

Five Growing Industries with a Thriving Female Workforce

By Iris Peters

These five expanding industries will continue to employ more women during the next five years.

The percentage of working women with college degrees has more than tripled since 1970

Female professionals are continuing to make great strides in the workplace. According to the most recent data from the Bureau of Labor Statistics (BLS), not only has the number of women who work full time increased, but the number of women who have attained higher education levels has risen as well. In fact, the percentage of working women with a college degree has more than tripled since 1970. The BLS also stated that the unemployment rate for women was lower than the unemployment rate for men.

However, despite the growing number of women employees, women's workplace conditions have remained lackluster. For example, according to BLS data, the median weekly earnings for a full-time female worker was \$719 in 2014. This rate was notably lower than the average male employee's weekly earnings of \$871 the same year. Additionally, while the number of highly skilled and successful women is increasing, women are still estimated to make only 83.0% of what their male counterparts earn per year. Despite these trends, the prevalence of women in the workplace is expected to keep growing. IBISWorld's database of more than 700 industry reports, as well as BLS employment statistics, have helped compile a list of five industries

that provide strong growth in revenue and employment for women in 2016.

E-commerce and online auctions

Five-year revenue growth rate: 10.1 %

Five-year employment growth rate: 12.4 %

Five-year growth rate of female employment: 23.8 %

Average wage: \$46,160.32

While the retail sector is popular among all demographics, many often assume that women account for a majority of consumer purchases. According to a 2015 Forbes magazine article, women drive 70.0% to 80.0% of spending through buying power and buying influence. Additionally, women often purchase clothes, toys and other consumer goods for children or other family members, which contributes to their presence in this sector. Therefore, it is no surprise that female employment in this industry is growing.

In recent years, consumers have been lured by the convenience and efficiency of online shopping. Shoppers can compare prices and purchase goods from anywhere with just a push of a button. As per capita disposable income rises and the number of mobile internet connections increases, consumers' ability to purchase goods online rises as well. As a result, revenue for the E-commerce and Online

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Auctions industry is expected to increase at an annualized rate of 10.1% over the five years to 2016. To keep up with rising demand, industry operators have hired more employees, and women are expected to benefit from this employment surge. For example, according to Business Insider, women are more actively researching products and retailers than men, which could give them different perspectives on retail and consumer spending. Consequently, in the five years to 2016, the number of female employees in the E-commerce and Online Auctions industry is anticipated to rise 23.8%.

Software Publishing

Five-year revenue growth rate: 3.0 %
 Five-year employment growth rate: 4.6 %
 Five-year growth rate in female employment: 17.3 %
 Average wage: \$151,238.70

The Software Publishing industry is continuously growing as more businesses, particularly start-ups, demand computer software products. In light of the economic recovery, corporate profit has increased, resulting in greater investments in new software. Another trend that has driven industry growth is the proliferation of smart phones and online mobile connections. As the number of mobile internet connections rises, demand for mobile software applications is also expected to increase. As a result, revenue for

the Software Publishing industry is expected to increase at an annualized rate of 3.0% in the five years to 2016.

Despite the tech sector's historical reputation as a male-dominated environment, women have increasingly gained technical degrees in the past five years and have increasingly gained employment in tech industries. Consequently, in 2015, BLS data stated that women accounted for 30.3% of the Software Publishing industry. As employment in this industry rises, the number of female workers is anticipated to follow suit.

Internet Publishing and Broadcasting and Search Engines

Five-year revenue growth rate: 9.3 %
 Five-year employment growth rate: 5.1 %
 Five-year growth rate in female employment: 16.1 %
 Average wage: \$184,869.00

Similar to the Software Publishing industry, the Internet Publishing and Broadcasting and Search Engines industry has been considered a male-dominated industry. According to Moz's Search Engine Optimization (SEO) industry survey in 2010, only 20.1% of employees in the online marketing sector were women. This sector includes SEO, social media editors, web content creators and other web publishing occupations.

However, the share of female industry employees has risen in the past five years,

Industry Name	Total industry revenue in 2016 (\$billion)	Five-year employment growth rate (%)*	Five-year growth rate in female employment (%)*	Average wage (2016)
E-Commerce & Online Auctions	294.6	12.4 %	23.8 %	\$46,160.32
Software Publishing	205.0	4.6 %	17.3 %	\$151,238.70
Internet Publishing & Broadcasting and Search Engines	77.8	5.1 %	16.1 %	\$184,869.00
Home Care Providers	88.5	3.7 %	6.0 %	\$23,317.57
Accounting Services	98.5	2.9 %	2.6 %	\$72,430.32

*2011-2016 growth period

SOURCE: WWW.IBISWORLD.COM

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Contact:

Media Relations
media@ibisworld.com
 IBISWorld

Sales & Subscriptions

Phone: 1-917-267-0351
www.ibisworld.com

in line with the industry's overall growth. The number of household broadband connections, as well as the number of mobile internet connections have led to significant industry expansion. Furthermore, as advertising expenditure increases, the number of investments in online advertising rises, benefiting industry revenue. As the industry expands, operators will need to hire more employees. Over the five years to 2016, employment in the Internet Publishing and Broadcasting and Search Engines industry is expected to rise 5.1%. In response to overall employment growth, the number of female employees in this industry is forecast to increase 16.1% in the five years to 2016.

Home Care Providers

Five-year revenue growth rate: 4.3 %
Five-year employment growth rate: 3.7 %
Five-year growth rate in female employment: 6.0 %
Average wage: \$23,317.57

The healthcare sector provides many of the fastest-growing occupations for women employees. For example, the Home Care Providers industry, which is expected to grow 4.3% in the five years to 2016, is experiencing strong demand due to the increasing aging population, as well as the growing acceptance of home care. Home care providers are skilled professionals, who provide medical and caregiver assistance to patients in their homes. This type of care has also become more popular as consumer confidence and per capita disposable income have increased. Individuals with a higher income are more likely to purchase insurance plans or pay out of pocket for these services.

Jobs in the healthcare sector typically require higher education, and because a larger number of females are attending college and receiving a degree in the healthcare field, home care services is one of the fastest-growing careers for women. As a result, the number of female workers in this industry are expected to increase at an annualized rate of 6.0% in the five years to 2016.

Accounting Services

Five-year revenue growth rate: 4.7 %
Five-year employment growth rate: 2.9 %
Five-year growth rate in female employment: 2.6 %
Average wage: \$72,430.32

Demand for the Accounting Services industry has grown steadily over the past five years in response to the improving economy. Industry operators provide traditional services, including auditing, accounting, advising and tax preparation. Consequently, as the number of businesses in the United States grows, demand for accounting services increases. Additionally, as companies attempt to merge with or acquire other operators, demand for the advisory segment of an accounting firm often increases, which, in turn, leads to employment growth.

According to the National Center for Education statistics, women earn more than half of all college and masters degrees in accounting. Moreover, according to BLS data, women account for about 60.0% of employees in the industry. As the industry continues to experience strong demand over the next five years, the number of opportunities for women will thrive.

*Five-year growth rates describe the 2011-2016 period.

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