



# Women Entrepreneurs in Kenyan Informal Markets: Five-Year Impact Analysis

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## Abstract

Women entrepreneurs in Kenyan informal markets have faced significant challenges over the past decade, including limited access to financing and legal recognition. The analysis employs qualitative data collection methods supplemented by secondary research from government databases, market surveys, and interviews with entrepreneurs and policymakers. Women entrepreneurs reported an increase in sales volume of 20% and improved business management skills after participating in training programmes funded by the Kenyan Government. Policy interventions have had a positive impact on women's entrepreneurial ventures, though challenges remain related to access to capital and legal recognition. Further investment should be directed towards enhancing financial literacy programmes and simplifying business registration processes for women entrepreneurs.

**Keywords:** Kenya, Gender Studies, Informal Economy, Microfinance, Legal Framework, Qualitative Research, Policy Analysis

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