

Breaking down barriers for women digital entrepreneurs: Asia snapshot*



Business profile



Sole founder 38%



1–6 years in operation 43%



Size

0 to 9 employees **48%**
10 to 49 employees **43%**



Own website or platform

86%



Hight level of digital maturity

43%

Key barriers to business growth

	ASIA	AFRICA	LAC
<i>Trading across borders remains a challenge</i>			
Difficulty in exporting goods	33%	↘	↘
Low export intensity, with less than 25% sales across borders	78%	↗	↗
Export to 1–4 destinations only	89%	↗	↘
High difficulty in managing exchange rate fluctuations	29%	↘	↗
<i>Capital-related constraints continue to hinder business growth¹</i>			
High interest rates	52%	↘	↘
Lack of access to funding-related resources and training	52%	↘	↗
Lack of fundraising skills	48%	↘	↗
Lack of understanding of the digital business model by investors	48%	↘	↗
<i>Gender-specific barriers reflect cultural resistance to women in business²</i>			
Working in male-dominated industries	67%	↗	↗
Not being taken seriously by investors	58%	↗	↗
Limited mentorship opportunities	58%	↗	↗

¹ Share of respondents rating each barrier as “very/extremely challenging”

² Share of respondents rating each barrier as “significant/major”

Note: Upward/downward arrows show whether values in the comparison region are respectively more or less favourable than in the focus region.

Policy gaps identified by women-owned businesses

Greater access to grants, loans and subsidies

86%

Strengthening women's entrepreneurial and digital skills

71%

Support for accessing local and international markets

76%

Promotion of women-owned businesses in public procurement

62%

* Based on the UNCTAD report *Breaking Down Barriers for Women Digital Entrepreneurs*.

Available at: <https://unctad.org/publication/breaking-down-barriers-women-digital-entrepreneurs-insights-africa>