

# 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.



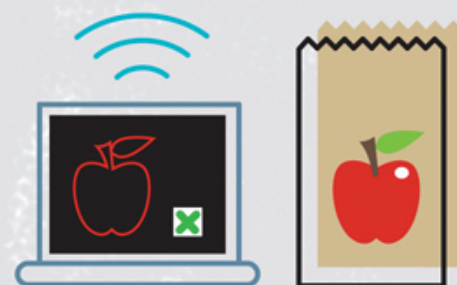
## GOING GREEN

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.<sup>1</sup>



## 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.<sup>2</sup>



## ONLINE EATS

Between now and 2018, online grocery stores are projected to grow 21% annually, generating **\$18 billion** by 2018.<sup>3</sup>



## 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.<sup>4</sup>



## 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.<sup>5</sup>



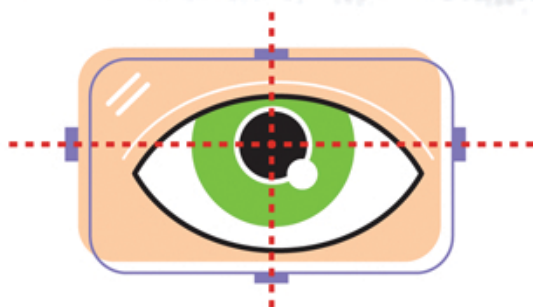
## THERE'S NO PLACE LIKE HOME

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.<sup>6</sup>



## 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.<sup>7</sup>



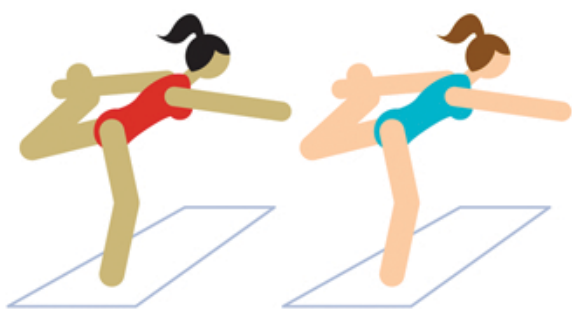
## EYE SPY

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.<sup>8</sup>



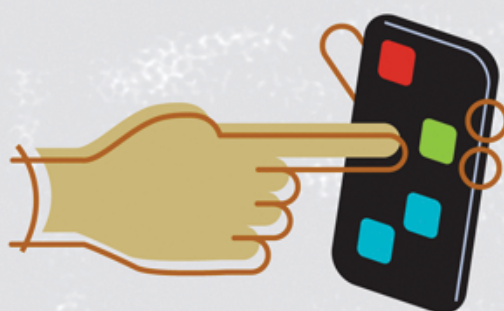
## FRAUD DETECTIVES

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.<sup>9</sup>



## 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.<sup>10</sup>



## MOBILE SHOPPING

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



## 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.<sup>12</sup>

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: IBISWorld <http://www.ibisworld.com/industry-profiles/consumer-goods/food-and-beverage/food-and-beverage-market-2014-12>  
4. Chocolate Source: Mintel <http://www.mintel.com/press-centre/food-and-drink/craft-beer-drinking-go-beyond-the-at-petisco-day-63-adult-to-drinking-non-craft-beer>  
5. Beer Source: Mintel <http://www.mintel.com/press-centre/food-and-drink/craft-beer-drinking-go-beyond-the-at-petisco-day-63-adult-to-drinking-non-craft-beer>  
6. Health Aide Source: Bureau of Labor Statistics <http://www.bls.gov/news.release/pdf/ageing.pdf>  
7. Drone Source: Association for Unmanned Vehicle Systems International <http://www.aunvsi.org/industry-outlook/industry-outlook-report>  
8. Biometrics Source: Radant Insights <http://www.radantinsights.com/research/biometrics-market-shares-market-strategies-and-market-forecast-2015-to-2021>  
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10. Corporate Wellness Source: IBISWorld <http://www.ibisworld.com/industry-profiles/healthcare/healthcare-services/healthcare-services-market-2014-12>  
11. Mobile Shopping Source: eMarketer <http://www.emarketer.com/Article/Mobile-Digital-Buyers-Will-Make-Purchases-Via-Smartphone-by-2017/1013600?cid=1001>  
12. Pet Source: MediaPost <http://www.media-post.com/publications/articles/250552/americans-spending-powers-love-of-pets.html>