

EXECUTIVE SUMMARY

This report presents findings demonstrating how access to ecommerce opportunities on eBay have helped women, from small business owners to hard-working entrepreneurial individuals, deal with the economic and social challenges of the COVID-19 pandemic.

Small businesses have been hard hit by the pandemic and related shutdowns. Supporting our vibrant, creative, and compassionate community of sellers during difficult times has always been a top eBay priority. In Part 1, evidence is presented that small business retailers across America, facing unprecedented shifts in consumer preferences as well as physical disruptions, were able to turn to eBay’s marketplace to effectively connect online with consumers across the country and around the world to not only survive, but thrive during the initial months of the pandemic. During this time, ecommerce strategies went from a forward-thinking growth plan to a business imperative. eBay helped small businesses and entrepreneurs, many led by women, quickly adapt. In the initial six months following the imposition of shutdowns and business restrictions in March 2020, the number of eBay-enabled small businesses in the US grew 34 percent over the same time frame in the previous year. Sales by US-based eBay-enabled small businesses grew by an even greater 38 percent over the previous year. Additionally, 84 percent of eBay-enabled small businesses said that the platform has been essential to keeping their business open and connected to customers during the pandemic.

Part 2 focuses more directly on the disproportionate economic and personal impacts of the pandemic on women, and how selling on the eBay marketplace provided critical economic opportunities. Across America, women have been more likely to be directly impacted by pandemic shutdowns because statistically they are disproportionately represented in many of the business sectors most negatively impacted such as hospitality, food service, in-store retail and the arts. Women also have reported that they took on more of the drastically increased household burdens that came with remote-school, remote-work, childcare disruptions, and other hardships. A July 2021 seller survey indicates that selling on eBay proved to help meet some of the financial needs of women impacted by these challenges of the pandemic. Notable findings include 69 percent of women reporting that the ability to sell on eBay was a benefit during the pandemic, 73 percent citing the need to earn income for themselves or revenue for their businesses as top motivating factors for selling on eBay, and 74 percent noting the flexibility of working from home as a key benefit.

The ability for sellers to use ecommerce to reach beyond their local markets took on special importance during the pandemic, when in-person retail along with many kinds of face-to-face work were restricted for a variety of reasons. Part 3 of the report looks to trade data for eBay-enabled small businesses to illustrate how connecting with shoppers around the world has consistently been an important part of the eBay marketplace. A massive 97 percent of US women-owned eBay-enabled small businesses exported in 2019 – a far higher rate than businesses that have not embraced online tools – and reached on average 16 different countries, again dwarfing traditional export reach. They are effectively Small Business Global Traders, and they operate from cities and towns across America.

Empowering Women Through eCommerce

69%

of women said that the **ability to sell on eBay was a benefit during the COVID-19 pandemic.**

82%

of women who were **new to eBay** or who **increased their selling because of the pandemic** said they did so **because of job loss, reduction in income, illness, loss of childcare, or some other hardship.**

74%

of women reported that the **ability to work from home is a benefit of selling on eBay that is important to them.**

Share of Enterprises Exporting (2019)

97%

Women-Owned
eBay-Enabled
Small Businesses

compared to only

0.9%

Traditional
Businesses

We greatly appreciate your interest in this report. If you have any questions, comments or feedback – please do not hesitate to contact us at:

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Thank you!

ebaymainstreet.com/EmpoweringWomen

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