$2.5 trillion annually to the national economy**. Annual revenues have grown by more than 43% since 2012.

Source: [SBA](#); [2012 SBO & 2021 ABS/NES-D](#)



## Social Impact

Women entrepreneurs prioritize community impact, such as supporting a **social mission (59%)** or **supporting local causes** in their communities (45%)

Source: [EPOP:2024 PUF](#)

# Women Business Ownership Fact Sheet

Supporting women entrepreneurs through access to capital and resources is essential for creating a more equitable and dynamic business landscape.



## Access to Resources & Support

Women business owners continue to succeed across sectors – but **unequal access to industry networks, mentorship, and credibility** means they often must clear higher hurdles to secure the same support as their male counterparts.



## The Revenue Gap

Although women-owned businesses are growing in number and impact, they **account for only 6% of total revenues** – often concentrated in lower-revenue industries and constrained by capital access. The gap is even larger for women of color.



## The Credit Gap

Women-owned businesses are **less likely to receive the full amount of the business loans they apply for**— 24% receive the full amount, compared to 41% of men-owned businesses.



## Capital and Support

The support landscape is shaping this entrepreneurial boom. The SBA's network of **Women's Business Centers** is at an all-time high, and **SBA-backed lending** to women-owned small businesses has grown roughly 70% since 2020.

Let's start new conversations about how we can work together to support underserved small businesses across the U.S.

Share your ideas with the research team at [research@aeoworks.org](mailto:research@aeoworks.org).

Sources: [Federal Reserve 2023 Small Business Credit Survey \(2024 Report\)](#); [SBA 2024](#); 2021 ABS/NES-D; Author's calculations using the EPOP:2024 PUF.



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