

The market potential of gender equality

Just five sectors represent a potential US \$300 billion annual opportunity by 2025

Social impact

Impact on gender equality of closing unmet need

140 million

women could have more business or employment opportunities

Consumer impact

Current total unmet need

Telecommunications

200 million

fewer women than men own mobile phones globally

Market impact

Potential incremental annual market opportunity in 2025

US \$20 billion

in incremental annual spending in the mobile industry

52 million

unintended pregnancies could be prevented annually

Contraception

225 million

women have an unmet need for contraception

US \$5 billion

in incremental annual spending in the healthcare industry

1,750

hours could be saved annually that the average woman currently spends on unpaid work, including child care*

Child care

290 million

children under the age of three lack access to child care

US \$140 billion

in incremental annual spending to increase child care enrollment of children under the age of three to 30 percent

73 billion

hours could be saved annually that women and children currently spend on water collection

Water

663 million

people do not have access to clean water

US \$80 billion

in incremental annual capital and operating spending to achieve access in line with SDG goals

680

hours could be saved annually for each girl who collects wood, dung, or other polluting fuel for household use

Energy

1.2 billion

people lack electricity in their households

US \$40 billion

in annual capital spending to ensure access to electricity in line with SDG goals

* 1,750 hours includes all unpaid work, covering child care, routine housework (including water and firewood collection), shopping, household-related travel, etc. In addition to unpaid work dedicated to child care, women often provide child care while engaged in other household activities. With formal child care, women could divert some of this time to economic, education, or leisure pursuits.

Source: Analysis by the McKinsey Global Institute