

# Why Women's Financial Inclusion Data Pays

## FOR BANKS, CLIENTS, COUNTRIES

### DATA HELPS ENSURE WOMEN ARE FINANCIALLY INCLUDED

Better sex-disaggregated supply-side data (data from financial service providers) and demand-side data (data from surveys) can show:

- 1 Whether women can access financial services
- 2 If women are using existing financial products and services
- 3 Which products and services are most frequently used by women
- 4 The potential business opportunity for targeting women as clients

When more women are financially included, families benefit and national economies are strengthened.

### WHAT CAN YOU DO

#### Regulators and policymakers

- Request sex-disaggregated data from financial service providers as part of regular reporting.
- Conduct national-level, sex-disaggregated demand surveys to complement international data collection.
- Use sex-disaggregated data to evaluate, develop, and adjust policies to make them more gender-responsive.

#### Financial service providers

- Collect, analyze, and share anonymized sex-disaggregated data on variables such as market size, profit, and revenue.
- Use sex-disaggregated data to develop and market products and services that are tailored to women's needs

#### International organizations

- Support regulators and financial service providers to sex-disaggregate national demand-side and supply-side data.
- Provide technical guidance on definitions and indicators for women's financial inclusion.

### DID YOU KNOW?

Globally, women are **7% less** likely than men to have a bank account.<sup>1</sup>

There is an estimated **US \$1.7 trillion finance gap** for women-owned micro-, small-, and medium-sized enterprises (MSMEs) in emerging economies.<sup>2</sup>

The global opportunity of banking unbanked individual women alone could be **greater than US \$24 billion**.<sup>3</sup>

1. World Bank; Asli Demirguc-Kunt, Leora Klapper, Dorothe Singer, and Peter Van Oudheusden, "The Global Findex Database 2014: Measuring Financial Inclusion around the World," 2015.

2. IFC and McKinsey & Company, "Two Trillion and Counting," 2010.

3. Data2X and the Global Banking Alliance for Women, "The Way Forward: How Data Can Propel Full Financial Inclusion for Women: Global Gender Data Strategy," 2018.

Learn more at  
[data2x.org/womens-financial-inclusion](https://data2x.org/womens-financial-inclusion)

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