

THE FUTURE OF FEMALE BUYERS



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Women are accelerating in the ranks in positions of leadership, economic status, and as homebuyers, but the gender gap still exists and is worse for women of color.

WOMEN IN LEADERSHIP

The percentage of CEOs who are women in S&P 500 companies is at 6%, which is an increase of 25% in the past two years.¹

GROWTH POTENTIAL FOR WOMEN IN HOMEBUYING

Single, female buyers accounted for 19% of the homes purchased in 2020.⁷

19% of first-time home buyers and 17% of repeat home buyers were single women, while 11% of first-time home buyers and 9% of repeat buyers were single men.⁸

FEMALE BUYING POWER

- **Global:** Women control over \$31.8 trillion in worldwide spending.²
- **US:** Women make up more than half of the U.S. population and control or influence 85% of consumer spending.³
- The purchasing power of women in the U.S. ranges from \$5 trillion to \$15 trillion annually.⁴
- Women purchase over 50% of traditionally male products, including automobiles, home improvement products, and consumer electronics.⁵
- Approximately 40% of U.S. working women now out-earn their husbands.⁶

However, they experience economic challenges at disproportionate levels.

THE GENDER PAY GAP

In 2021, women's annual earnings are 82.3% of men's.⁹

Increased difficulties for women of color: Black women were paid 63% of what non-Hispanic white men were paid in 2019.¹⁰

- It takes the typical Black woman 19 months to earn what the average white man takes home in 12 months.

Consequences of the pandemic:

- Women have lost 5.4 million jobs during the pandemic, which is nearly 1 million more job losses than men.¹¹

¹ 2020 Women CEOs in America Report

² Catalyst, Buying Power

³ Forbes, 20 Facts and figures to know when marketing to women

⁴ Nielsen Consumer, 2013

⁵ Girl Power Marketing, Purchasing power of women

⁶ U.S Bureau of Labor Statistics

⁷ 2020 Profile of Home Buyers and Sellers

⁸ 2020 Profile of Home Buyers and Sellers

⁹ U.S. Department of Labor

¹⁰ U.S. Department of Labor

¹¹ U.S. Census