

COVID-19 FOLLOW-UP SURVEY

Online survey results for **El Salvador** (2024)

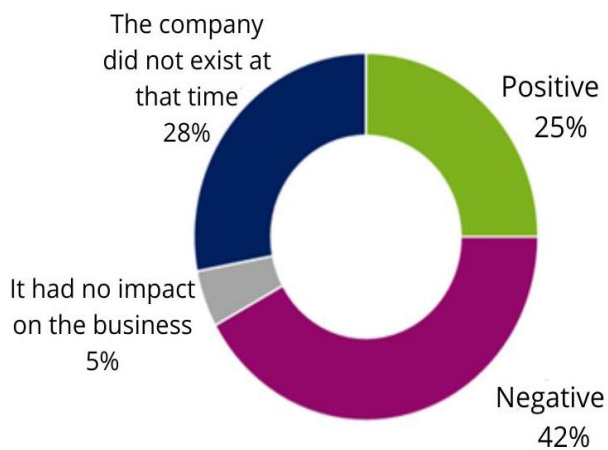


- 2022: **75** Women business owners; Formal businesses: **77%**; Years in operation: **70%** less than 10 years.
- 2023: **48** Women business owners; Formal businesses: **81%**; Years in operation: **52%** less than 10 years.
- 2024: **159** Women business owners; Formal businesses: **46%**; Years in operation: **81%** less than 10 years.

Respondents:

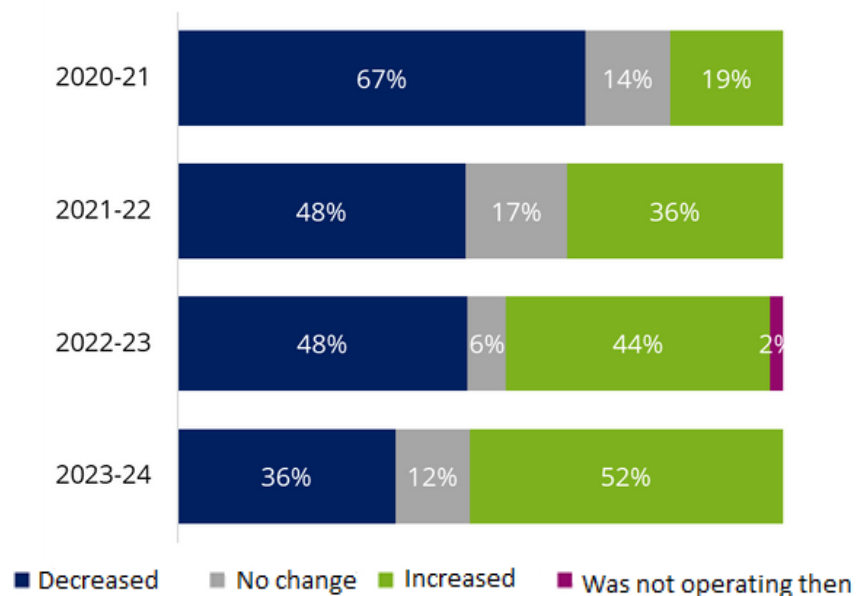
IMPACT OF THE COVID-19 PANDEMIC ON BUSINESS

During the pandemic years



Note: Companies that did not exist at the time did not answer questions about the pandemic.

In sales per year



BUSINESSES FACED CHALLENGES AS A RESULT OF THE COVID-19 PANDEMIC

1°

2°

3°

2022	Decrease in demand	Lower productivity	Mental health challenges
2023	Decrease in demand	Supply of inputs	Lower productivity
2024	Supply of inputs	Lower productivity due to anxiety	Decrease in demand

...AND OPPORTUNITIES WERE ALSO GENERATED FOR WOMEN BUSINESS OWNERS (2024)

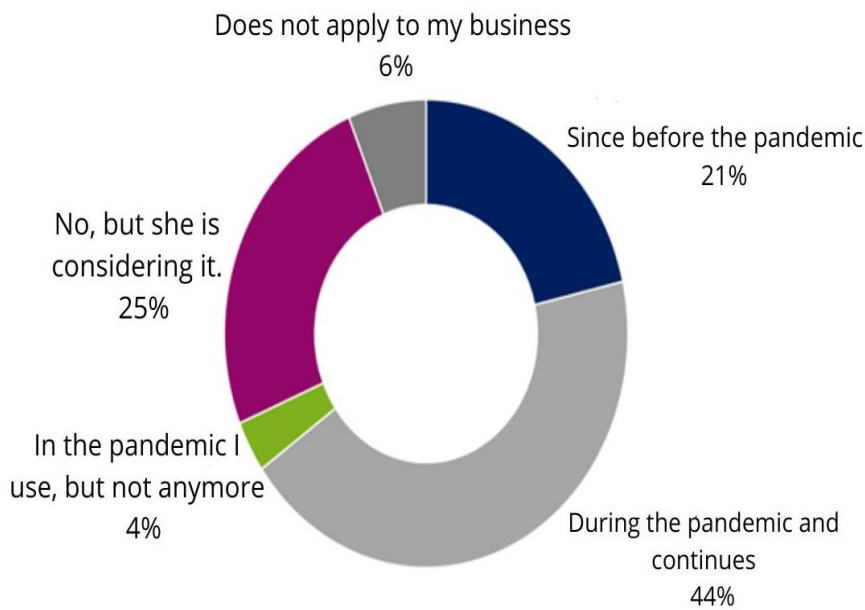
- Increased digital presence (57%)
- Identified and cut unnecessary expenses (53%)
- Grew an area of the business (42%)
- Developed a new line of the business (40%)
- The demand for products/services increased (35%)
- Opportunities in a new market/export channel (25%)
- Shifted to a digital business model (24%)
- Projects or contracts were closed more quickly (17%)

Note: Women-owned businesses (WOBs) could choose more than one option.

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USE OF DIGITAL CHANNELS FOR BUSINESS SALES



5 MAIN CHALLENGES FOR DIGITAL SALES

Training and updates	20%
Cost of implementation	10%
Line of business	10%
Coverage and shipping costs	8%
Reaching the target market	8%

MAIN TYPES OF SUPPORT NEEDED

(Average level of importance on a scale from 1 to 5 with 5 = Very necessary)

2022

- ✓ Finding new clients (4,63)
- ✓ Networking to identify new markets (4,46)
- ✓ Improving access to financial products (4,38)
- ✓ Training for WSME entrepreneurs (4,36)
- ✓ Managerial skills development (4,36)

2023

- ✓ Finding new clients (4,85)
- ✓ Improving access to financial products (4,81)
- ✓ Training for WSME entrepreneurs (4,71)
- ✓ Coaching, mentoring and BSO contacts (4,65)
- ✓ Managerial skills development (4,64)

2024

- ✓ Finding new clients (4,14)
- ✓ Training for WSME entrepreneurs (4,06)
- ✓ Networking to identify new markets (4,01)
- ✓ Improving access to financial products (3,99)
- ✓ Coaching, mentoring and BSO contacts (3,98)

Acronyms:

BSO=Business support organization

WOB=Women-owned business

WSME=Women-owned small and medium enterprise