Profitability of 20 US industries over a 20 year period

Return on Invested Capital, 1995 - 2015

37.8%

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| Soft Drinks  32.4% |
| Beauty Products  29.4% |
| Advertising Agencies  27.6% |
| Health Technology  26.2% |
| Accounting and Payroll Services  23.2% |
| Legal Services  23.1% |
| IT Services / IT Consulting  18.9% |
| Pre-School Education  16.8% |
| Furniture Stores  14.4% |
| Supermarkets  13.7% |
| Fast Food Restaurants  13.3% |
| Personal Computers  13.2% |
| Long Haul Airlines  13.2% |
| Computer Peripherals  13.1% |
| Bakery Products  12.6% |
| High Street Coffee Shops  12.4% |
| Electrical Stores  12.1% |
| Book Publishing  9.1% |
| Office Space Rental  7.5% |
| Short Haul Airlines |

Source: The MBA Academy, MBA Essentials