



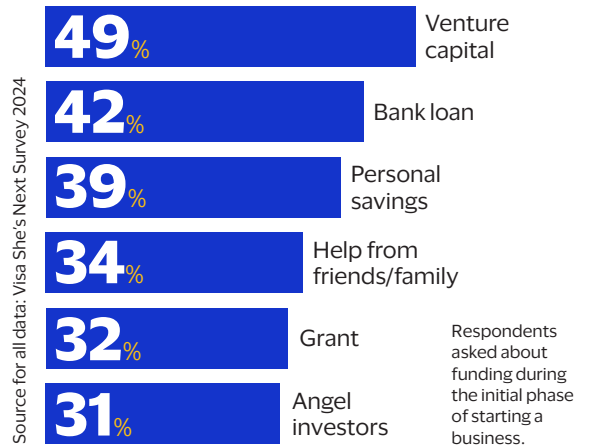
# Women entrepreneurs in Kuwait take digital strides

Kuwait's entrepreneurial system is being shaped by the digital paradigm with many women-led businesses establishing a strong online presence. The government, alongside organizations like the United Nations Development Program (UNDP)<sup>1</sup>, has been proactive in empowering women entrepreneurs by providing essential training and resources to help them navigate the business world successfully.

Despite these advancements, there are opportunities for further growth. Challenges such as accessing capital and overcoming gender-related bias persist, but Kuwaiti women entrepreneurs continue to thrive by leveraging robust support networks and embracing digital innovation. This combination of government support and a strong entrepreneurial spirit is driving the continued success and expansion of women-led businesses in Kuwait.

1. UNDP Kuwait. [United Nations development programme project document](#). 2010.

## Top initial funding sources for women-run businesses

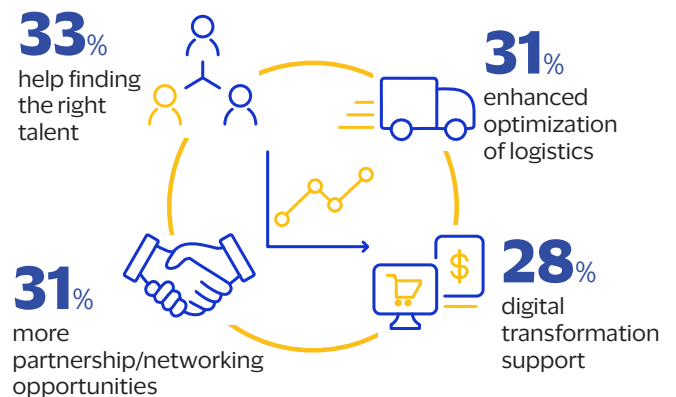


## Top motivations to start a business



Top four responses have been selected.

## Top challenges to growth

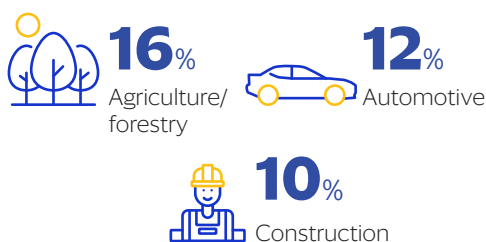


**“**

**Together we aim to help women entrepreneurs overcome obstacles and thrive in a digital economy.”**

Shashank Singh,  
VP and General Manager Qatar and Kuwait, Visa

## Top industries women operate in

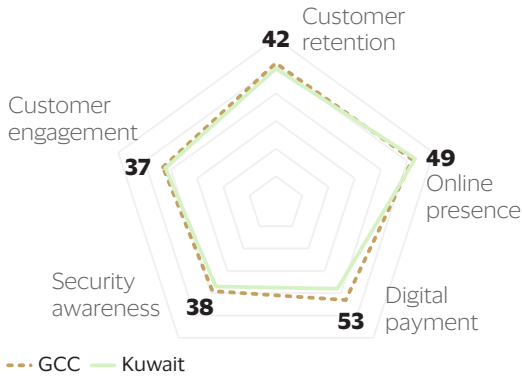


**Yasmeen Alkandari**  
Visa She's Next 2023 Kuwait Winner

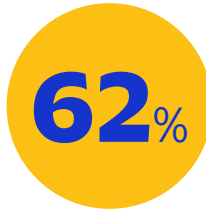


# Exploring sustainable, digital growth

## Digitization score

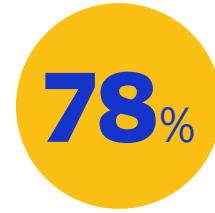


## Cybersecurity



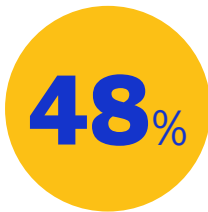
of women entrepreneurs are familiar with cyber threats

## Creator economy

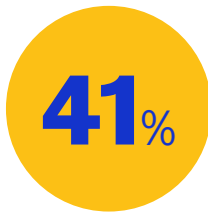


say social media influencers contribute positively to business

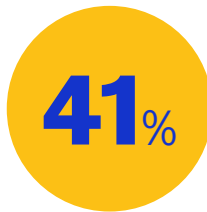
## Aspirations of women entrepreneurs in Kuwait



will focus on enhancing their range of products or services

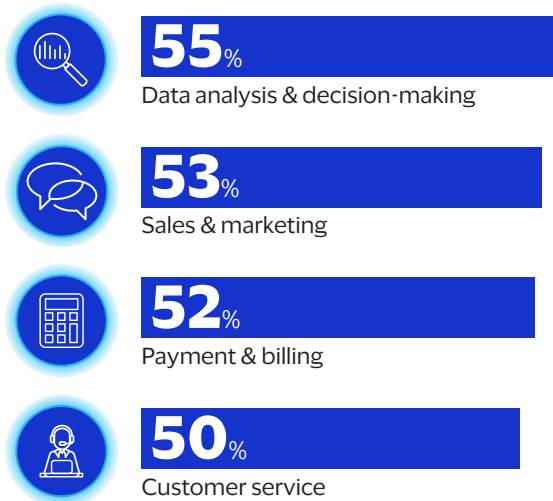


of ventures aim to enhance their social or environmental impact



of businesses will focus on exploring new markets

## Top impact areas of AI in business



## Building sustainable businesses

Entrepreneurs in Kuwait highlight their top efforts to incorporate sustainable practices, which include:

**45%** eco-friendly products & packaging



**44%** recycling & waste management

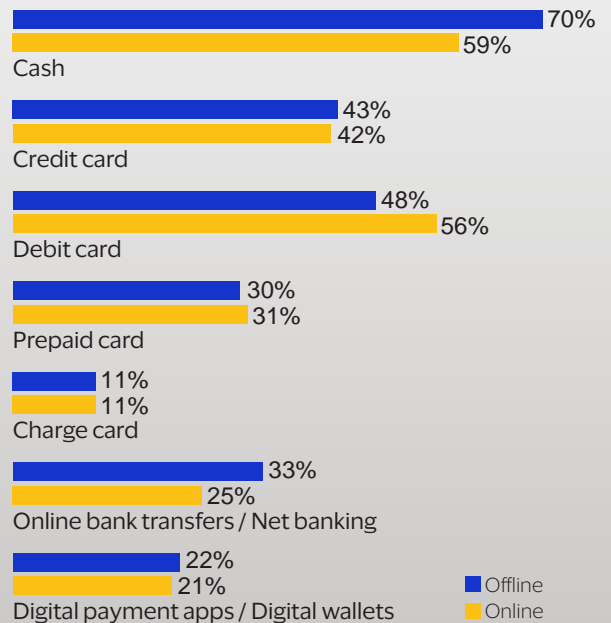


**43%** energy efficiency measures



Source for all data: Visa She's Next Survey 2024

## Top payment methods



## How businesswomen in Kuwait ensure secure digital payments

