

COVID-19 FOLLOW-UP SURVEY

Online survey results for **Guatemala** (2024)

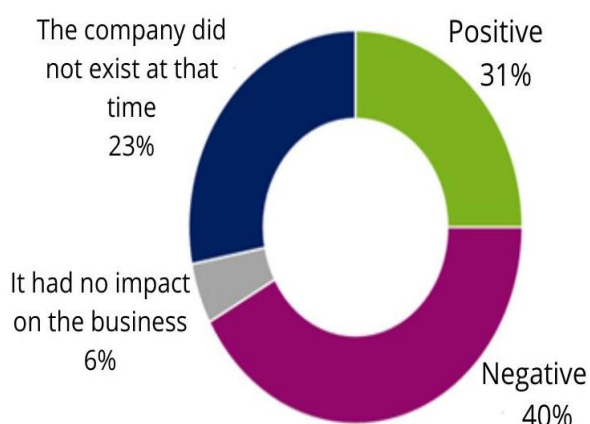


Respondents:

- 2022: **55** Women business owners; Formal businesses: **96%**; Years in operation: **62%** more than 5 years.
- 2023: **24** Women business owners; Formal businesses: **87%**; Years in operation: **88%** more than 5 years.
- 2024: **106** Women business owners; Formal businesses: **83%**; Years in operation: **72%** more than 10 years.

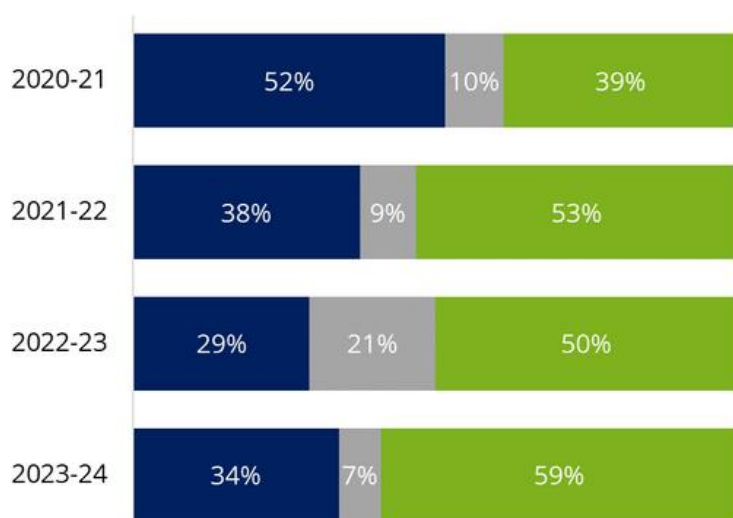
IMPACT OF THE COVID-19 PANDEMIC ON BUSINESS

During the pandemic years



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

In sales per year



■ Decreased ■ No change ■ Increased ■ Was not operating then

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

1°

2°

3°

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

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

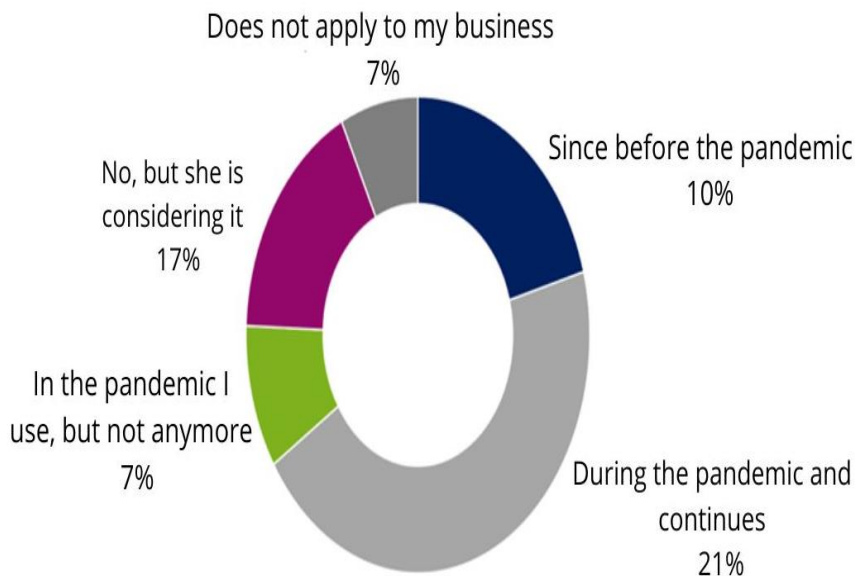
- Increased digital presence (77%)
- Identified and cut unnecessary expenses (54%)
- Grew an area of the business (48%)
- Developed a new line of the business (43%)
- The demand for products/services increased (33%)
- Shifted to a digital business model (24%)
- Opportunities in a new market/export channel (21%)
- 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

Line of business	20%
Training and updates	13%
Cost of implementation	13%
Content creation	8%
Positioning and visibility	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 (4,53)
- ✓ Selling to corporate clients (4,41)
- ✓ Networking to identify new markets (4,40)
- ✓ Developing business administration skills (4,23)
- ✓ Business accelerators and incubators (4,15)

2023

- ✓ Finding new clients (4,64)
- ✓ Training for WSME entrepreneurs (4,57)
- ✓ Coaching, mentoring and BSO contacts (4,53)
- ✓ Networking to identify new markets (4,52)
- ✓ Developing business administration skills (4,50)

2024

- ✓ Finding new clients (4,23)
- ✓ Networking to identify new markets (4,06)
- ✓ Shifting to a digital business model (3,96)
- ✓ Improving access to financial products (3,96)
- ✓ Training for WSME entrepreneurs (3,94)

Acronyms:

BSO=Business support organization

WOB=Women-owned business

WSME=Women-owned small and medium enterprise