




**MARKETPLACE**

*The Economic Engine for Women*

# Business Case Support Research

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1 Target customer demographics

2 Target customer spending habits

3 Online shopping statistics

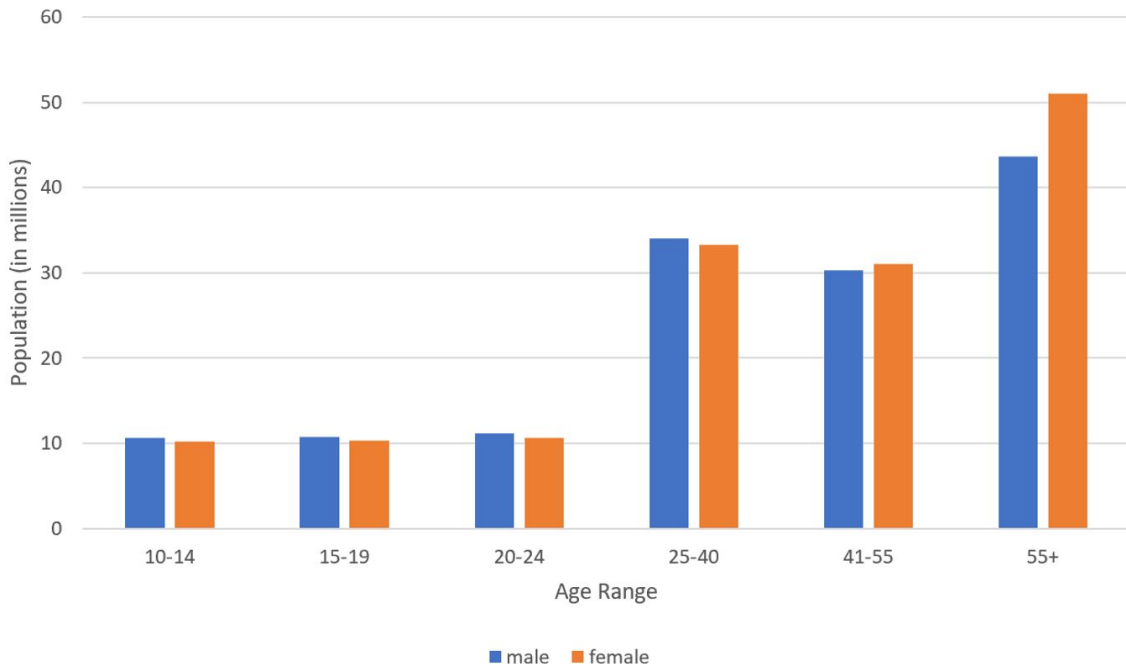
4 Women-owned businesses statistics

5 Women in professional services

# Demographics breakdown by age and gender

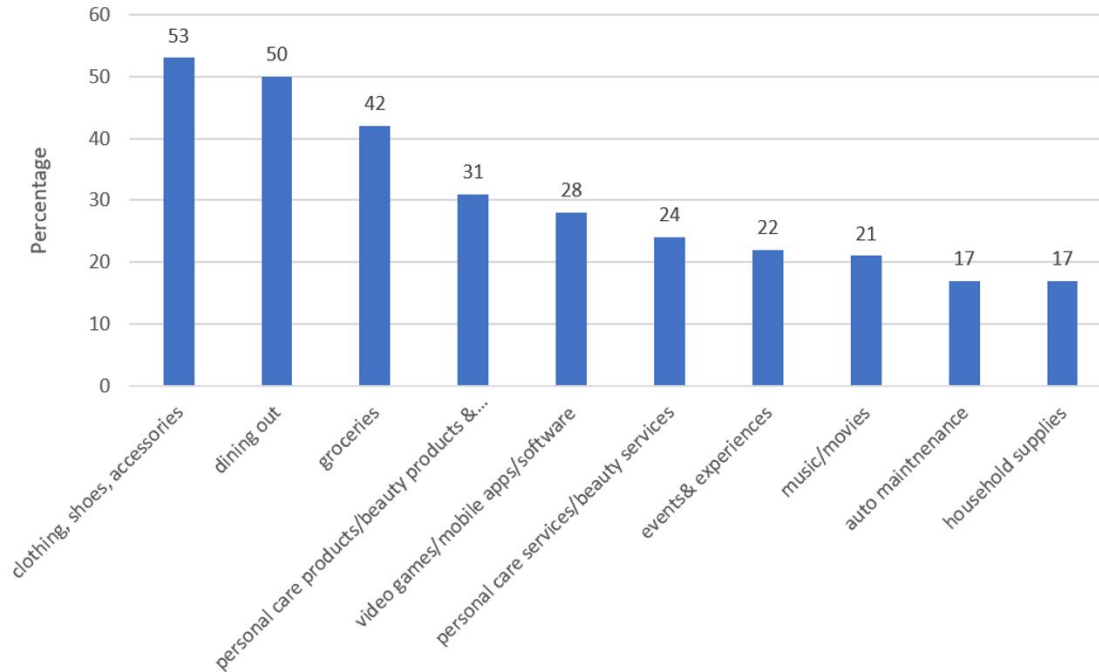
## Key findings:

- Small population variances within each age range
- **Highest** population percentage in 55+ age range
- **Second highest** population percentage in 25-40 age range
- **Third highest** population percentage in 41-55 age range
- Teens population(13-18 yrs): **~25 million**
- College students(18-24 yrs): **~18.2 million**
- Professionals (22-36 yrs): **~83.1 million**



# Pre-teens & teens (13-18 yrs)

- Total yearly spending power in 2020: **\$34 billion**
- Average monthly spending **\$115/month**
- Top 3 spending categories: **apparel, dining out, groceries**
- Top social media apps: youtube, instagram, snapchat, \*Tiktok



Curious

Savvy

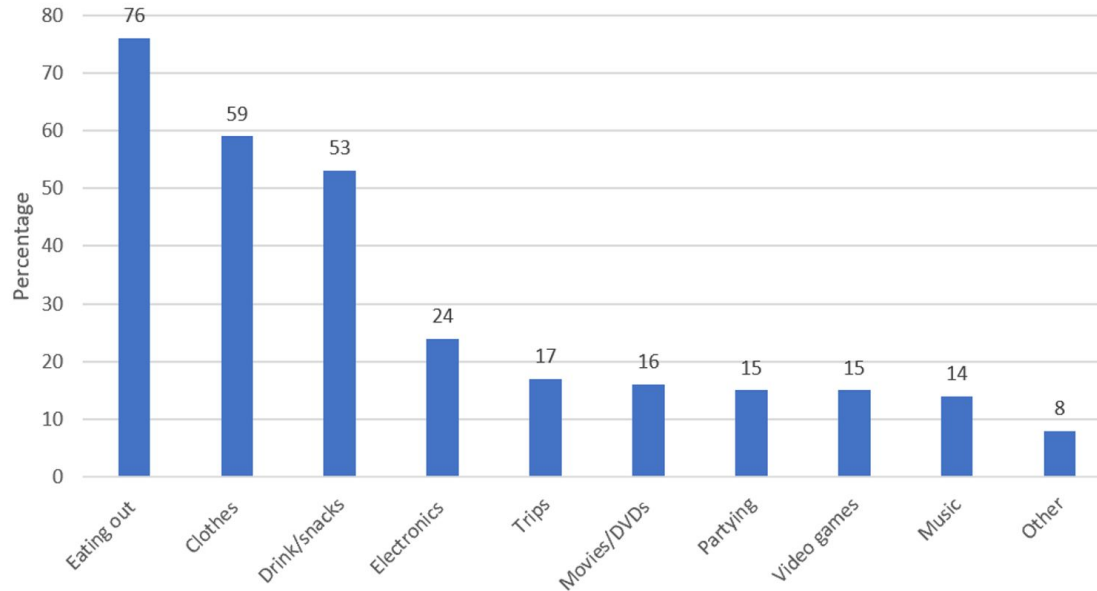
Risk-averse

Diverse

Parent's choice  
influencers

# College students (18-24 yrs)

- Total yearly spending power in 2019: **~\$260 billion**
- Average weekly spending in 2019: **\$246/week** (housing including)
- Top 3 spending categories: dining out, clothing, snacks/drinks
- 42% of college students shop online



**Price**  
(91%\*)

**Convenience**  
(83%\*)

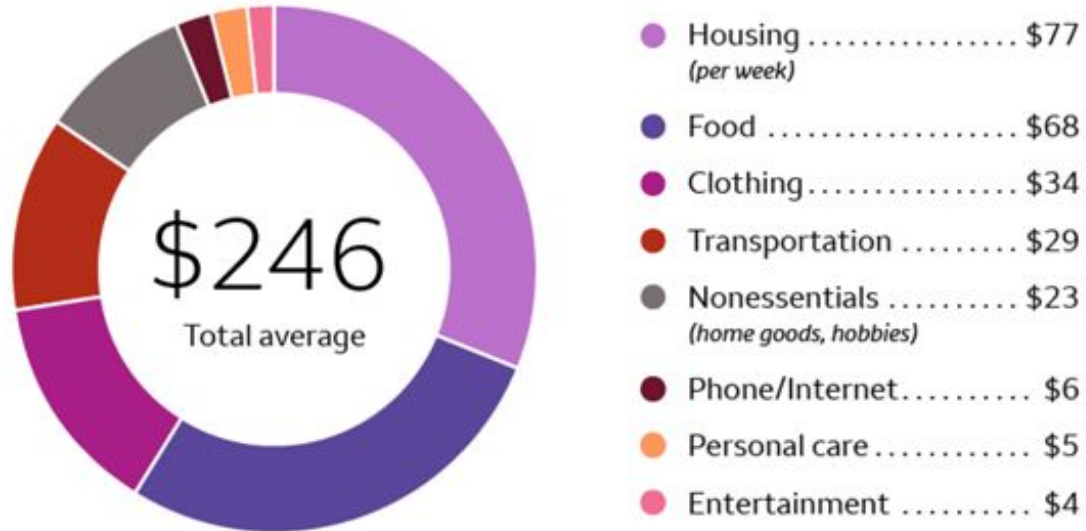
**Product**  
(79%\*)

**Experience/Brand**  
(41%\*)

Note\* - % of shoppers who selected at least one option in each theme

# College students (18-24 yrs) weekly spending breakdown

## Average weekly expenses



# Millennials (22-36 yrs)

- Total yearly spending as a whole in 2019: **\$600 billion**
- Average yearly expenditures total around: **\$47,112**
- Top spending categories: **Groceries, Gas, Restaurants**
- At least **40%** of millennials report using **6 platforms** at least once a week
  - **Facebook (87%), YouTube (86%), Instagram (71%),** Snapchat (52%), Twitter (42%), and Pinterest (42%)
- They shop in-store and online equally



# Gen X (36-54 yrs)

- Total yearly spending around **\$357 billion**
- According to the U.S. Department of Labor, Generation X **outspends** all other generations when it comes to housing, clothing, eating out and entertainment
- **Email marketing** is the preferred channel by about 80% of Gen Xers
- **95%** of them use Facebook



Financially stable

Knowledgeable

Business research

Loyal



# Spending comparison across generations

## Annual Consumer Spending, by Generation\*



■ Gen Z (younger than 25)   ■ Millennials (25-35)   ■ Gen X (36-54)   ■ Boomers (55-75)   ■ Silents (76+)



Published on MarketingCharts.com in February 2019 | Data Source: Epsilon

*\*Based on active buyers in Epsilon's transactional database, which may not be representative of the entire population*

# Spending comparison across generations

Key findings:

- **Gen Z** has the highest average annual spending in most categories
- Millennials, Gen X, boomers share similar spending amount for each categories

**Average annual dollars spent by generation**

	Gen Z	Millennials	Gen X	Boomers	Silents
Automotive	\$1,176	\$978	\$1,034	\$950	\$735
Communications service providers	\$1,963	\$1,681	\$1,795	\$1,642	\$1,377
Education	\$124	\$174	\$169	\$183	\$248
Entertainment	\$939	\$840	\$887	\$761	\$624
Financial services	\$1,940	\$1,431	\$1,555	\$1,578	\$1,500
Food/convenience/ drug store	\$3,431	\$3,017	\$3,133	\$2,978	\$2,645
Other retail	\$3,215	\$2,989	\$3,006	\$2,700	\$1,969
Restaurant	\$2,765	\$2,529	\$2,460	\$2,090	\$1,651
Retail	\$6,768	\$5,928	\$6,137	\$5,562	\$4,137
Services	\$245	\$218	\$234	\$245	\$214
Travel	\$3,827	\$3,112	\$3,414	\$3,431	\$3,000

# Spending comparison across generations

## Key findings

- **Gen Z** has the highest annual retail spending across all categories
- **Gen X** has the second highest annual retail spending most categories

## Average annual retail spend

	Gen Z	Millennials	Gen X	Boomers	Silents
Apparel	\$1,267	\$1,051	\$1,103	\$934	\$722
Department stores	\$1,237	\$1,061	\$1,149	\$1,106	\$876
Discount stores	\$206	\$189	\$200	\$198	\$181
Electronics	\$1,032	\$884	\$967	\$845	\$697
Home improvement	\$1,996	\$1,849	\$1,853	\$1,841	\$1,334
Mass merchandiser	\$1,883	\$1,787	\$1,762	\$1,557	\$1,316
Plus size	\$349	\$339	\$359	\$331	\$299
Warehouse clubs	\$2,133	\$1,895	\$2,145	\$2,039	\$1,804

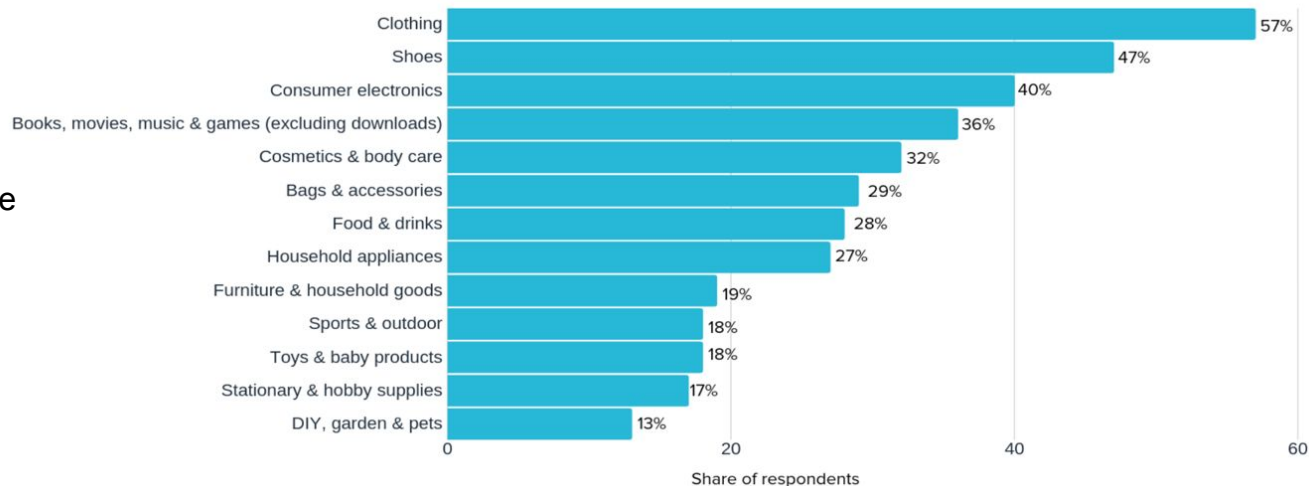
# Online shopping

## 2020 First-quarter report:

- Consumers spent **\$146.47 billion online** with U.S. retailers, **up 14.5%** from \$127.89 billion for the same period the prior year.
- Online spending represented **16.2%** of total retail sales for the quarter. That was up from 15.0% for the same period in 2019.

## key findings:

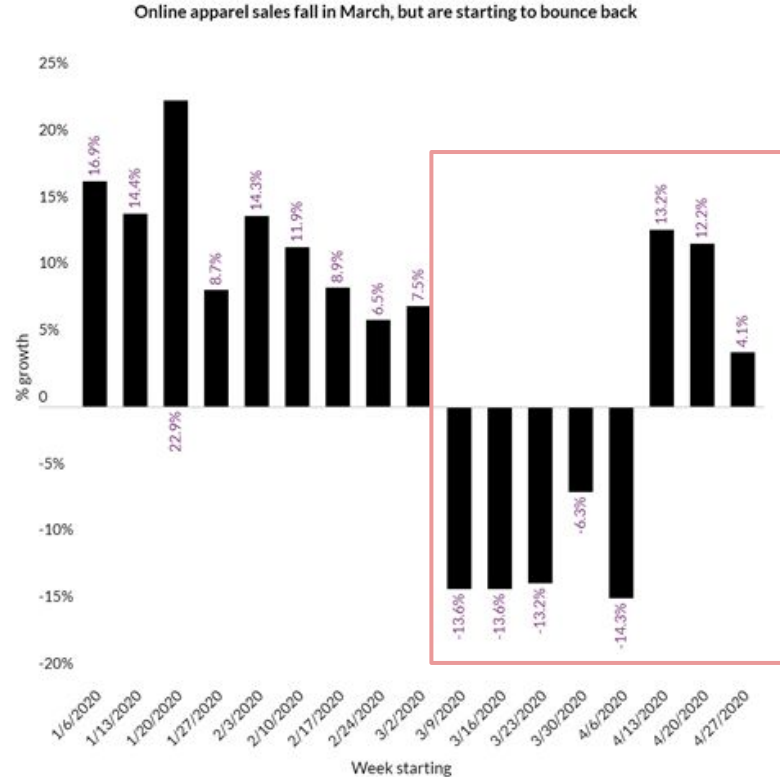
- People tend to spend more online than in-person
- Top online shopping categories: apparel, consumer electronics, books&movies, cosmetics



# Online shopping after covid-19

## Key findings:

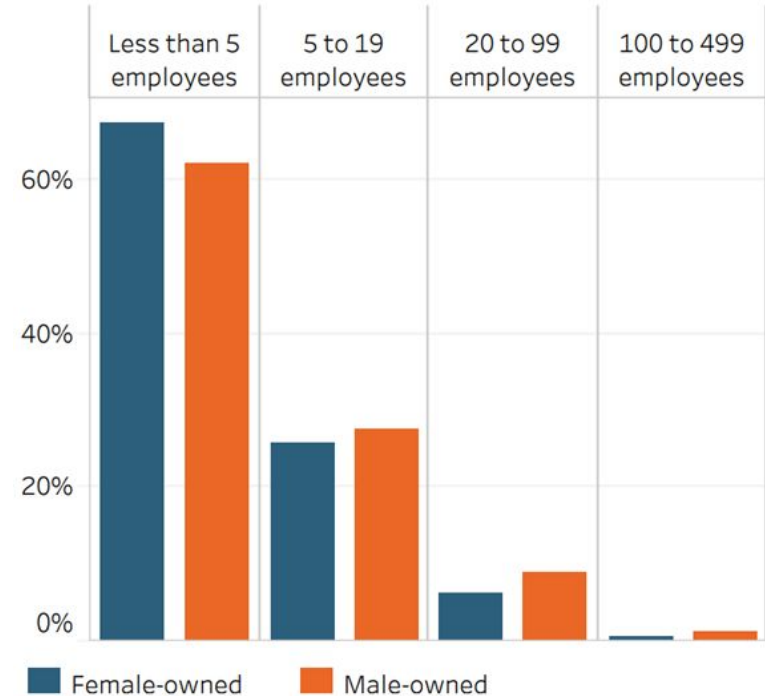
- Increase in online **grocery** shopping
- More retailers report eCommerce **declines** in April than in March
- Apparel sales **fell** in March, but are starting to **bounce back** in April



# Women-owned businesses

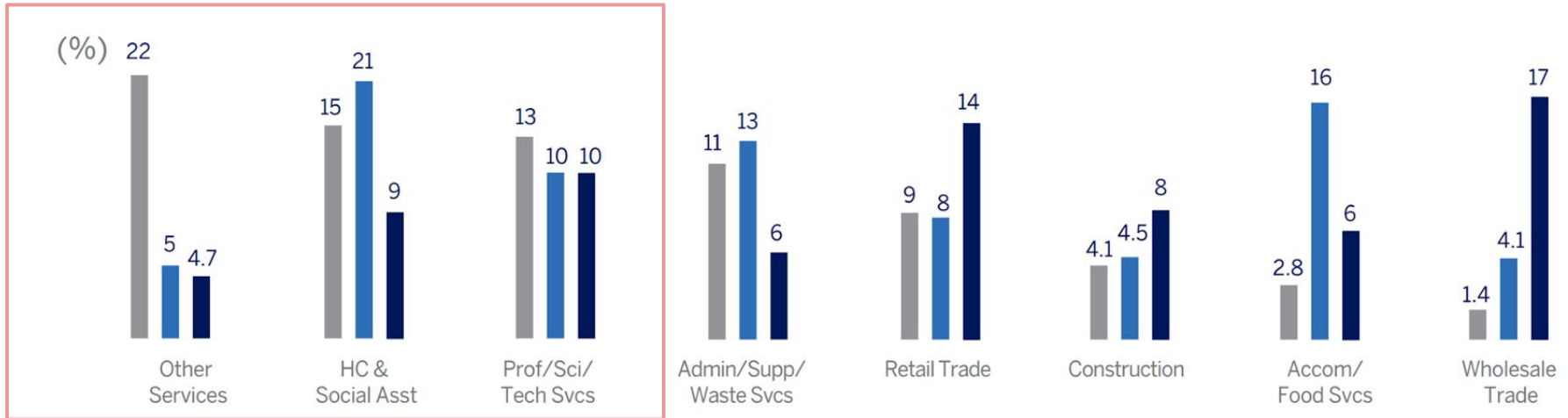
## Key findings:

- There are **~13 million** women-owned businesses in the U.S. as of 2019 ([source](#))
- Total employment grew by 8% to **9.4 million** compared to 2014
- Revenue rose to 21% to **1.9 trillion** compared to 2014
- **More than 80%** women-owned businesses are relatively small

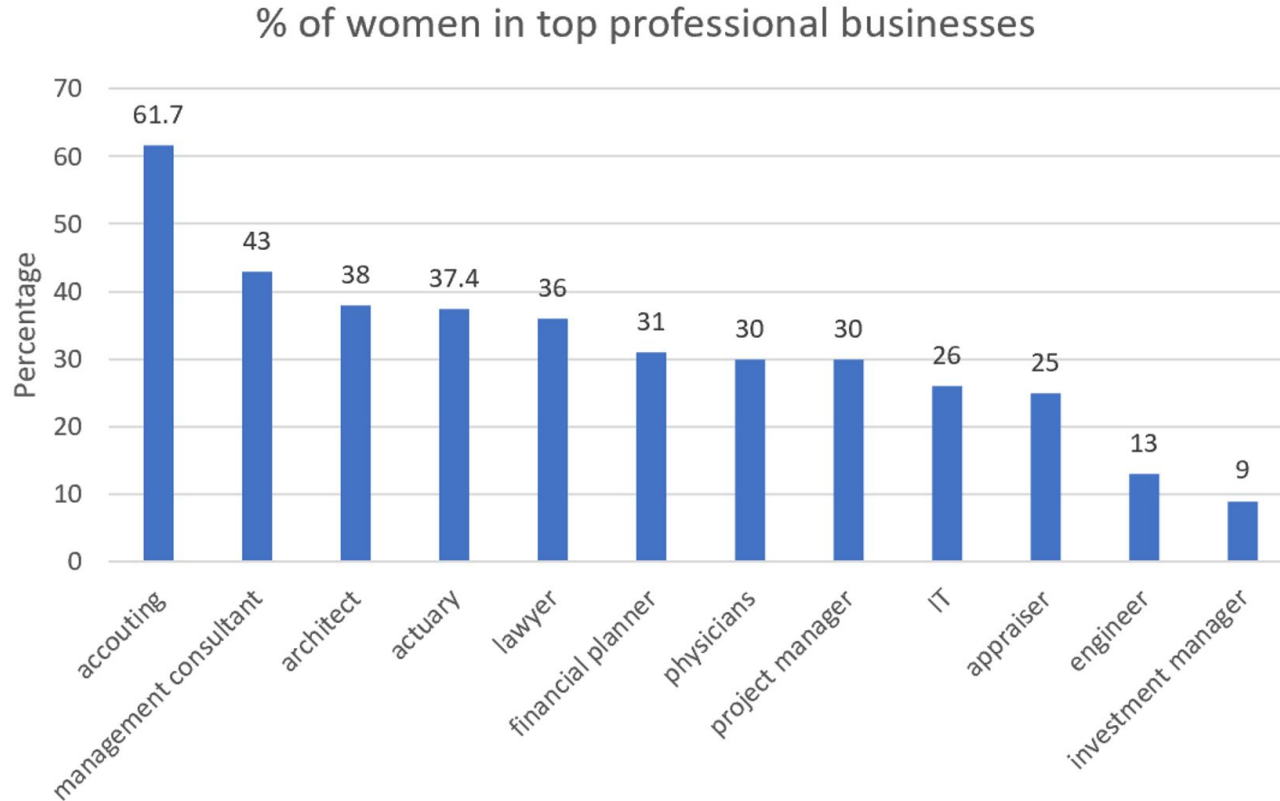


# Women-owned businesses in each industry

- \* **Half** of all women-owned businesses concentrated in **other services**(hair and nail salons, and pet care businesses), **healthcare and social assistance**, and **professional services/scientific/technical services**
- **Other services:**
  - From 2014 to 2019, the number of women owned businesses in the category jumped from 29% from 2.2 million to **2.8 million**.



# Women in top professional services





# Phase 2: Summary/Recommendation

## Top product categories

- Apparel
- Food
- Electronics
- Books & music
- Cosmetics

## Top professional services

- Accounting
- Consulting
- Architect
- Actuary
- Lawyer

## Top non-profits organizations categories

- Women education
- Women health
- Women Justice



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Thank you!

# Appendix

[Full report in google doc form](#)