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AFRICA'S FEMALE ECONOMY

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Sub-Saharan Africa has the highest rate of female entrepreneurs in the world

From micro-enterprises to high-growth ventures, millions of women are building businesses, creating livelihoods and solving everyday problems through enterprise.

01 Entrepreneurship

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03 Purchasing power

African women influence nearly 9 in 10 household purchases

African women are often the primary decision-makers or co-decision-makers. They inform decisions about food, education, healthcare, household goods and everyday services, making them central to how household money moves through African markets.

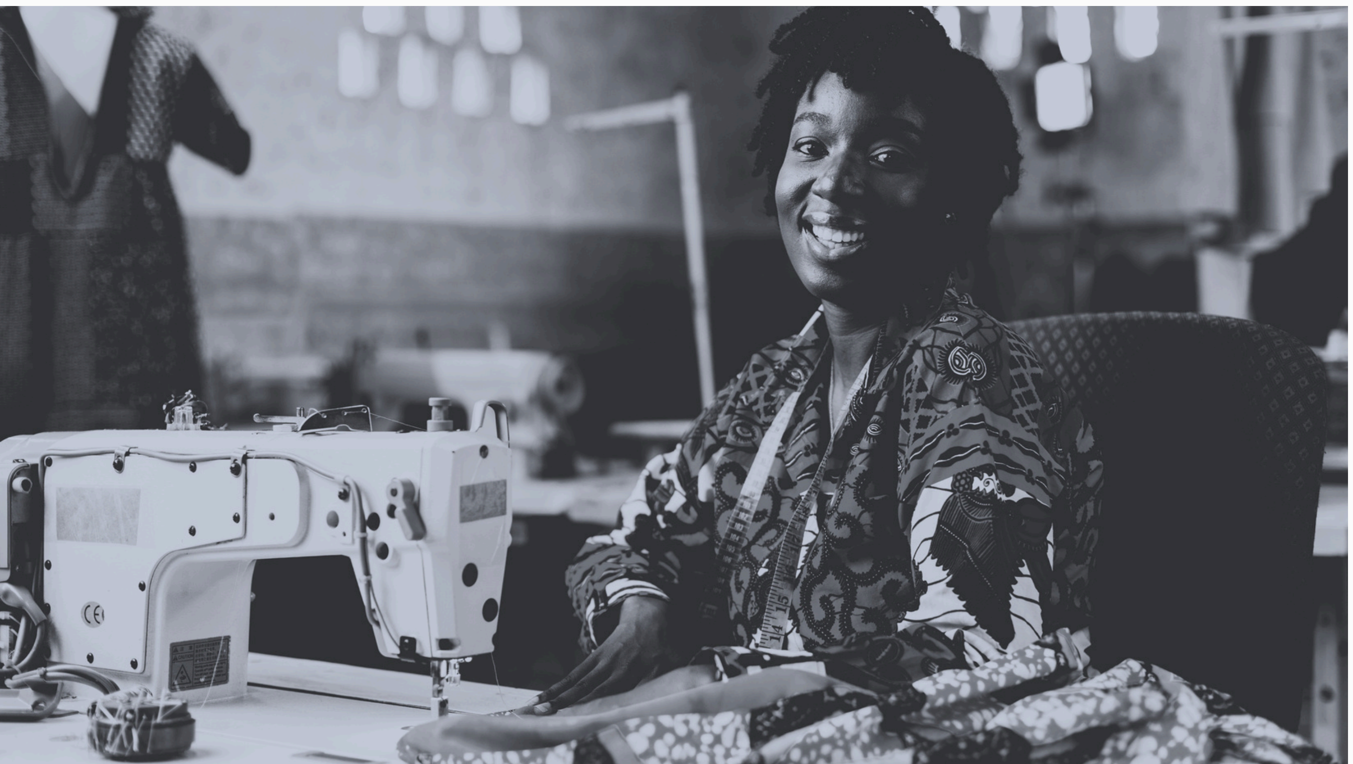
04 Informal sector

The informal sector is where millions of women earn, trade and build livelihoods. The sector is an instrumental but often overlooked part of the continent's economic engine.

About 74% of working women in Sub-Saharan Africa are employed in the informal economy

African Women represent more than 60% of Africa’s fashion workforce

From textile production and tailoring to design and retail, women are central to the continent’s fashion value chain across both formal and informal sectors.



05 Fashion economy

African women hold approximately 25% of board seats across African stock exchanges

This is compared with a global average of 17%. Africa is making progress on women's representation at board level, yet women account for just 8% of CEOs.

06 Leadership

Women’s economic participation could add US$287 billion to Africa’s economy by 2030

A McKinsey report estimates that improving young women’s economic participation could add billions to Africa's economy and create approximately 23 million jobs.

08 Female-founded ventures

Women-founded ventures generate twice as much revenue per dollar invested and achieve 10% higher long-term growth than male-led counterparts. Women-led ventures can deliver strong returns and sustained growth when given access to capital.

Female-founded ventures in Africa generate twice as much revenue per dollar invested

09 Technology start-ups

Women are entering Africa’s technology ecosystem in greater numbers, yet they remain under-represented among founders, chief executives and recipients of venture capital.

17.3% of technology start-ups in Africa had at least one female co-founder

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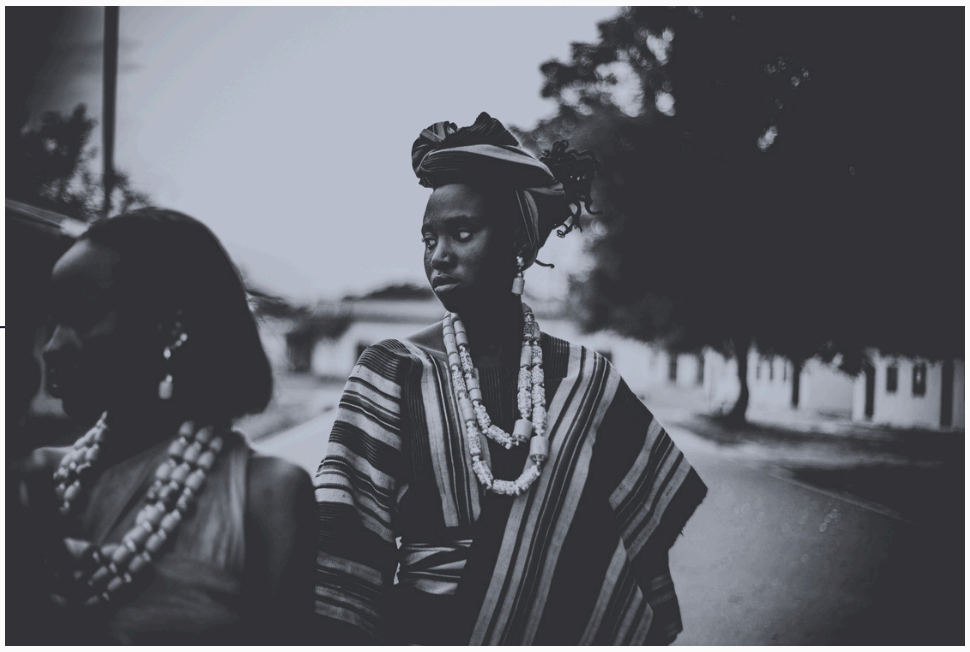

10 SMEs and finance

Women own or co-own nearly 13 million formal & informal SMEs across Sub-Saharan Africa

But more than half of these businesses lack access to formal finance. The issue is not a shortage of women-owned businesses, it is the limited infrastructure around them. Expanding access to finance could give more of these businesses the opportunity to scale.