

The Case for Gender Equality in E-commerce

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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
between 2025-2030.

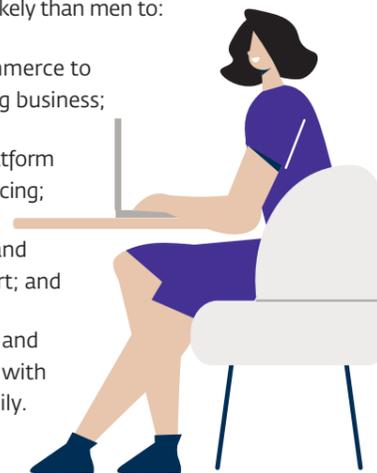
In other words, companies lose out on just over **\$46 Billion** for each year of delayed action on gender equality.

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



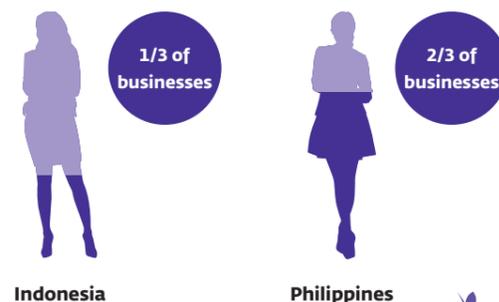
Women were more likely than men to:

1. Come to e-commerce to grow an existing business;
2. Benefit from platform sponsored financing;
3. Value training and business support; and
4. Value flexibility and additional time with friends and family.



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 entrepreneurs grow and thrive.

Covid-19 disproportionately impacted women

During the pandemic, women's sales dropped by

Philippines

↓ 27%

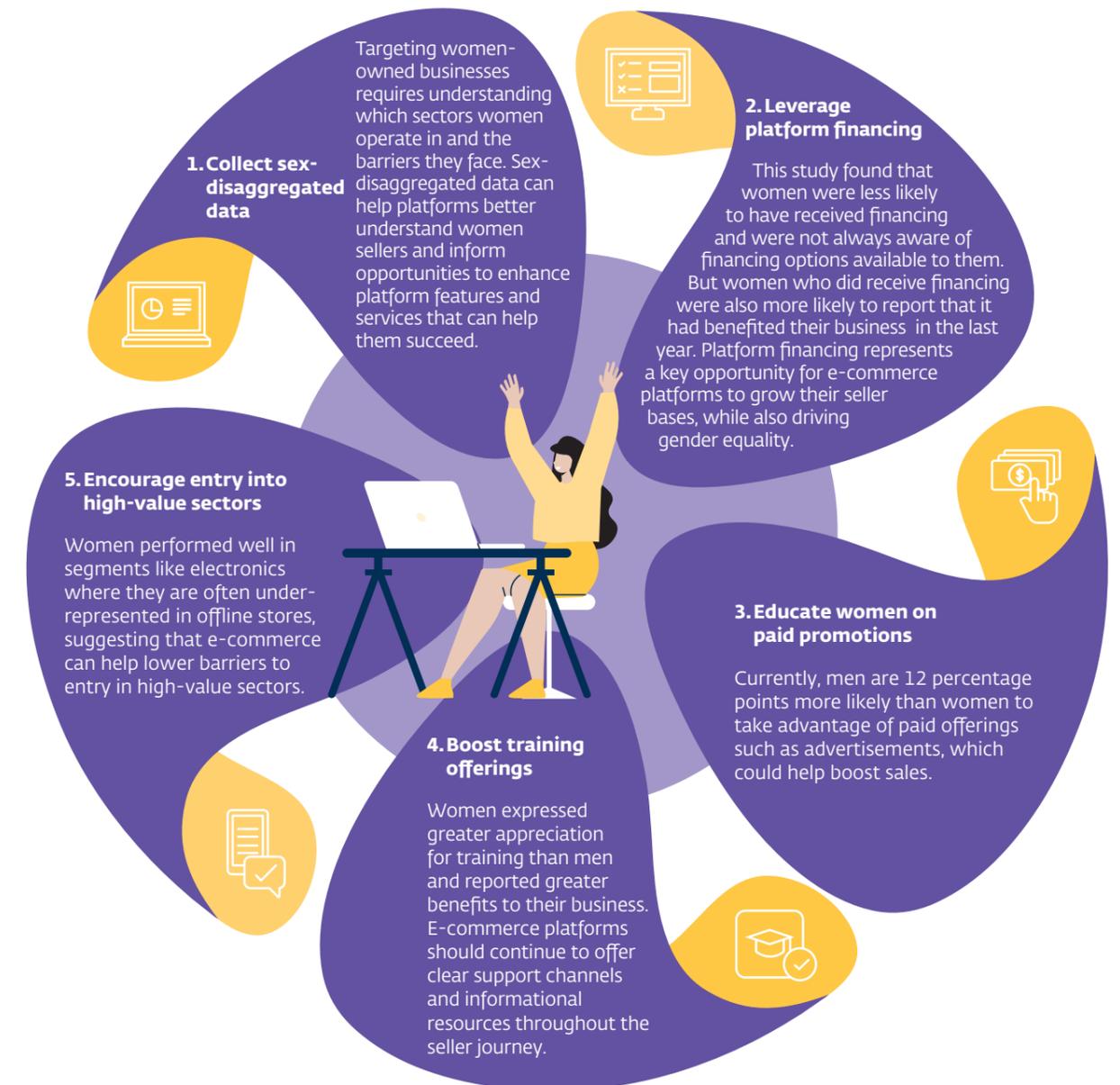
Indonesia

↓ 44%



Reversing this trend will be key to ensuring women can compete in the digital economy following the pandemic.

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



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