Empowering Women Through eCommerce

82% of women who began or increased their selling on eBay during the pandemic indicated they did so because of a hardship

92%



The Pandemic's Impact On Women

More likely to work in sectors that were hit hard





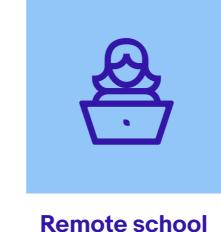


Hospitality

Foodservice

In-Store Retail

More likely to take on increased household burdens



& work



Childcare disruptions



Caring for sick family members



Women turned to eCommerce when faced with

Job loss

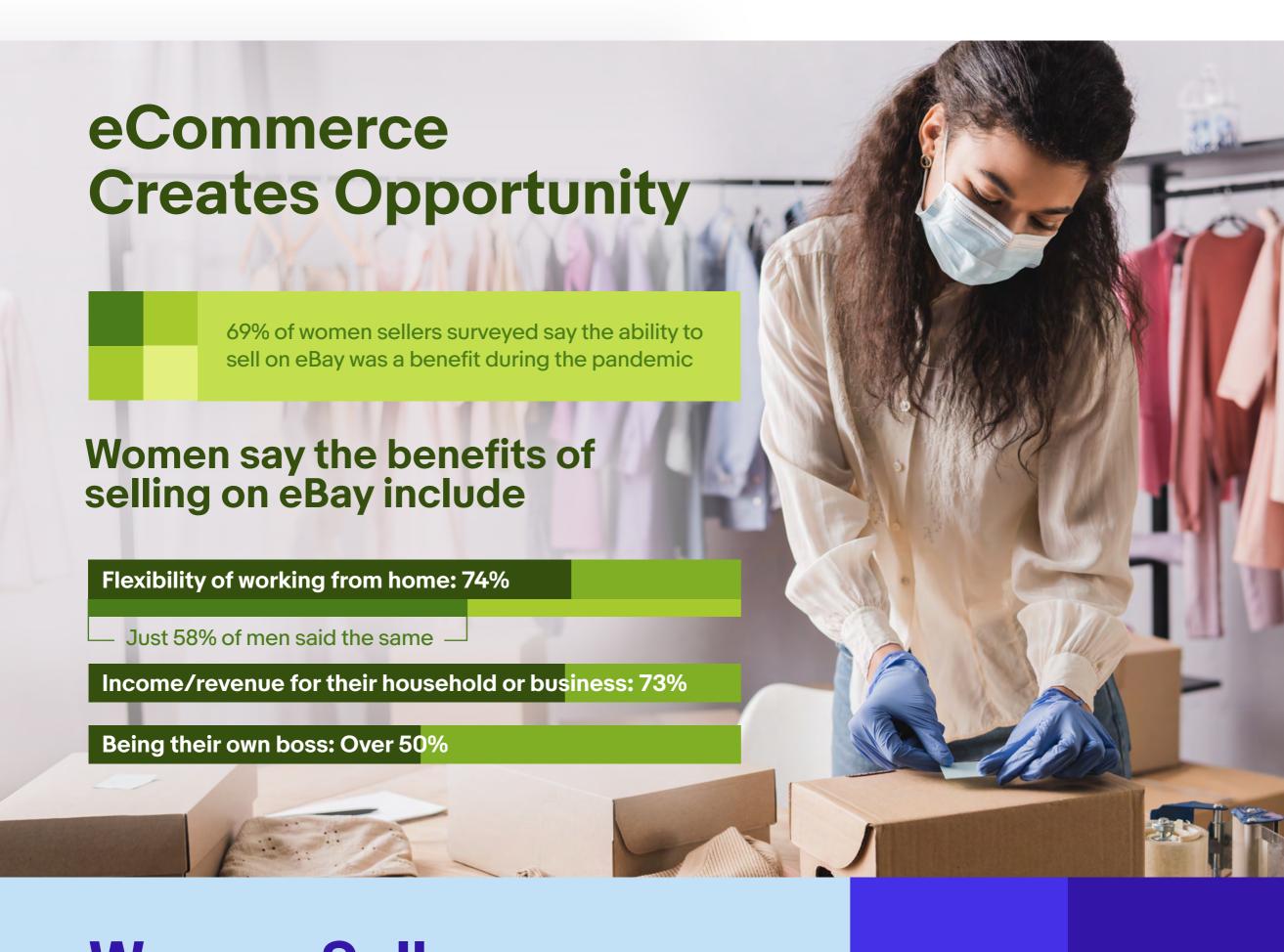
Reduced income

Illness

Loss of childcare
Other hardships



In the first 6 months of the COVID-19 pandemic, the number of eBay-enabled small businesses in the US grew by 34% and sales by US-based, eBay-enabled small businesses grew by 38%



Women Sellers Become Global Traders



Source:

97% of women-owned small businesses

on eBay export their products

Reaching 16 different countries on average each year

Small businesses are the heart of eBay

We remain committed to tirelessly using technology to empower people, foster recovery, and create economic opportunity for all

eBay's 2021 Equitable Entrepreneurship:

Learn more by reading the full Empowering Women Through eCommerce Report today



