

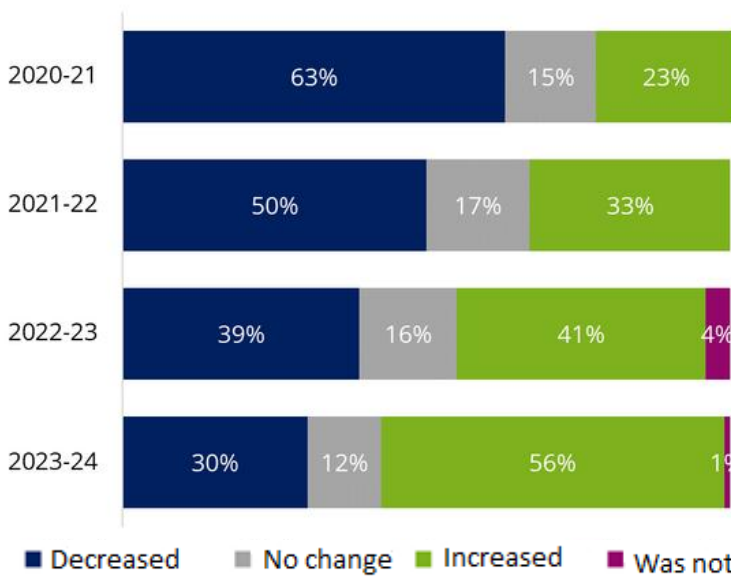


COVID-19 FOLLOW-UP SURVEY

Online survey results for the 6 WE3A project countries (2024)

- Respondents:**
- 2022: **466** Women business owners; Formal businesses: **83%**; Years in operation: **54%** less than 5 years.
 - 2023: **295** Women business owners; Formal businesses: **79%**; Years in operation: **60%** between 2 and 10 years.
 - 2024: **785** Women business owners; Formal businesses: **66%**; Years in operation: **84%** less than 10 years.

PANDEMIC-RELATED IMPACTS ON BUSINESS SALES HAVE BEEN DIMINISHING



In Guyana and El Salvador, a high percentage of women business owners reported a decrease in sales for the 2022-2023 period (50% and 48%, respectively).

By 2024, more than half of women business owners in Costa Rica, El Salvador, Guatemala, Guyana and Honduras reported an increase in sales. In Ecuador, 39% reported a decrease in sales while 40% reported an increase.

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

	1°	2°	3°
2022	Decrease in demand	Lower productivity	Higher production costs
2023	Decrease in demand	Supply of inputs	Lower productivity
2024	Decrease in demand	Supply of inputs	Higher production costs

The drop in demand was the main challenge in 2022 for all countries except Honduras and Guyana, where higher production costs and lower productivity (respectively) were reported as even more pressing.

In 2023, demand remained the main challenge for all countries except Guatemala and Honduras, where concerns about the supply of inputs was reported as more urgent.

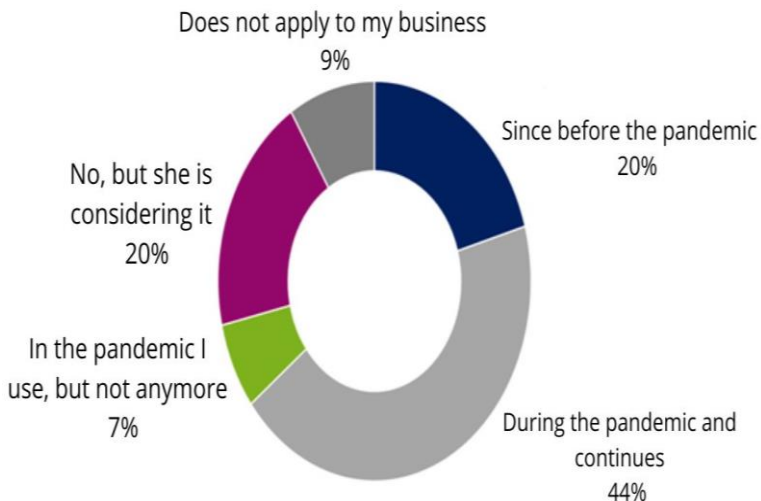
In 2024, women business owners in Costa Rica, Ecuador, and Guatemala continued to identify the drop in demand for products and services as their biggest challenge. Respondents from El Salvador and Honduras reported the supply of inputs as their main challenge resulting from the pandemic. Respondents from Guyana reported a reduction in performance due to pandemic-related anxiety.



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USE OF DIGITAL CHANNELS FOR BUSINESS SALES



- 71% of women business owners reported having used digital channels for business sales at some point.
- 64% reported using digital sales channels in 2024, whether they began before or during the pandemic.
- 36% do not currently use digital channels for business sales; 20% are considering it; 9% report it does not apply to their business; and 7% report using them during the pandemic, but not anymore.

TOP 10 CHALLENGES FOR DIGITAL SALES

- Training and updates (17%)
- Reaching the target market (11%)
- Line of business (10%)
- Cost of implementation (8%)
- Infrastructure and processes (8%)
- Positioning and visibility (6%)
- Coverage and shipping costs (5%)
- Credibility (5%)
- Competencies (5%)
- Creating content (5%)

TOP 10 AREAS FOR SUPPORT

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

- Finding new clients (4,25)
- Networking to identify new markets (4,08)
- Improving access to financial products (4,06)
- Training for WSME entrepreneurs (4,02)
- Coaching, mentoring and BSO contacts (4,00)
- Shifting to a digital business model (3,97)
- Developing business administration skills (3,97)
- Accelerators and business incubators (3,86)
- Sales contacts at large companies (3,74)
- Finding export markets (3,74)