

# The Case for Gender Equality in E-commerce

IN PARTNERSHIP WITH



KANTAR PUBLIC

JUMIA



IFC's new research 'Women and E-commerce in Africa' shows that if women's sales reached parity with men's the value of the African e-commerce market could increase by nearly

## \$15 Billion

between 2025-2030.

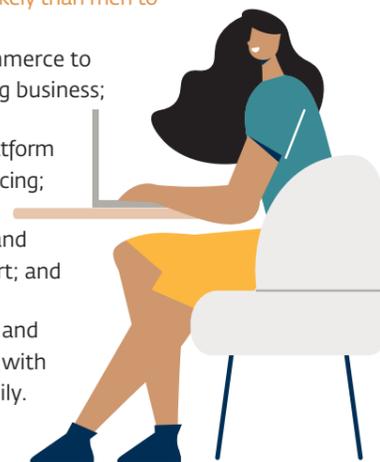
In other words, companies lose out on just under **\$3 Billion** for each year of delayed action on gender equality.

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



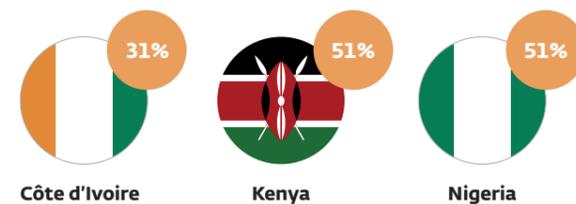
Women were more likely than men to

- 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 Jumia platform, women own:



But women are more likely to:

- Own microenterprises
- Have fewer employees
- Have lower individual sales

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

## Covid-19 Disproportionately Impacted Women

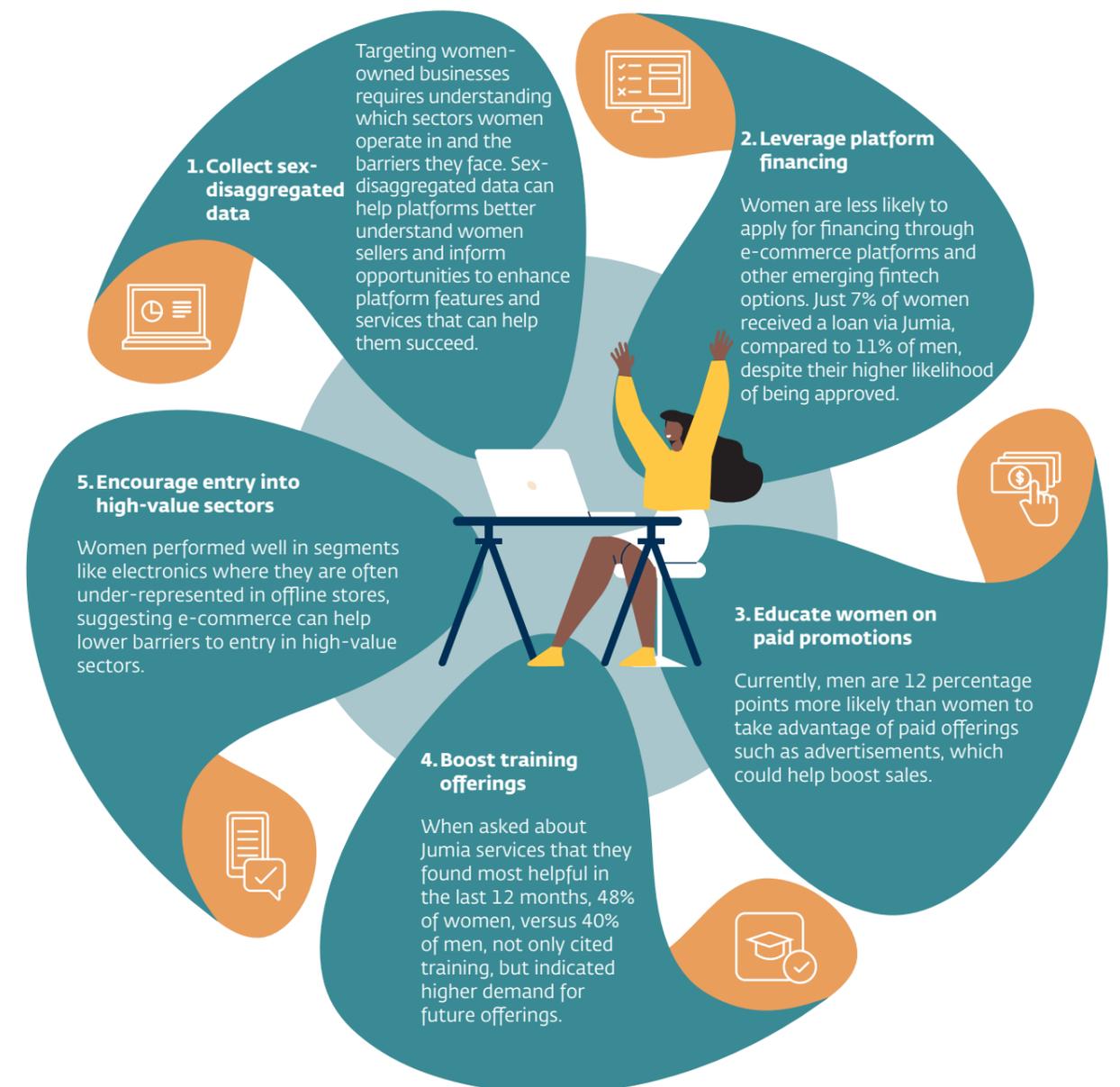
### ↓ 7%

Women vendors experienced a 7% drop while men experienced a 7% rise in average GMV during the pandemic.



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 their entry into higher value sectors.

To learn more, visit [ifc.org/digital2equal](https://ifc.org/digital2equal)