

WHICH INDUSTRIES ARE GROWING?

Choosing an industry for your small business can make all the difference in your success. Here are some of today's most promising growth industries.



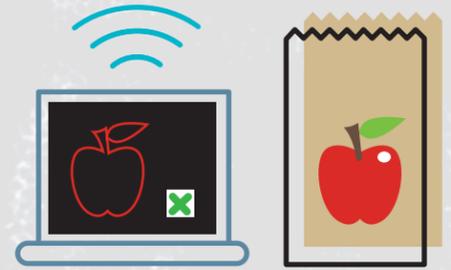
GOING GREEN

The green construction industry is expected to generate **\$303.4 billion** from 2015 to 2018—nearly double the \$167.4 billion it generated from 2011 to 2014.¹



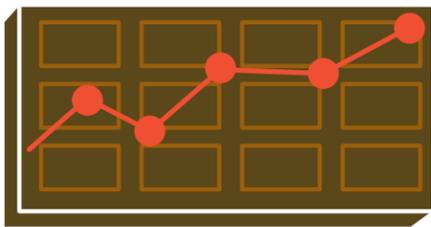
SAY WHAT?

The number of translation jobs is projected to grow by 46% between 2012 and 2022, the global market for language services and technology will hit **\$49.8 billion** in 2019.²



ONLINE EATS

Between now and 2018, online grocery stores are projected to grow 21% annually, generating **\$18 billion** by 2018.³



SWEET STUFF

The U.S. is the world's largest market for chocolate—about 85% of Americans buy chocolate. U.S. chocolate confectionery sales are projected to reach **\$25 billion** by 2019, up from \$21 billion in 2014.⁴



SOMETHING'S BREWING

Sales of craft beer doubled from 2009 to 2014 to **\$20 billion**, and are forecasted to reach \$36.3 billion by 2019.⁵



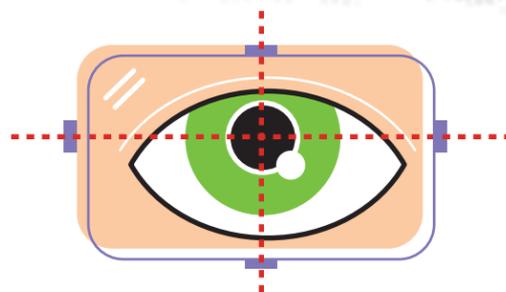
THERE'S NO PLACE LIKE HOME

By 2040, more than 20% of the U.S. population will be age 65 and over—up from 13% in 2010. Jobs for home health aides are expected to grow by **48 percent** by 2022.⁶



E.T., DRONE HOME

Drone manufacturing is already a \$3.3 billion industry in the U.S. With applications including humanitarian relief and scientific research, the drone industry is projected to grow to **\$82 billion** by 2025.⁷



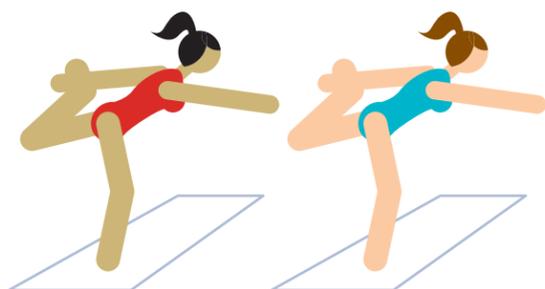
EYE SPY

Biometrics use body scans (of voices, fingerprints, retinas, etc.) for applications such as building access and online security. Security concerns are powering this industry, projected to grow from \$7 billion in 2014 to **\$44.2 billion** by 2021.⁸



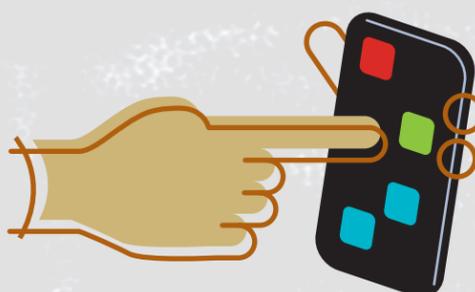
FRAUD DETECTIVES

Online fraud detection software is projected to generate **\$1.78 billion** by 2020, up from \$817.2 million in 2014 and \$48.8 million in 2005.⁹



HEALTHY PROFITS

Corporate wellness services, which provide consulting, fitness programs and even software to track wellness, are expected to grow 8.4 percent annually, generating **\$12.1 billion** in 2020.¹⁰



MOBILE SHOPPING

By 2017, more than half of Americans, **95.1 million people**, will use their smartphones to make a purchase.¹¹



HERE, KITTY, KITTY

Americans spend nearly **\$20 billion** a year on pet care, including \$389 million on toys. With 71% of Generation X and 65% of Millennials owning pets, this industry is on track for continued steady growth.¹²

Sources: 1. Green Building Source: U.S. Green Building Council <http://go.usgbc.org/2015-economic-impact-report.html>
2. Translation Source: U.S. Bureau of Labor Statistics
3. Food Source: IB Intelligence <http://www.businessinsider.com/e-commerce-disrupting-huge-grocery-market-2014-12>
4. Chocolate Source: Mintel <http://www.mintel.com/press-centre/food-and-drink/craft-beer-drinkers-go-beyond-pale-the-st-patricks-day-83-admit-to-drinking-non-craft-beer>
5. Beer Source: Mintel <http://www.mintel.com/press-centre/food-and-drink/craft-beer-drinkers-go-beyond-pale-the-st-patricks-day-83-admit-to-drinking-non-craft-beer>
6. Health Aids Source: Bureau of Labor Statistics <http://www.bls.gov/news.release/policymor.pdf>; Aging Source: Population Reference Bureau <http://www.prb.org/pdf11/aging-in-america.pdf>
7. Drone Source: Association for Unmanned Vehicle Systems International <http://www.aunsi.org/usbusiness/economicreport>
8. Biometrics Source: Radant Insights <http://www.radantinsights.com/research/biometrics-market-shares-market-strategies-and-market-forecasts-2015-to-2021>
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11. Mobile Shopping Source: eMarketer <http://www.emarketer.com/Article/Most-Digital-Buyers-Will-Make-Purchases-via-Smartphone-by-2017/1013507?cid=nl-1001>
12. Pet Source: MediaPost <http://www.media-post.com/publications/articles/256522/americans-spending-proves-love-of-pets.html>