The Case for Gender **Equality in E-commerce**



KANTAR PUBLIC





IFC's new research 'Women and e-commerce in Southeast Asia' shows that if women's sales reached parity with men's in 2025 the value of the regional e-commerce market could increase by

\$280 Billion

In other words, companies lose out on just over **\$46 Billion** for each year of delayed action on gender equality.

Where are we?

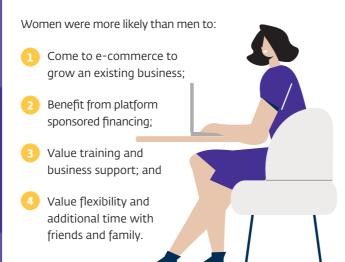
Women are active participants in e-commerce. On the Lazada platform, women own:



E-commerce platforms can provide the support needed to help women following the pandemic. entrepreneurs grow and thrive.

E-commerce is helping women succeed in the digital economy.





Covid-19 disproportionately impacted women

During the pandemic, women's sales dropped by



How do we get to gender parity in E-commerce?

1. Collect sex-

Targeting women owned businesses requires understanding which sectors women operate in and the barriers they face. Sexdisaggregated disaggregated data can help platforms better understand women sellers and inform opportunities to enhance platform features and services that can help them succeed.

2. Leverage

platform financing

This study found that women were less likely to have received financing and were not always aware of financing options available to them. But women who did receive financing were also more likely to report that it had benefited their business in the last year. Platform financing represents a key opportunity for e-commerce platforms to grow their seller bases, while also driving gender equality.

5. Encourage entry into high-value sectors

Women performed well in segments like electronics where they are often underrepresented in offline stores, suggesting that e-commerce can help lower barriers to entry in high-value sectors



offerings

4. Boost training

Women expressed greater appreciation for training than men and reported greater benefits to their business E-commerce platforms should continue to offer clear support channels and informational resources throughout the seller journey.

3. Educate women on paid promotions

Currently, men are 12 percentage points more likely than women to take advantage of paid offerings such as advertisements, which could help boost sales.



Boosting women's success on e-commerce will require providing additional training, expanded financing options and support for their entry into higher value sectors

To learn more, visit ifc.org/digital2equal