

## Understanding Women Owned SMEs in Sub-Saharan Africa

The **top challenges** facing women Owned SMEs in SSA since the pandemic hit are



significant negative impact on business revenue

**70%**



Young businesses find payment management challenging

**3 years <**



Lack of technological infrastructure

**40%**

**65%**

women in SSA want increased knowledge of managing online payments for their businesses



want to track business revenues

**79%**



need help in tracking expenses

**67%**



want to receive more payments from customers online

**50%**

**69%**

of women in SSA who have already moved to **digital payments** have seen positive impact on their businesses



**81%**



**81%**



**77%**