

Women-Owned Small Online Business Trade Report

Executive Summary

eBay is harnessing technology to empower independent small businesses and entrepreneurs to engage in expansive commerce, often on a global scale. This report explores the unprecedented trade success of women-owned small businesses and entrepreneurs in the United States on eBay.

Global trade has historically been the purview of large corporations. Nearly all traditional small businesses have been locked into their local market. Even today, most small enterprises rarely serve foreign customers. However, a new model of inclusive small business trade, powered by the Internet, is emerging. Small businesses are able to create a storefront on eBay and compete in global markets, while at the same time maintaining their facilities and employment in their local community.

This report focuses on a particularly important challenge to making global trade more inclusive, namely, empowering more women-owned businesses to trade. While the number and share of U.S. businesses led by women has significantly increased in recent decades, most are small businesses, and nearly all small businesses have traditionally not engaged in exporting.

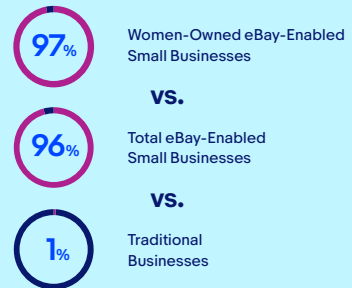
On eBay, small businesses are not locked into their local market. Unlike in the traditional economy, where inclusive trade is an aspiration, on eBay it is the norm. Nearly every eBay-enabled small business in the United States is an exporter reaching customers in markets around the world, including small businesses led by women. The top five export destinations for women-owned eBay-enabled small businesses are Canada, Australia, the United Kingdom, China and Russia.

The data on exporting by women-owned eBay-enabled small businesses across the United States is striking and completely dwarf the export rate and reach of traditional businesses. Furthermore, while in the traditional economy women-led businesses trade at lower rates than those headed by men¹, in numerous cases the export rate and reach of women-owned eBay-enabled small businesses outpace that of male-owned eBay-enabled small businesses. This is evidenced by the higher rates achieved by women-owned eBay-enabled small businesses compared to those of the entire community of eBay-enabled small businesses.

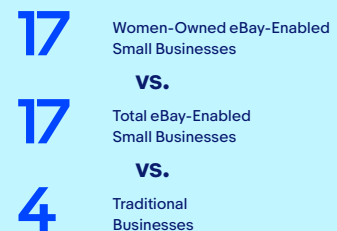
The export success of eBay-enabled small businesses is a good news story of inclusive global trade. Government tax, customs, shipping and regulatory policies aimed at promoting women-owned small business trade and growth should pay particular heed to the challenges facing technology-enabled independent small business models.

United States

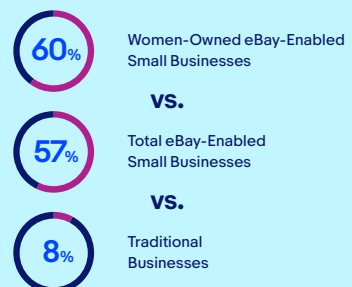
Share of Enterprises Exporting



Average Number of Foreign Destination Markets



Share of Enterprises Exporting to 10+ Markets



Share of eBay-Enabled Small Businesses Exporting to 4+ Continents

