



**FINANCIAL  
ALLIANCE  
FOR  
WOMEN**

**THE ECONOMICS  
OF BANKING  
ON WOMEN** 2019 EDITION

# **FINANCIAL ALLIANCE FOR WOMEN**

**This is the third edition of the Alliance’s Women’s Market Analytics Survey – the only collection of global financial data measuring the performance of institutions serving the Women’s Market.**

**The analysis incorporates 400 data points from 5 years of data collection. Unless otherwise noted, the data highlighted in this report represents 2017 performance.**

**Given the different FSPs reporting data year over year, trend comparisons have not been made.**

**As more members provide data over time, additional trends analysis will become available.**

**However, findings are consistent with those of previous samples. They point to a vast opportunity to better serve the Women’s Market, with large gaps in women’s representation remaining across segments. This year’s results also confirm a strong business case for solutions tailored to the Women’s Market, with a significant uptick in members providing such solutions.**

This survey includes data that is self-reported by Alliance members, and although it has been reviewed, it has not been fully verified. Data granularity varies between financial service providers (FSPs), and in some analyses, outliers have been excluded. Therefore, some of the results may include smaller sample sizes and represent still-emerging trends that we’ll continue to analyze through the annual compilation of this data. All currency referenced is in US dollars.

**26** financial service providers

in **24** countries

serving **31** million female customers

holding **\$48** billion in women's savings

providing **\$21** billion in credit to women

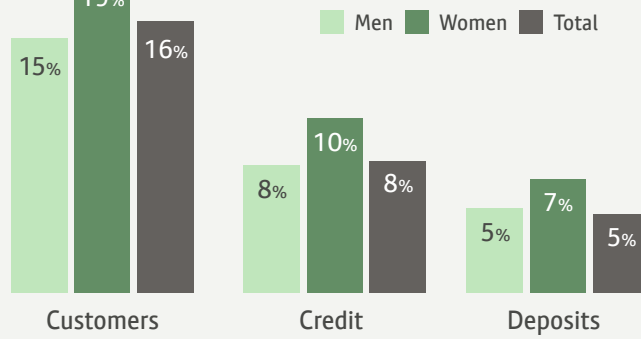


## **Increasing women's access to financial services remains a strong business opportunity.**

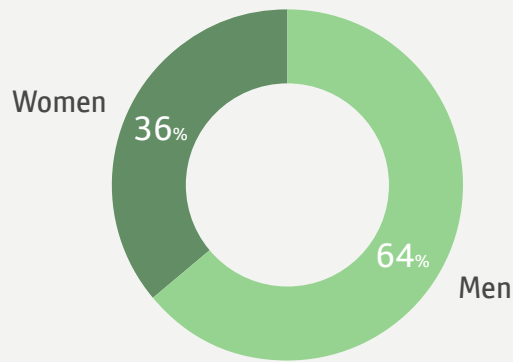
**Women continue to be underrepresented as customers despite their growing presence.**

For the fifth year in a row, women are outpacing the market when it comes to customer, credit and deposit growth, and the opportunity for further growth is vast. However, underrepresentation exists across all segments, and within the business segment it becomes more pronounced as enterprise size increases.

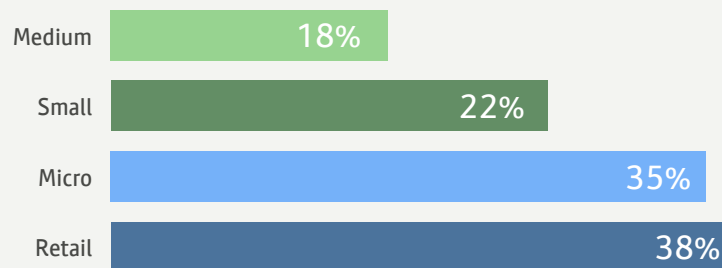
### YoY Growth Rates, 2016-2017



### Share of Total Customers



### Female Customer Representation Across Retail and Business Segments



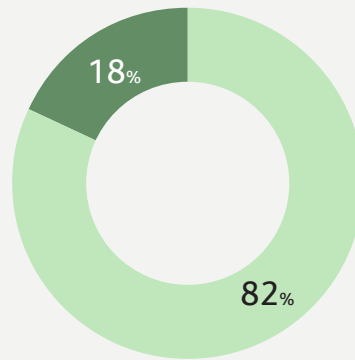


Increasing women's access to financial services remains a strong business opportunity.

## **FSPs have an opportunity to help deepen women's usage of financial products and services.**

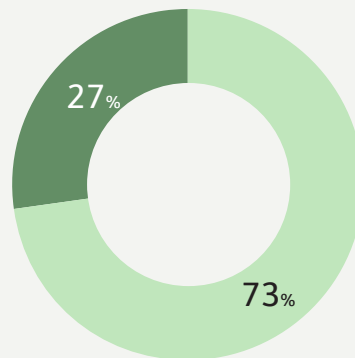
While women are 36 percent of the customer base, they represent just 18 percent and 27 percent of total credit and deposit volumes, respectively. Women's average savings balance is about two-thirds that of men's, while their average loan size is only 58 percent of men's. This reveals an enormous opportunity for FSPs to engage current female customers to expand their product usage.

**Share of Credit Portfolio**

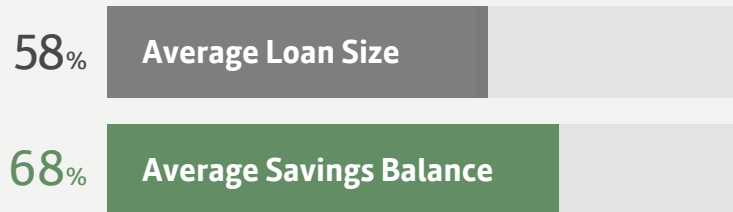


Men Women

**Share of Total Deposits**



**Women's Average Loan Size and Savings Volume as a Proportion of Men's**





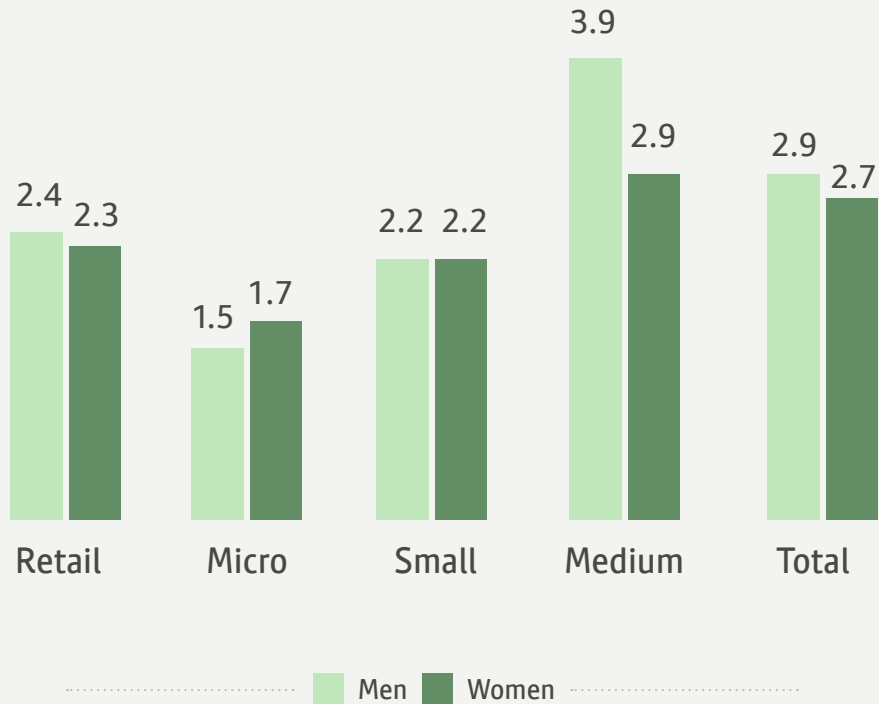
Increasing women's access to financial services remains a strong business opportunity.

## **Women reinforce this growth opportunity with strong banking behaviors.**

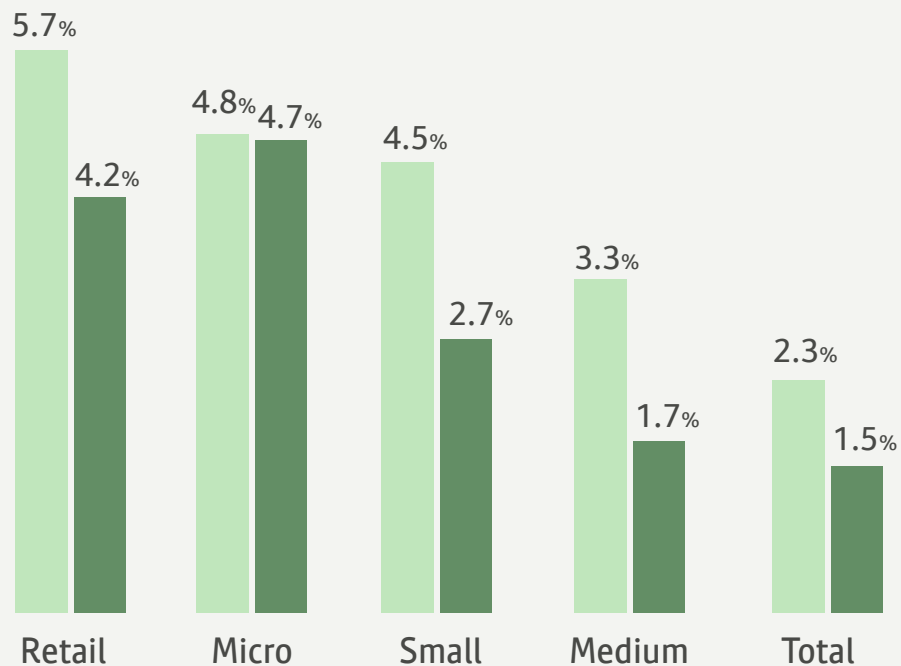
Women have nearly the same average number of products per customer as men in all segments – with the exception of medium-sized businesses – demonstrating their robust profitability for FSPs. In addition, for the fifth year in a row, women are paying back their loans at greater rates than men in all segments. Both of these trends further substantiate the business case for serving women.



### Products per Customer by Segment



### Share of Non-Performing Loans by Segment





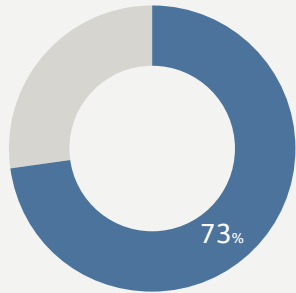
## Unlocking the power of female customers requires a tailored, holistic approach.

**Alliance members are effectively providing comprehensive value propositions for female customers and employees.**

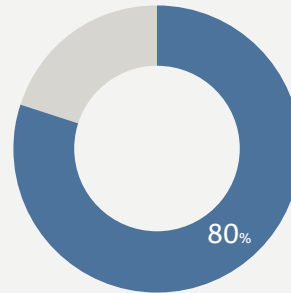
FSPs are implementing solutions for women in a variety of ways, with some common characteristics. The majority of Alliance members reporting have a dedicated team for the Women's Market. They also offer a diverse set of financial and non-financial services, including business and financial education; networking; information tailored to women's needs; and recognition of achievements through purposeful communications, awards and other activities.

Institutions that are serving the Women's Market well also report strong female representation at all staff and leadership levels, suggesting mutual reinforcement between external and internal programs. In addition, almost three-quarters of reporting members have provided gender-related training to employees, and many are also working on improving their internal gender diversity and inclusion.

**Proportion of Reporting Members With a Dedicated Women's Market Team**



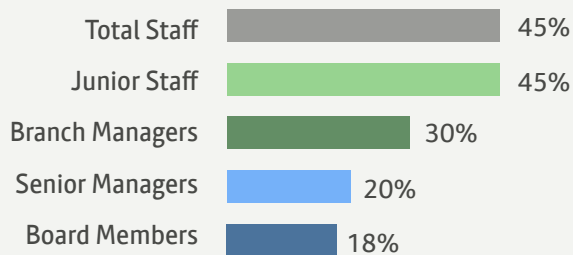
**Proportion of Reporting Members Providing Tailored Financial Services (Beyond Credit) to Women**



**Proportion of Reporting Members Providing Tailored Non-Financial Services to Women, by Service Type**



**Female Share of Staff**

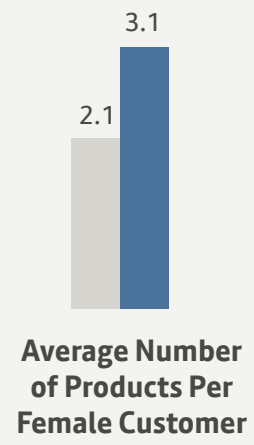
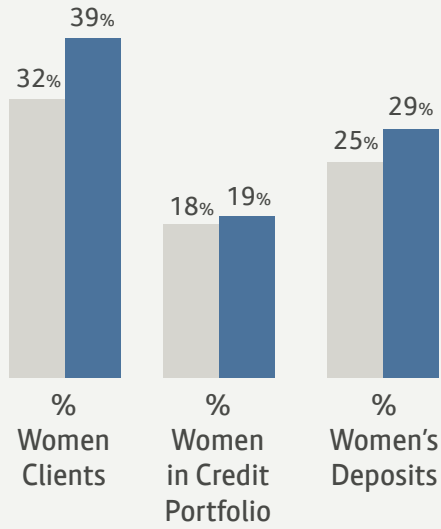




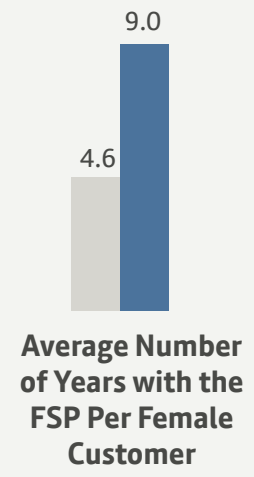
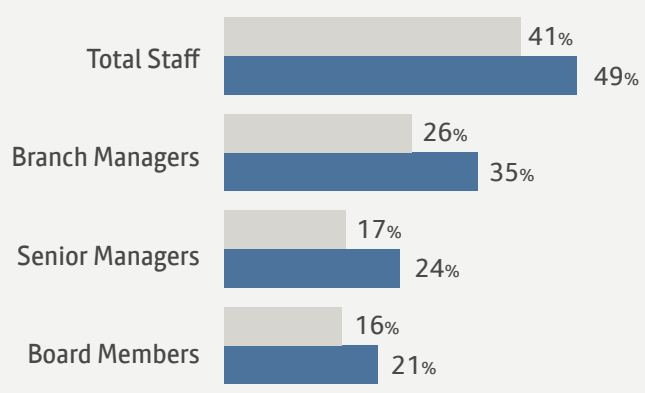
Unlocking the power of female customers  
requires a tailored, holistic approach.

## **Alliance members demonstrate that there is a strong business case for a tailored approach to serving women.**

Members institutions with more mature Women's Market programs in place have a higher share of women customers compared to members that are just starting up or have no program in place. They also provide more credit and hold more savings for their women customers, have higher loyalty rates and stronger internal diversity performance, and have more products per female customer.



Women's Market Program in Place < 2 Years
  Women's Market Program in Place > 2 Years





## **A strategic approach to serving women is built on strong data, but FSPs need the proper resources to harness it.**

### **Collecting and reporting sex-disaggregated data is still a challenge for many Alliance members.**

Members regularly use sex-disaggregated data for decision-making, with 83 percent of them tracking customer and account numbers and 86 percent tracking loan or deposit volumes. However, challenges remain around the collection and reporting of data: 42 percent of members indicate that collecting sex-disaggregated data is difficult or very difficult, and 28 percent share that reporting it is difficult. These challenges are demonstrated by the varying levels to which Alliance members completed the survey.

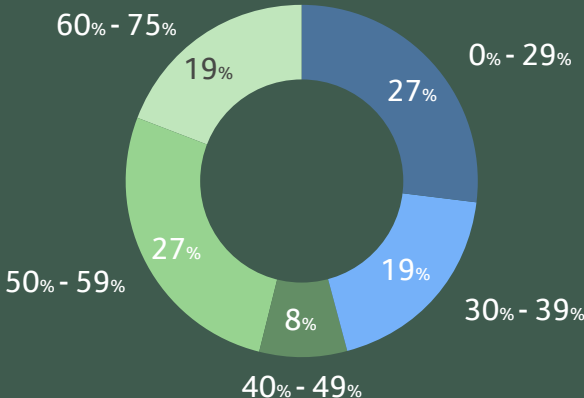
The challenges related to reporting the data vary. Some member FSPs note that sex-disaggregated data is available only for certain products or segments, or it requires manual processing. Others say the challenge lies in coordinating with multiple departments and systems.

### **FSPs need more data support for their Women's Market programs.**

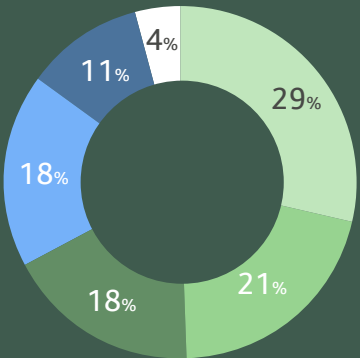
As FSPs mature, they're putting more focus on Women's Market programs and dedicating more resources to them. However, multiple FSPs with programs in place for more than 2 years were still only able to report less than half of the data requested, signaling the need for more support in this area.

The Alliance will continue working with members to identify and minimize challenges to collecting and using their own Women's Market data. We are also prioritizing collaborations with stakeholders such as the Women's Financial Inclusion Data (WFID) partnership, which is working to increase awareness about the importance of sex-disaggregated financial services data and coordinating efforts globally to accelerate its collection and use. The partnership also includes the Alliance for Financial Inclusion, Data2X, the Inter-American Development Bank, IDB Invest, the International Finance Corporation, the International Monetary Fund and the World Bank Group.

## Level of Reporting Completed by Respondents for the Women's Market Survey



## Challenges to Completing the Women's Market Survey



- Sex-disaggregated data is only available for certain segments or products
- Data must be processed, and sex-disaggregation is manual
- Sex-disaggregated data is available in systems but not collected
- Other
- Sex-disaggregated data is available but internal data requests are perceived as low priority
- Sex-disaggregated data is available in systems but not easily collected or reported

Source: Financial Alliance for Women 2018 Network Member Satisfaction Survey

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The Financial Alliance for Women would like to thank all of its members who participated in this survey for their time, commitment and willingness to share their data.

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