Unleashing the Economic Potential of U.S. Women Entrepreneurs

Women-owned businesses in the U.S. employ 7.5 million workers. The total economic impact of these businesses exceeds $3 trillion.¹

If US-based, women-owned businesses were their own country, they would have the fifth-largest GDP in the world.²

Women reinvest 90% of their income into family and community.²

Over the past decade there has been a 200% increase in female Latina-owned businesses in the U.S., compared to the 55% increase made by their non-Hispanic female counterparts.¹

Here is the story of one.

Candy, a Mexican-American in Tucson, AZ, is a single mom and the owner of Candy's Cakes & More.

Candy had her first son at age 17. She was working two jobs, going to college and taking care of her mother and son.

To help make ends meet, Candy began selling cakes. She always loved baking, but the hours were tough, the ingredients were expensive and demand was inconsistent.

In 2014, she participated in Adelante where she received business skills training and was inspired by other successful women.

Candy is mentoring an intern and supports other bakers with YouTube tutorials, and #QueenBeeBaker mentoring group.

That's just one example. We started in 2010. We have now reached more than 550,000 women³ like Candy across 44 countries. Our Goal? To empower 5 million women entrepreneurs by 2020.

In 2014, The Coca-Cola Company and its Foundation directed more than $3 million in grants to programs focused on women's empowerment, entrepreneurship and other programs uniquely impacting women across the U.S and Canada though partner organizations like:

3. Cumulative total through Dec. 31, 2013