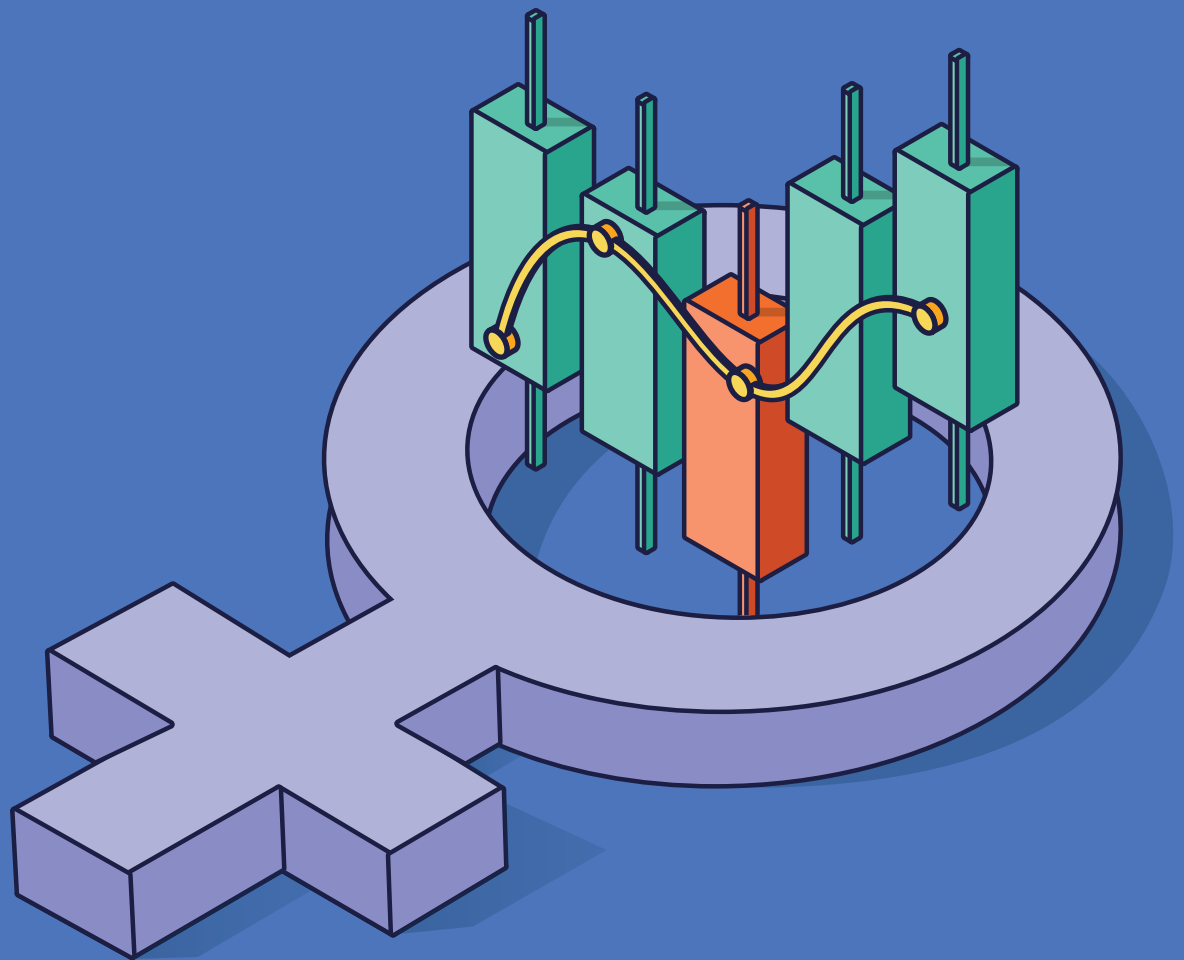


5 Ways Women Are Reshaping Investing



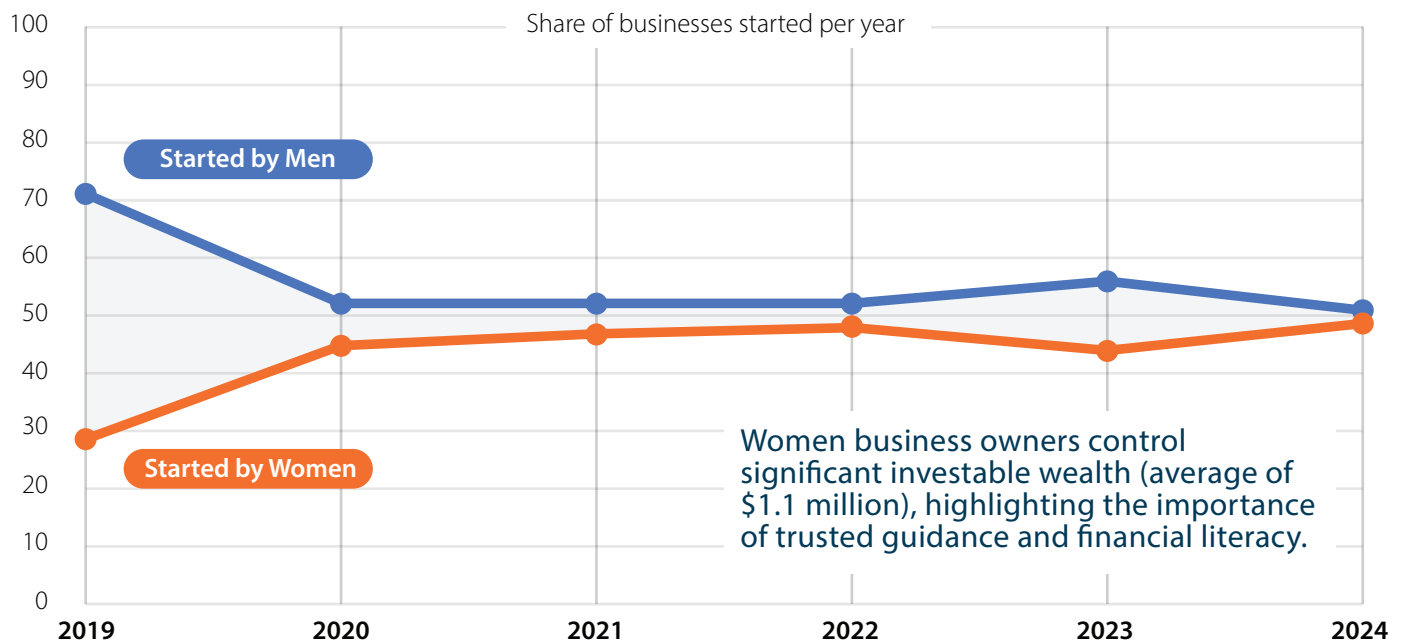
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Women are redefining the investment landscape—driven by entrepreneurial momentum, expanding wealth, and evolving generational influence—forces too significant to overlook.

1

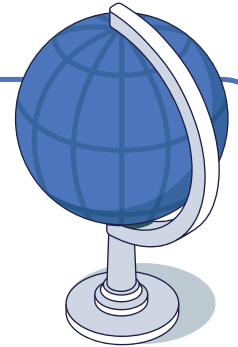
Women Entrepreneurs Are Gaining Ground

Women entrepreneurs launched 49% of all new businesses last year—up 69% since 2019 and the highest share in the past five years.



Source: Gusto. 04/03/2025.

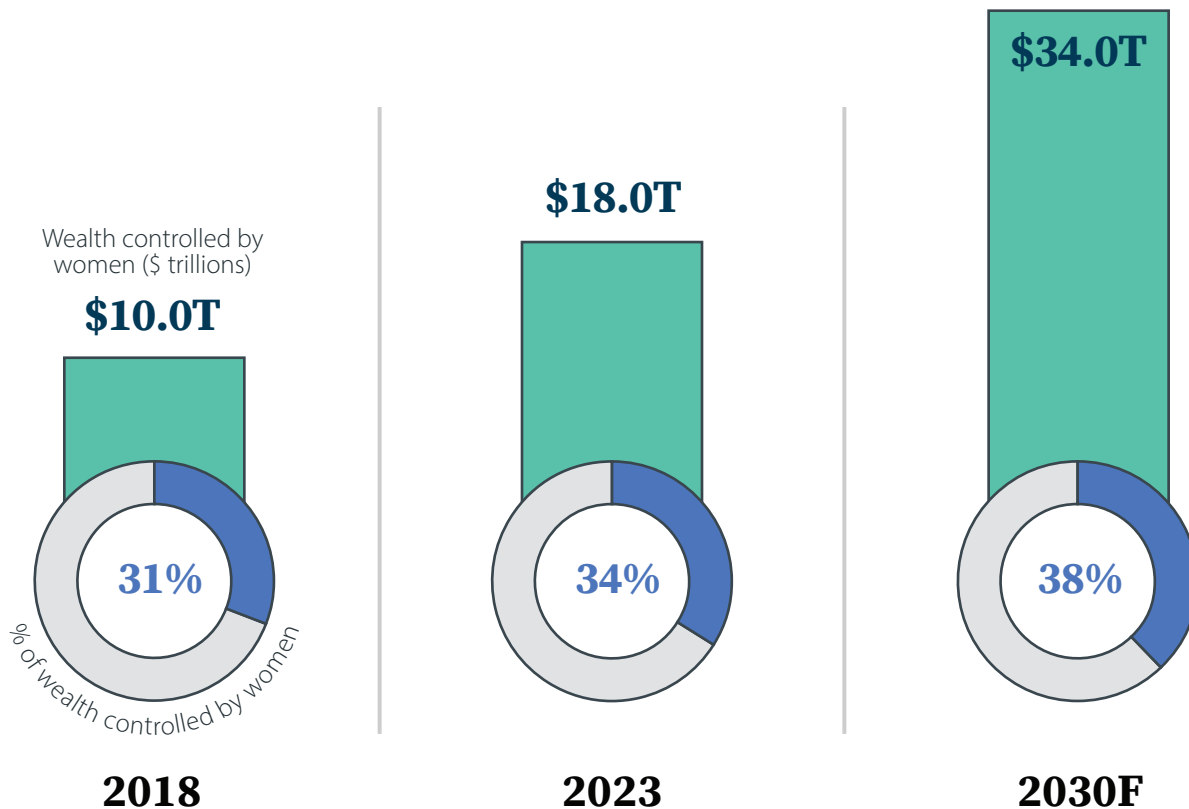
But entrepreneurship is only one part of the broader wealth story.



2

Women Control a Growing Share of Assets in the U.S.

The amount of wealth controlled by women continues to rise. This shift is steadily increasing women's influence over how and where capital is deployed.

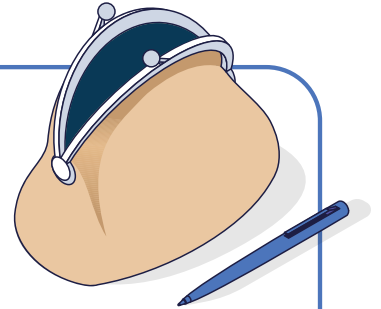


Source: McKinsey. 05/08/2025.

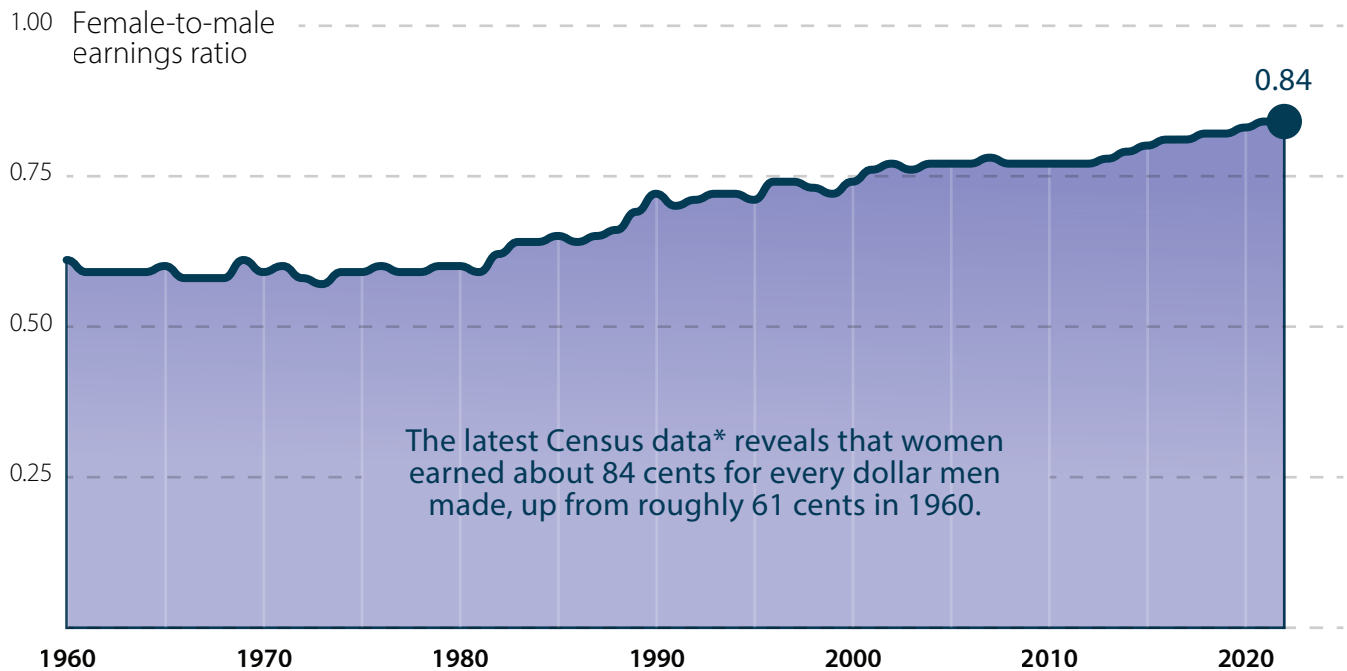
Income dynamics are reinforcing this trend even further.

3

The Gender Pay Gap Is Narrowing

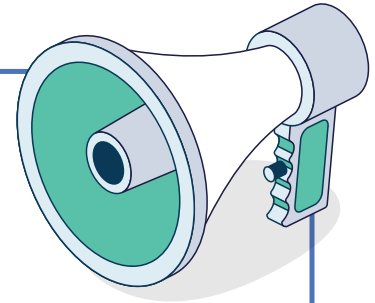


With the gender pay gap closing, women are capturing a larger share of lifetime earnings and savings, translating into greater investment capacity.



Source: *Census Bureau (2022).

As women's earnings rise and the pay gap narrows, more are putting that momentum to work through diversified investing.

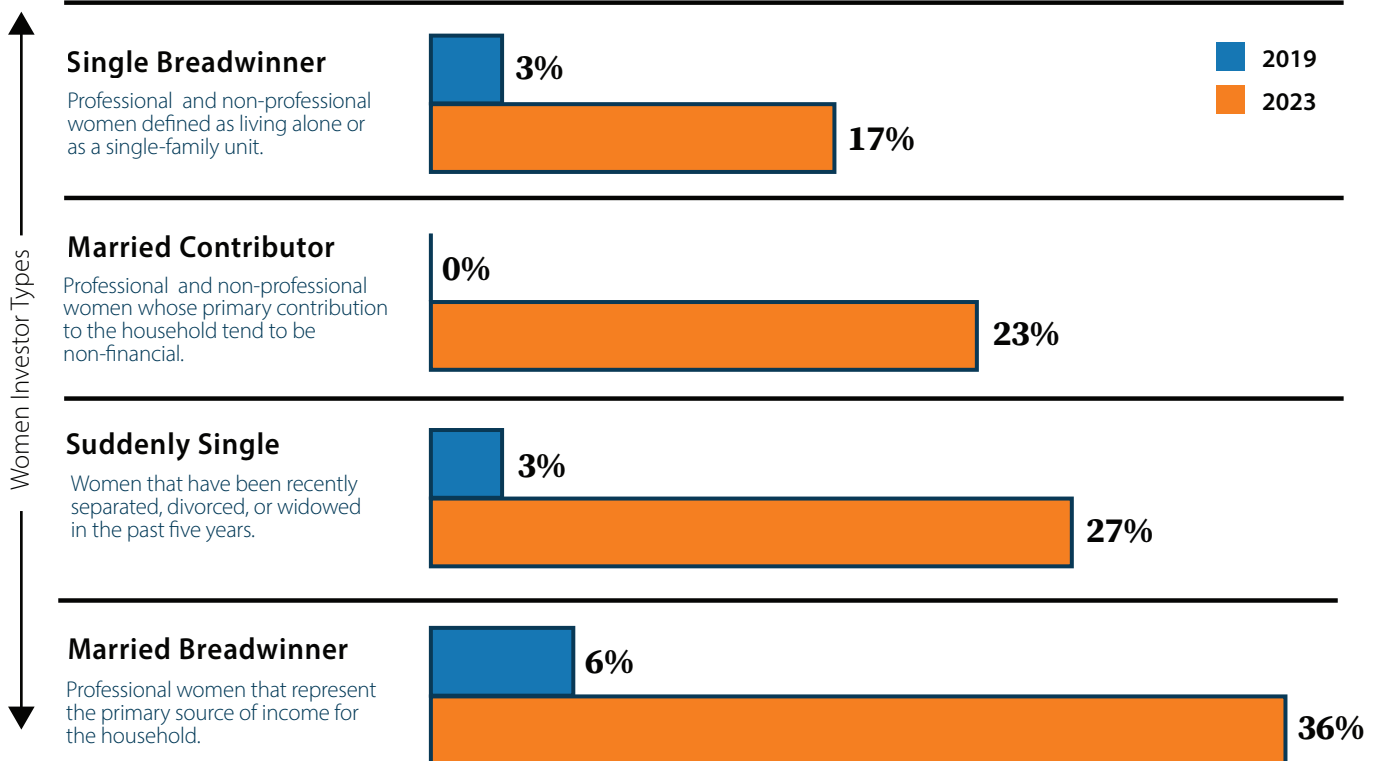


4

Women Are Seeking More Investment Advice

Women across every investor segment are seeking more hands-on guidance, with demand for more frequent advisor meetings on the rise.

Share of Women Investors Desiring a Meeting with Advisors Once a Month or More



Source: New York Life Investment Management, RTI Research. March 2023.

This growing demand for support is also reshaping what women expect from financial advisors.

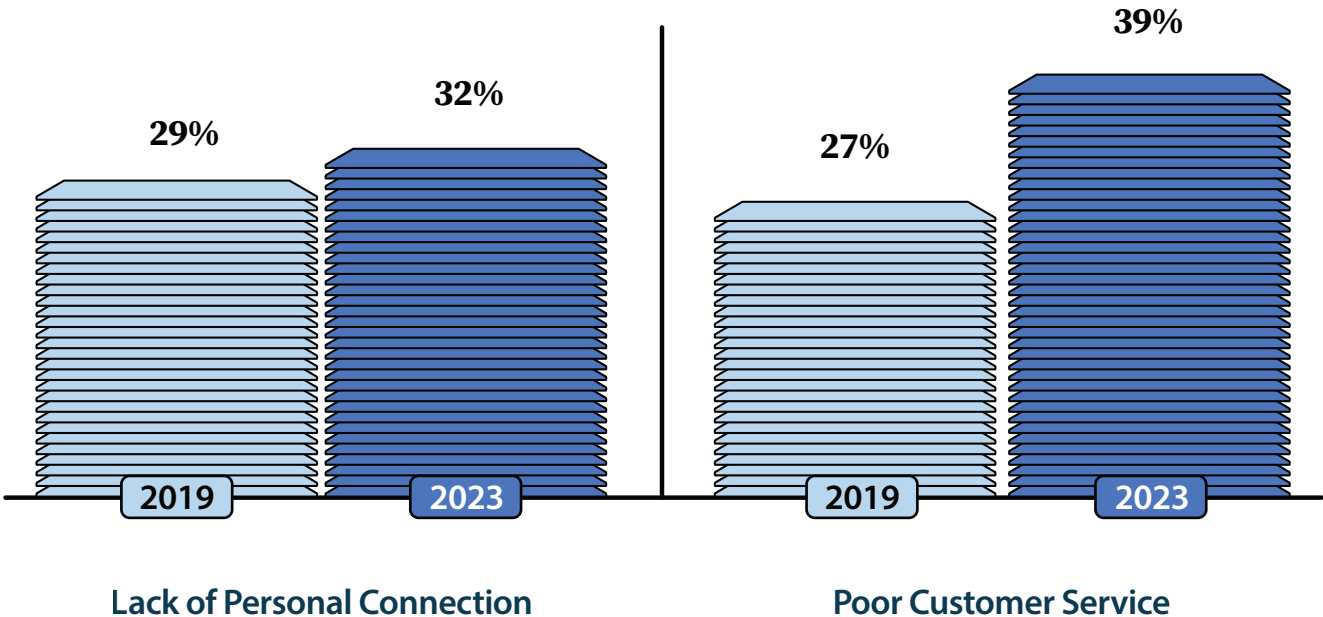


5

For Women, Relationships Matter as Much as Results

As more women seek professional investment guidance, they're redefining great advice as a blend of performance, partnership, and personal connection.

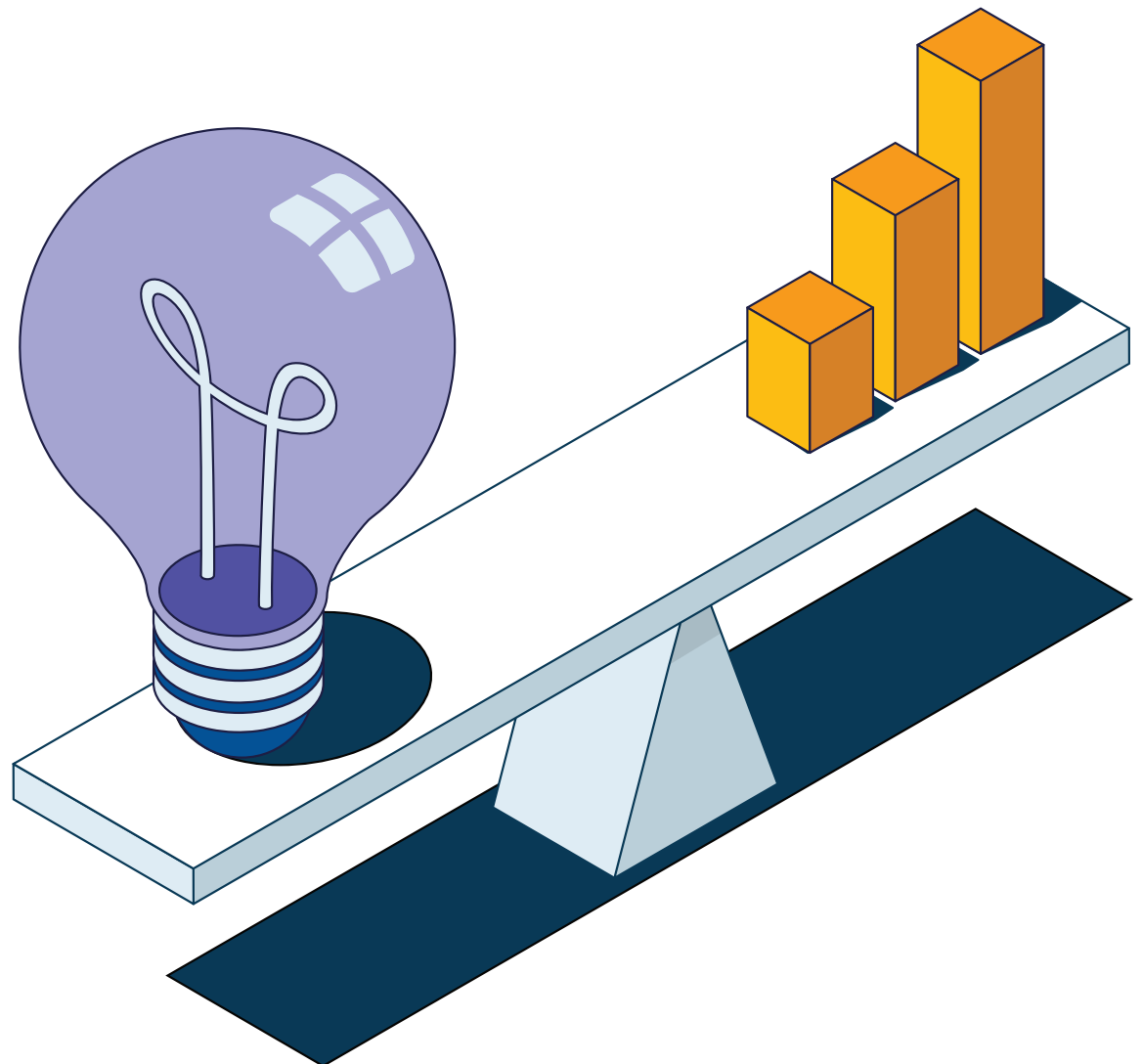
Rising Dissatisfaction: Top Reasons for Switching Advisors



Source: New York Life Investment Management, RTi Research. March 2023.

Adapting to a New Norm

Women's growing wealth and influence are reshaping global markets. Those who understand and engage this shift early will be better positioned for long-term opportunity.





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New York Life Investment Management and RTi Research, March 2023. Results based on survey questions asked of 881 respondents (794 women and 87 men), 25+ years of age, with total household investable assets of \$100k+, and currently working with a financial professional.

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