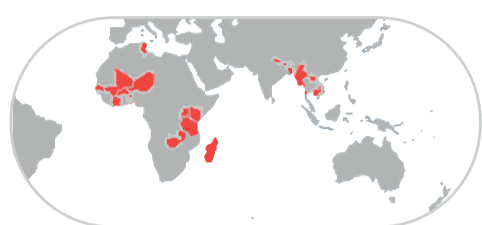


COVID-19 AND E-COMMERCE

Key findings from a survey of e-commerce businesses and policy responses in 23 developing countries

SURVEY KEY FIGURES

23 countries involved



52% of businesses have less than 10 employees



38% of respondents are female



The survey covers the period March–July 2020

PRIVATE SECTOR 257 respondents from e-commerce businesses

PUBLIC SECTOR 12 Overview of policy responses in 12 countries

MAIN CHALLENGES ENCOUNTERED BY E-COMMERCE BUSINESSES

49% of the respondents complained that government did not prioritize the e-commerce sector sufficiently

Exacerbated gaps in ICT adoption and connectivity

Low capacity to invest in e-commerce business growth

Disruptions in supply chains and trade logistics

Persistent cash on delivery culture further accentuated

Consumer protection and fair competition



KEY TRENDS OBSERVED



Wholly-digital business models have been more resilient



Sales through social media have fueled e-commerce growth



E-payments have experienced fast growth, but cash on delivery remains prominent

IMPACT OF COVID-19 CRISIS ON MONTHLY E-COMMERCE SALES



64% of Third-party online marketplaces saw their e-commerce sales increased



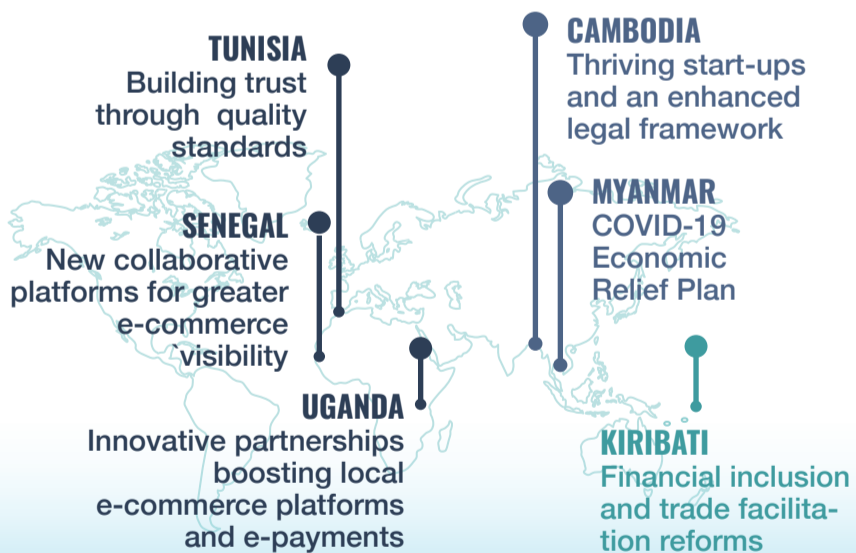
58% of E-commerce companies saw their e-commerce sales decreased

BUSINESS FACILITATION MEASURES AND COUNTRY EXPERIENCES

Most important business facilitation measures

- Having a national e-commerce strategy to the forefront
- Measures to reduce transaction costs for e-payments
- Increased visibility and raising-awareness efforts for e-commerce
- Skills trainings to bring more businesses and consumers online

Discover successful country experiences



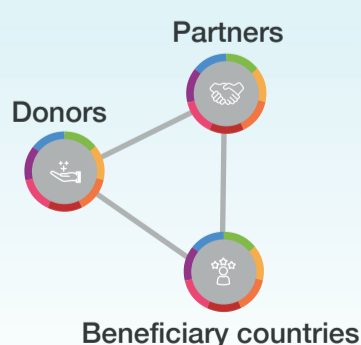
THE WAY FORWARD

Top 3 measures in support of COVID-19 recovery strategies

Recommended by the private sector – More than 200 respondents

- Development of national e-commerce strategy
- Reduction of costs for internet access
- Reduced e-payment costs

Investing on building digital readiness is key to turn e-commerce into an engine to power crisis recovery strategy



Check available support programmes

- etradeforall.org
- eTrade Readiness
- eTrade for Women



Find out more. Download your report here.

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