

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

82%



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



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

69% of women sellers surveyed say the ability to sell on eBay was a benefit during the pandemic

Women say the benefits of selling on eBay include

Flexibility of working from home: 74%

Just 58% of men said the same

Income/revenue for their household or business: 73%

Being their own boss: Over 50%



Women Sellers Become Global Traders



In the US, 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

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

Source: eBay's 2021 Equitable Entrepreneurship: Empowering Women Through eCommerce Report



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