The Pandemic’s Impact On Women

More likely to work in sectors that were hit hard

More likely to take on increased household burdens

Remote school & 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%.

eCommerce Creates Opportunity

Women say the benefits of selling on eBay include

Flexibility of working from home: 94%
Income/revenue for their household or business: 73%
Being their own boss: Over 60%

Women Sellers Become Global Traders

97% of women-owned small businesses on eBay export their products

Resulting in 16 different countries on average each year

Small businesses are the heart of eBay

We’re committed to using technology to empower people, drive economies, and foster economic opportunity for all

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

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.

Hospitality  
Foodservice  
In-Store Retail

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