Understanding how to Unleash the Untapped Potential of Women Entrepreneurs in Mexico

Why Support Women Entrepreneurs?

Women & their businesses have potential to boost economic growth

If full gender parity were achieved on different economic indicators, GDP in Mexico would increase by 43% ($810 billion USD) by 2025.¹

Women entrepreneurs in the SGB sector in Mexico are well-educated & ready to grow

79% hold a graduate or postgraduate degree

Most have extensive experience in their fields, including health, engineering & design

Where Are the Women?

74% of women-led SGBs are in service industries

Health related sectors

25% vs. 4% women vs. men

Men dominate industries like construction

3% women vs. 20% men

What Are the Financing Needs of Women Entrepreneurs?

70% said they are seeking finance. This represents an untapped market for financial institutions

54% of women seek finance from $125,000 to $3 million USD

What Do Women Entrepreneurs Need to Succeed?

1. More tailored business development services, professional networks, mentoring & coaching support

2. Information & access to financial products & providers suited to their needs

3. Leadership training, including content on overcoming sexist attitudes in business relations

What Can We Do?

Improve access to finance & business development services

Understand the needs of the women-led SME market & go beyond “pink marketing” by providing tailored business development services paired with financial services.

Develop tools to improve gender intelligence in bank operations & credit approval processes.

Leverage the Nacional Financiera (NAFIN) Mujer PYME guarantee to expand the number of banks & women that have access to low-cost loans.

Educate women about different financing options, using digital & current market information.

Go beyond the basics. Know what your target market needs, & try offering tailored training, mentoring & as well as blended learning.

This information is based on an assessment undertaken by Value for Women in 2017 which examined the characteristics of women-led, small and growing businesses (SGBs) in Mexico. This builds on Value for Women’s work in “Creating Opportunities: Strengthening the Ecosystem for Women Entrepreneurs in Mexico” & paves the way for Cherie Blair Foundation for Women’s “Road to Growth Programme”.


With thanks to our funder ExxonMobil