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Lucrative

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DEFINITION of Lucrative

Lucrative means to produce wealth. To be lucrative means that an item or idea can create a large volume of [income](#). The term *lucrative* is generally used to describe something with the potential to make money. The potential revenue source can include anything from collecting coins, creating a new invention or idea, or a person. Lucrative can be used in both past and present tenses. If used in present terms there is no guarantee that a particular idea will be a profitable venture, but if used in the past tense it signifies that the idea has been proven to produce wealth.

BREAKING DOWN Lucrative

For example, an analyst may suggest that a stock is highly lucrative. What the analyst is suggesting is that this stock has the potential to be profitable. People can suggest that the stock market is a lucrative place to make money, but it is also a place where large amounts of money can be lost. People will always have their own interpretation of whether an idea or item is lucrative.

Ways of Becoming Lucrative

Lucrative can be used to describe individual or organizational efforts to produce profit on a short or long-term basis. Lucrativeness is more associated with the net earnings rather than gross revenue. An individual may want to pursue a lucrative career or want to launch a business, for instance, that provides a positive return on investment. Their occupation or