Profitability of 20 US industries over a 20 year period

Return on Invested Capital, 1995 - 2015

37.8%

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| Soft Drinks32.4% |
| Beauty Products29.4% |
| Advertising Agencies27.6% |
| Health Technology26.2% |
| Accounting and Payroll Services23.2% |
| Legal Services23.1% |
| IT Services / IT Consulting18.9% |
| Pre-School Education16.8% |
| Furniture Stores14.4% |
| Supermarkets13.7% |
| Fast Food Restaurants13.3% |
| Personal Computers13.2% |
| Long Haul Airlines13.2% |
| Computer Peripherals13.1% |
| Bakery Products12.6% |
| High Street Coffee Shops12.4% |
| Electrical Stores12.1% |
| Book Publishing 9.1% |
| Office Space Rental7.5% |
| Short Haul Airlines |

Source: The MBA Academy, MBA Essentials