

FOOD AND BEVERAGE

## Veuve Clicquot finds entrepreneurial women crave female leadership

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*Most women believe that it is more difficult for a woman to become an entrepreneur than a man. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne brand Veuve Clicquot has identified challenges facing women entrepreneurs in a new survey, despite a growing desire for opportunities and leadership.

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Veuve Clicquot presented the results of its second international survey of female entrepreneurship at the "Les Rencontres Audacieuses" event at the "Cit Audacieuse," known as a city space in Paris specifically dedicated to women's rights. The research is part of "Bold by Veuve Clicquot" and surveyed respondents from 17 different countries.

### Advocating for women

The new survey identified and analyzed popular misconceptions, the impact of COVID-19 and societal and mental barriers in conjunction with success tactics necessary to support female entrepreneurship.

In 2021, 38 percent of French women expressed entrepreneurial aspirations, up 10 points from the previous survey in 2019 ([see story](#)). Fifty-three percent of female entrepreneurs said they felt more confident and determined than before the pandemic, and 33 percent believe that the crisis has enabled them to pursue new opportunities.

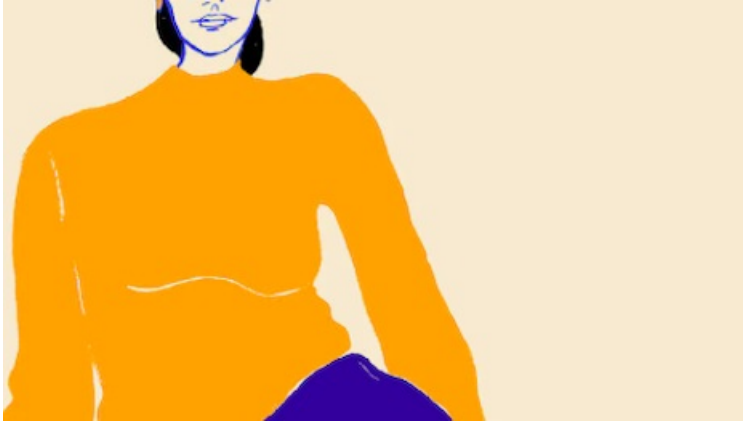
The majority of countries surveyed show similar sentiments.

Entrepreneurial drive is permeating the female workforce globally, as 30 percent of women say their primary motivation today is to earn more money, 27 percent say they desire greater social recognition, 22 percent want greater meaning in their lives while 16 percent would like to one day be their own boss.

The findings reflect the drive for several women to embody the entrepreneurial spirit not just as a phase, but throughout their entire careers.

The survey also addressed the roadblocks facing women, as 57 percent of respondents note that they continue to believe that it is more difficult for a woman to become an entrepreneur than a man. The majority of the women in 11 of the 17 countries also noted feeling that female entrepreneurship makes a balanced family life more challenging.

There is also a need for female role models, with 92 percent of women saying female entrepreneurs are inspiring but only 17 percent of them actually being able to cite one by name.



*The Veuve Clicquot Bold Woman Award honors exceptional women in business each year. Image credit: Veuve Clicquot*

The Champagne house, which was founded by a woman, is a strong supporter of female entrepreneurship.

In May, Veuve Clicquot announced the three women honored by its 2021 Bold Woman and Bold Future Award.

An international program recognizing the innovative and courageous contributions of female entrepreneurs, the Veuve Clicquot Bold Woman Award aims to recognize women who have distinguished themselves in building, taking on or developing a business. Women across industry sectors including technology, wellness, social services and law lead the list of finalists for the awards ([see story](#)).

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