

# PROVIDING PERSPECTIVE: CLOSING THE GENDER GAP

Women are ready, have market potential and are experienced financial transactors

## CHALLENGE

### Closing the gender gap

Closing the gender gap requires interventions that bring more women into formal financial services at a faster rate than that of men.

More women were financially included in 2015 than in 2014 across most FII countries. But, the rate of financial services adoption among women is at par or slower than that of men in most countries, resulting in a stagnant or growing gender gap.

### Financial inclusion, by gender



Kenya



Tanzania



Uganda



Nigeria



Bangladesh



India



Pakistan



Indonesia



Men Women Gender gap  
 ↑ Gender gap decreasing ↓ Gender gap increasing  
 ↔ Gender gap—no change

Source: InterMedia FII Tracker surveys; 2014, 2015.

## OPPORTUNITY

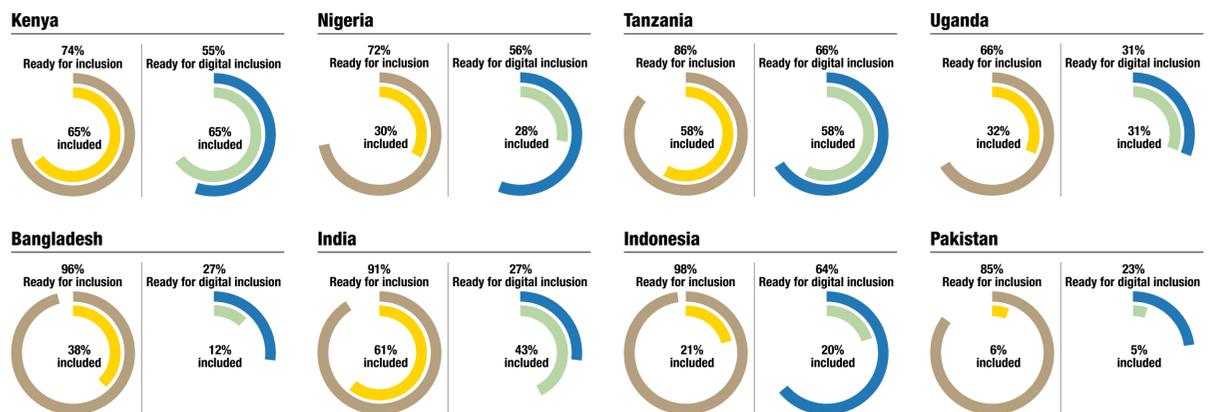
### Women are ready

Many women are equipped with the necessary skills and tools to be financially included. Some FII countries have successfully expanded the digital inclusion of women through mobile money. Others have yet to tap into their potential for financial and digital inclusion.

Closing the gender gap will require successfully tapping into women's readiness for financial services and using it to increase registered use.

### 2015: Women's readiness for financial and digital inclusion

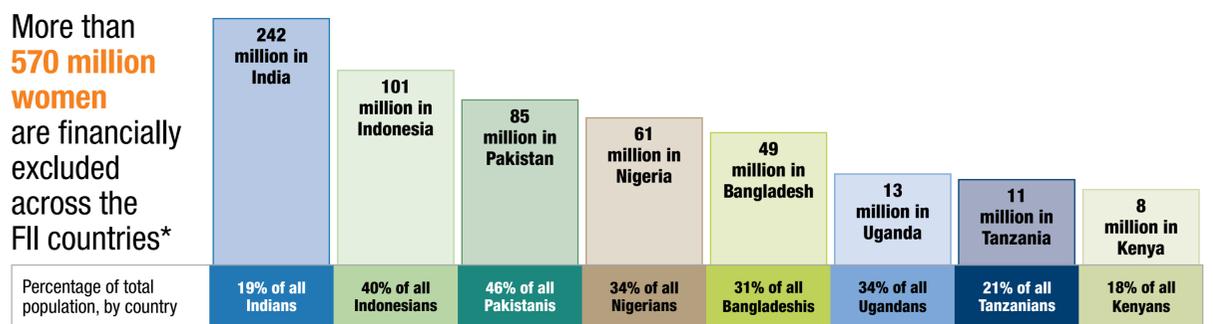
(Shown: Percentage of women, by readiness factor)



Ready for financial inclusion: Individuals who are literate or numerate and have an ID  
 Ready for digital inclusion: Individuals who are literate or numerate, have an ID, have mobile phone access, and are capable of sending or receiving SMS (text messages)

### Financially excluded women are an immense market

More than 570 million women are financially excluded across the FII countries\*



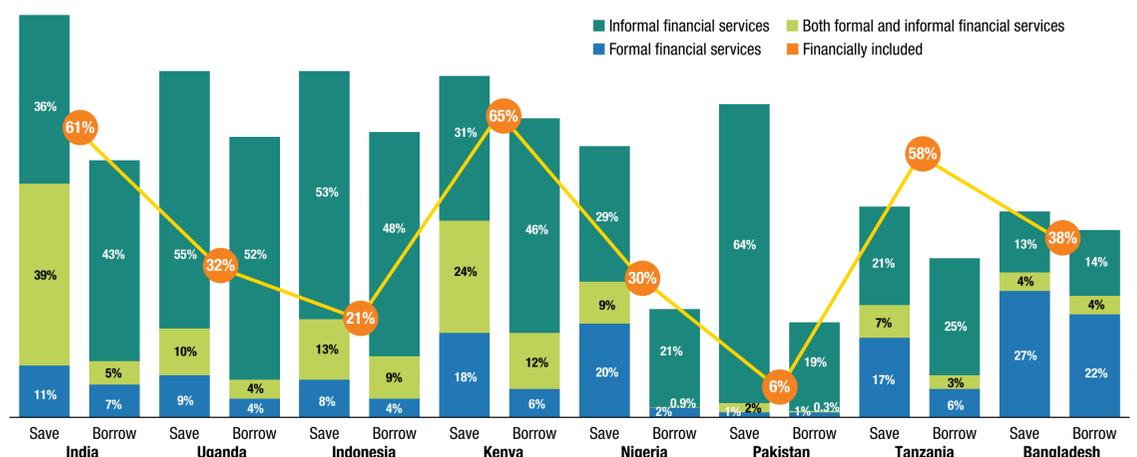
\*Population counts based on World Bank statistics, 2014

### Women are experienced financial transactors

Many women are seasoned savers and borrowers, relying heavily on informal services. A push for greater awareness and access has the potential to nudge millions of financially excluded women into formal finance.

### 2015: Financial activities by types of financial services

(Shown: Women who save and borrow through formal or informal means)



The next leap forward is to make formal financial services relevant to this large market of financially excluded women by capitalizing on their experience, potential and readiness.