



Pacific Trade Invest

# PACIFIC BUSINESS MONITOR

## COVID REFLECTIONS - FEMALE-LED BUSINESS



**2,605  
RESPONSES**

From key decision makers in  
their business



**PACIFIC  
REACH**

Based on responses from across  
the Pacific region



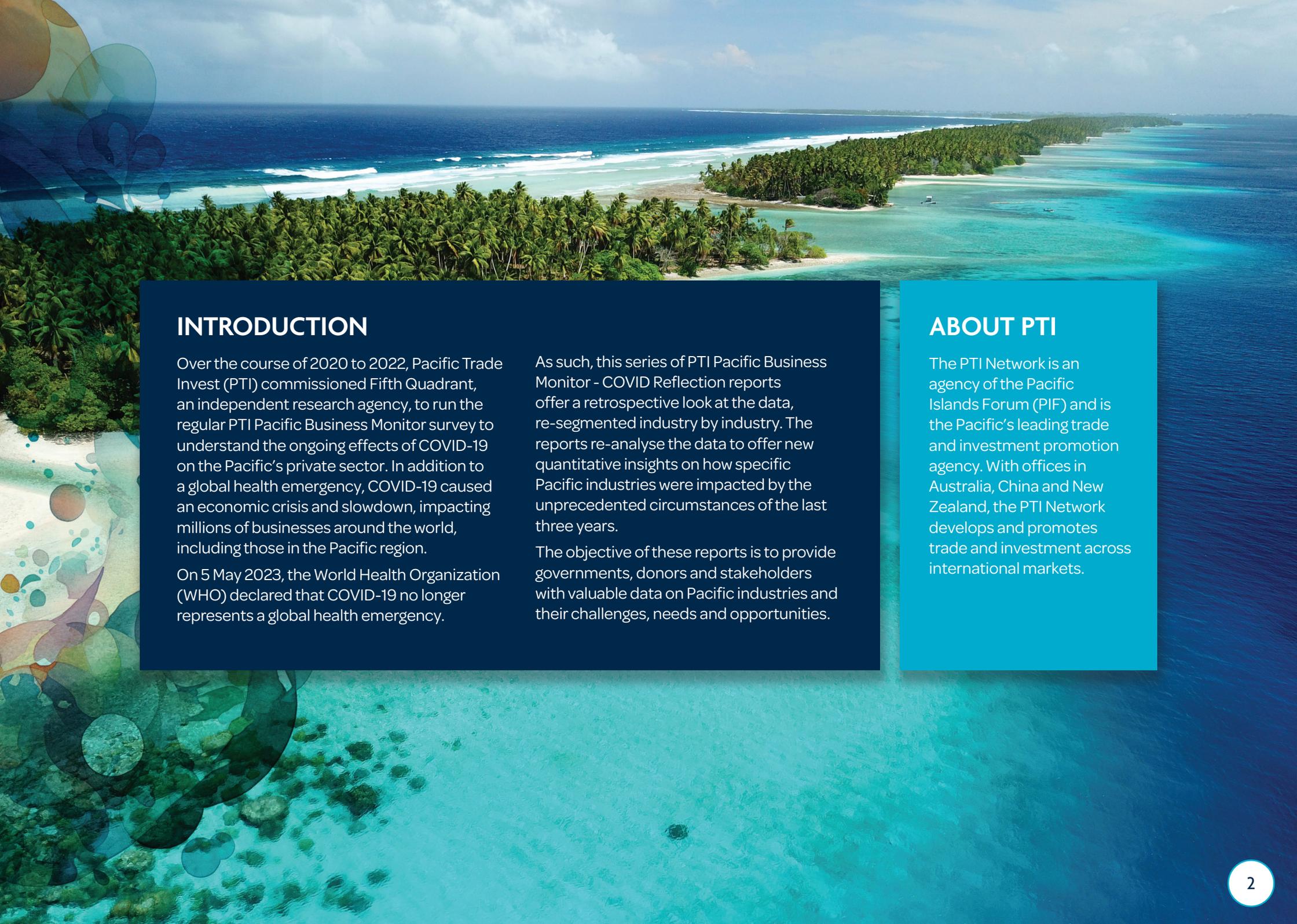
**QUANTITATIVE  
SURVEY**

The 5-minute surveys were  
distributed by the PTI Network and  
completed by respondents online



**LONG-TERM  
TIMELINE**

All responses were collected  
between 2020 -2022



## INTRODUCTION

Over the course of 2020 to 2022, Pacific Trade Invest (PTI) commissioned Fifth Quadrant, an independent research agency, to run the regular PTI Pacific Business Monitor survey to understand the ongoing effects of COVID-19 on the Pacific's private sector. In addition to a global health emergency, COVID-19 caused an economic crisis and slowdown, impacting millions of businesses around the world, including those in the Pacific region.

On 5 May 2023, the World Health Organization (WHO) declared that COVID-19 no longer represents a global health emergency.

As such, this series of PTI Pacific Business Monitor - COVID Reflection reports offer a retrospective look at the data, re-segmented industry by industry. The reports re-analyse the data to offer new quantitative insights on how specific Pacific industries were impacted by the unprecedented circumstances of the last three years.

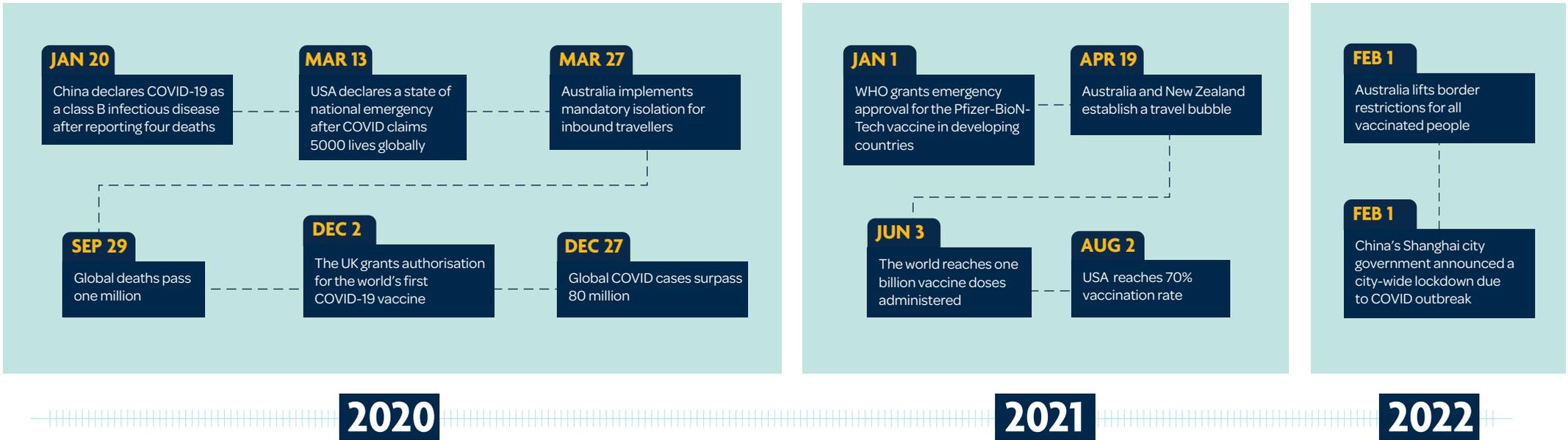
The objective of these reports is to provide governments, donors and stakeholders with valuable data on Pacific industries and their challenges, needs and opportunities.

## ABOUT PTI

The PTI Network is an agency of the Pacific Islands Forum (PIF) and is the Pacific's leading trade and investment promotion agency. With offices in Australia, China and New Zealand, the PTI Network develops and promotes trade and investment across international markets.

These timelines show the progression of the pandemic in the Pacific Islands, compared to the rest of the world.

# WORLD



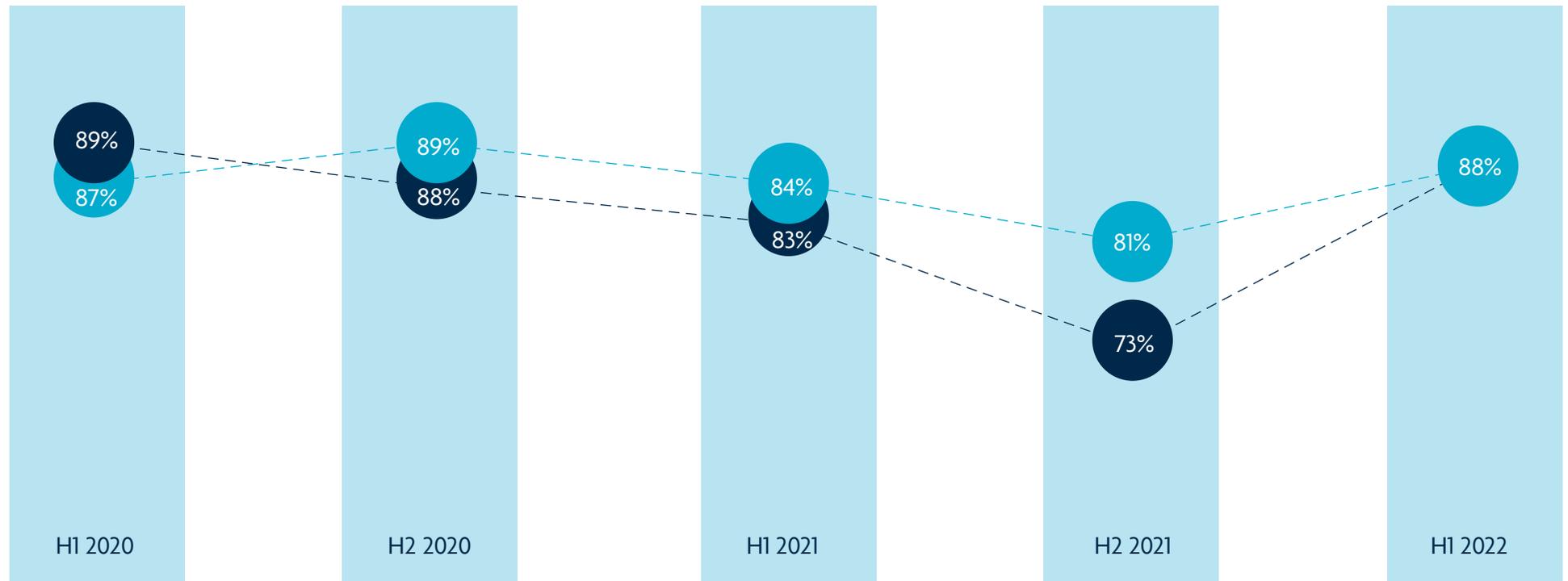
# PACIFIC ISLANDS

# IMPACT OF COVID-19

*A positive note is that throughout the pandemic, it appears that female-led businesses were generally not impacted any more than the general business community.*

**Q1**

How would you describe the impact of COVID-19 on your business since March 2020 (the start of the outbreak)?



● TOTAL NEGATIVE IMPACT - PACIFIC FEMALE-LED

● TOTAL NEGATIVE IMPACT - ALL PACIFIC INDUSTRIES

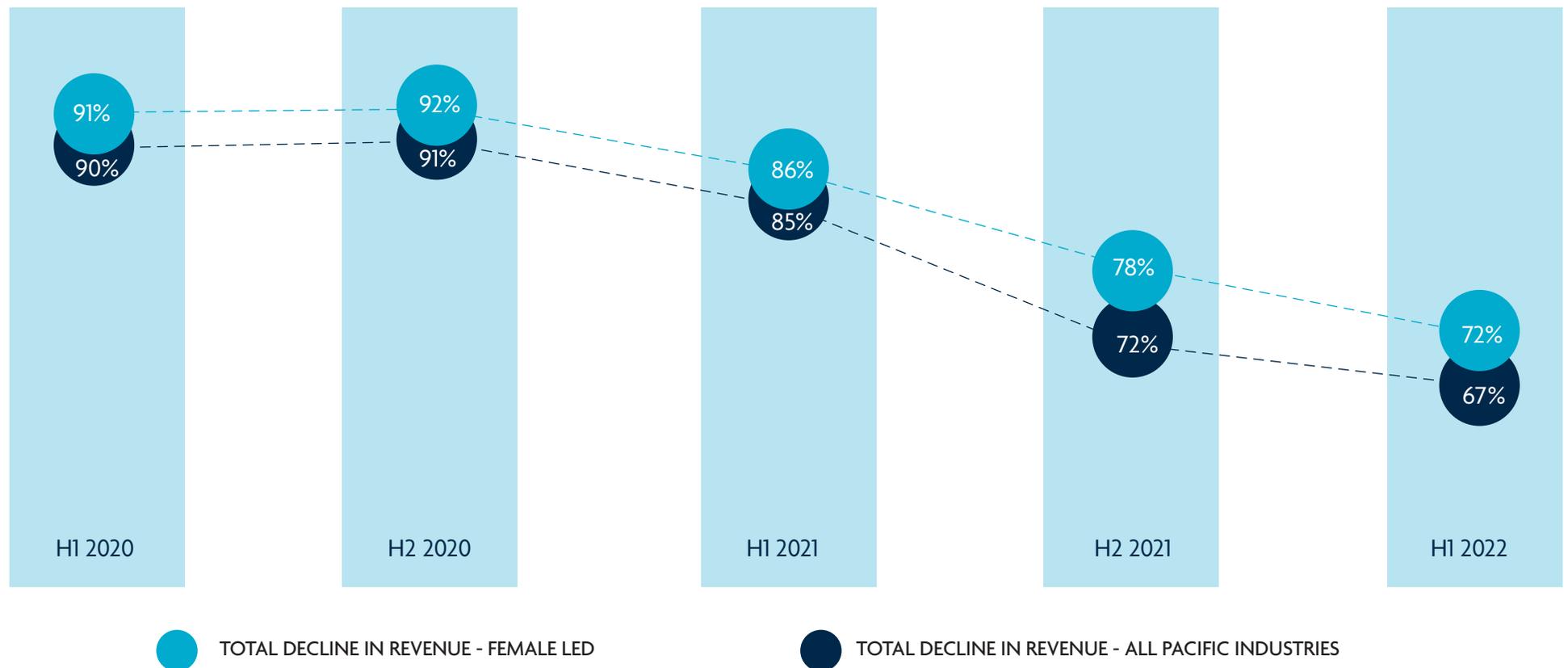


# IMPACT OF COVID-19

The revenue gap between female-led businesses and the general Pacific remained close, but grew slightly through the second half of 2021 and into 2022.

Q2

How does your current business sales/revenue compare to your pre-COVID revenues?

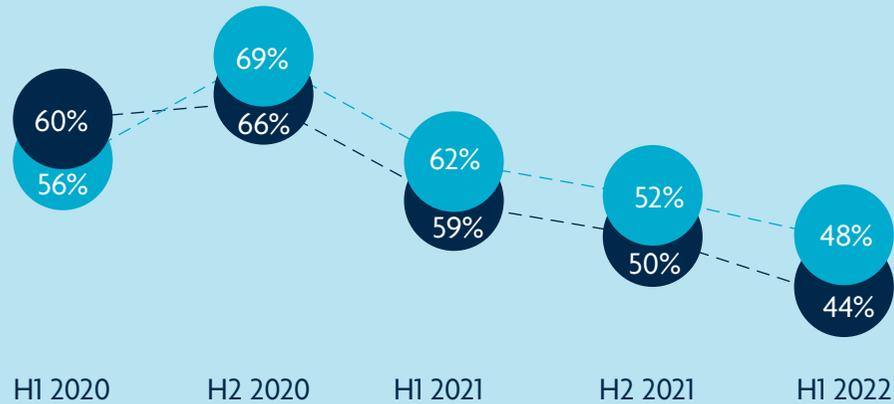


# IMPACT OF COVID-19

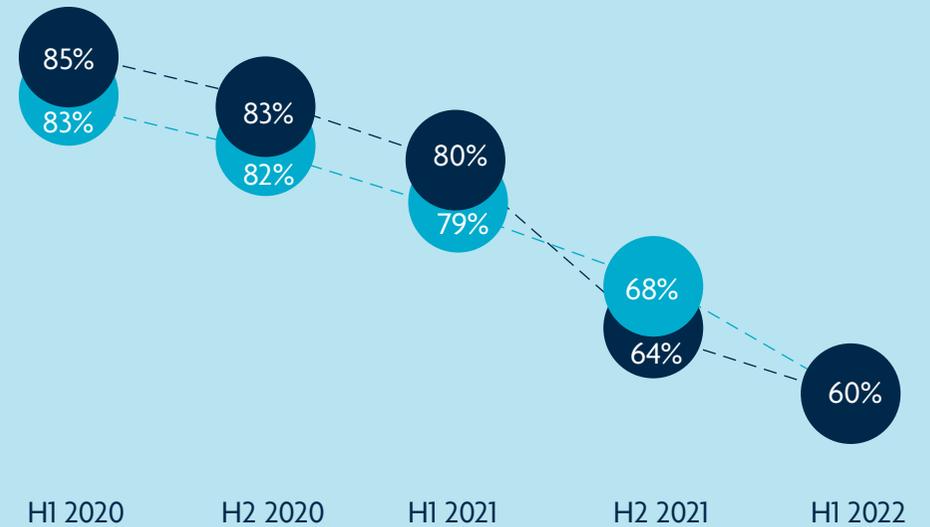
Female-led businesses also reported similar levels of impact on mental health and community wellbeing as the rest of the businesses surveyed.

**Q3** | What impact has COVID-19 had on the following criteria over the past 3 months?

Impact of COVID-19 on own mental health



Impact of COVID-19 on wellbeing of the community



TOTAL NEGATIVE IMPACT - PACIFIC FEMALE-LED

TOTAL NEGATIVE IMPACT - ALL PACIFIC INDUSTRIES

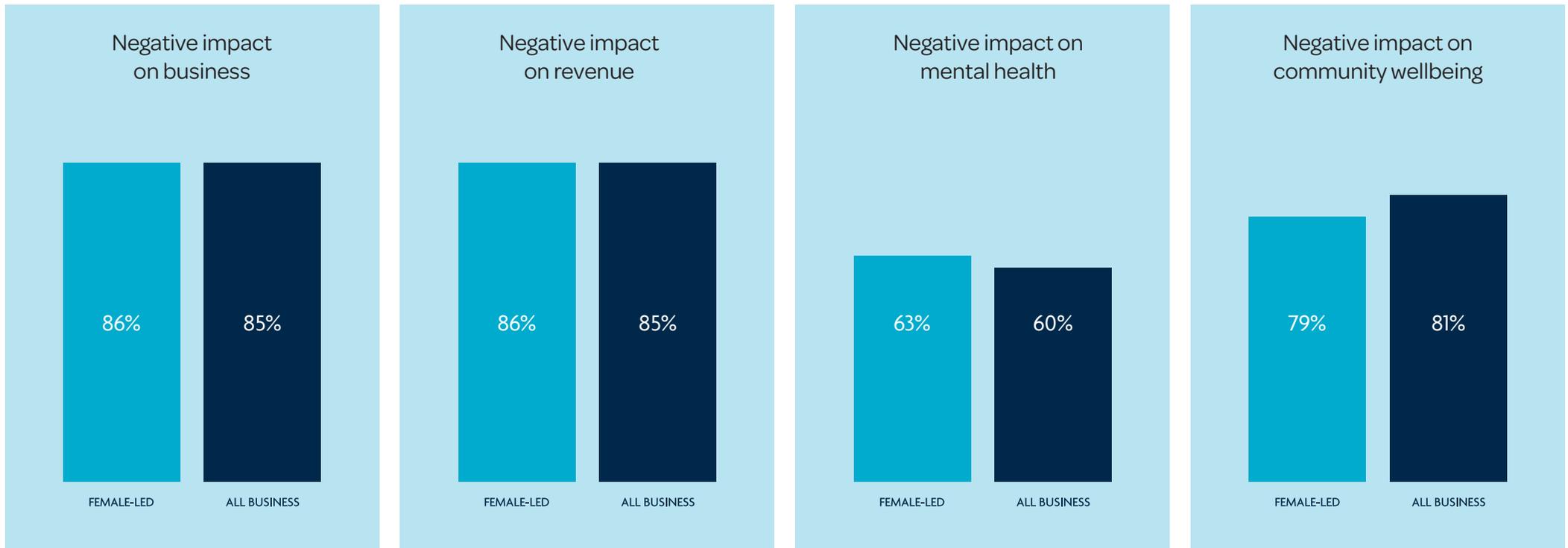


# IMPACT OF COVID-19

*As noted previously, despite the significant impact of the pandemic across all businesses, female-led businesses were not impacted more than other businesses.*

**Q4** | How would you describe the impact of COVID-19 on...

INDUSTRY AVERAGES (ACROSS ALL SURVEYS 2020-2022)



# CHALLENGES

*The increasing cost of products/raw materials impacted female-led businesses more than other businesses throughout the pandemic.*

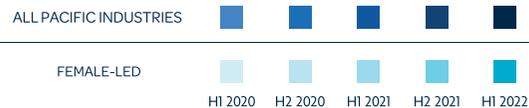
## Q5

How challenging has your business found the following in the past month due to COVID-19 and the current market conditions?

### ALL PACIFIC INDUSTRIES



## TOTAL % CHALLENGED





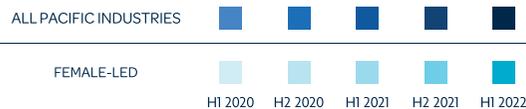
# INITIATIVES

More Female-led businesses stated they would be accessing new markets and improving online commerce capabilities than other businesses.

**Q6** | What are the top three initiatives that you need to action to support your business now?



## TOTAL % IN NEED



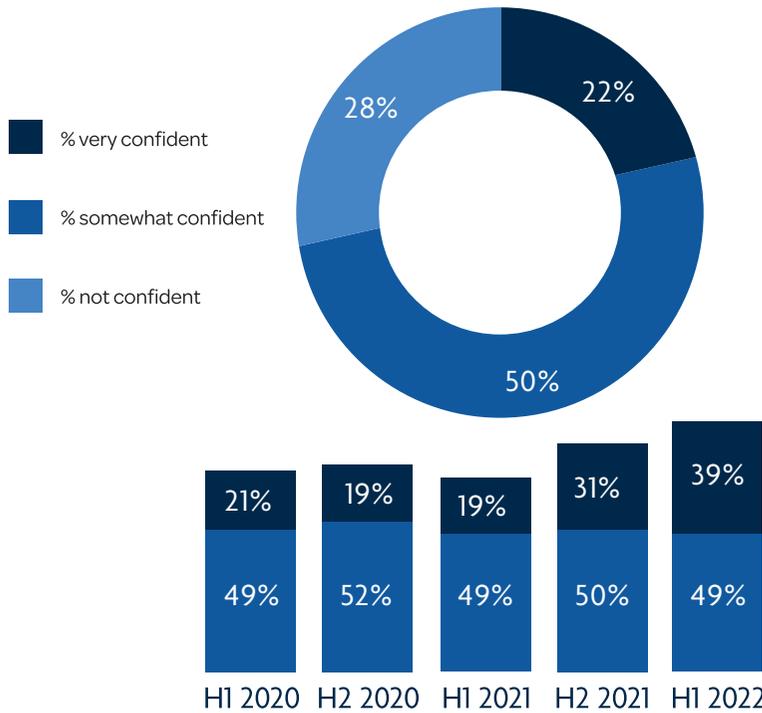
# CONFIDENCE

**Q7**

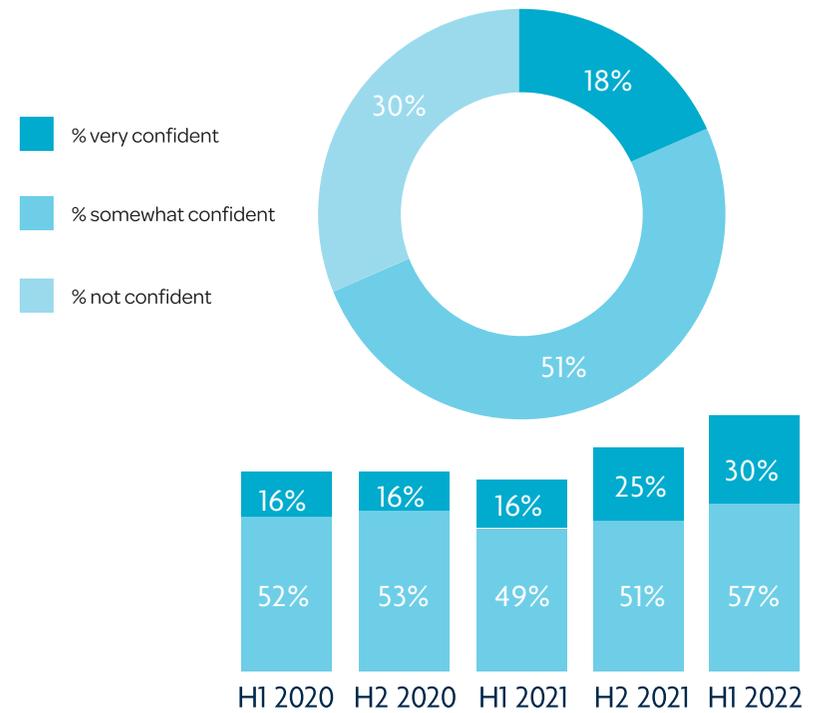
How confident are you that your business will survive the COVID-19 crisis?

*Female-led businesses remained as confident of survival as other businesses throughout the pandemic.*

CONFIDENCE - ALL PACIFIC INDUSTRIES



CONFIDENCE - FEMALE-LED



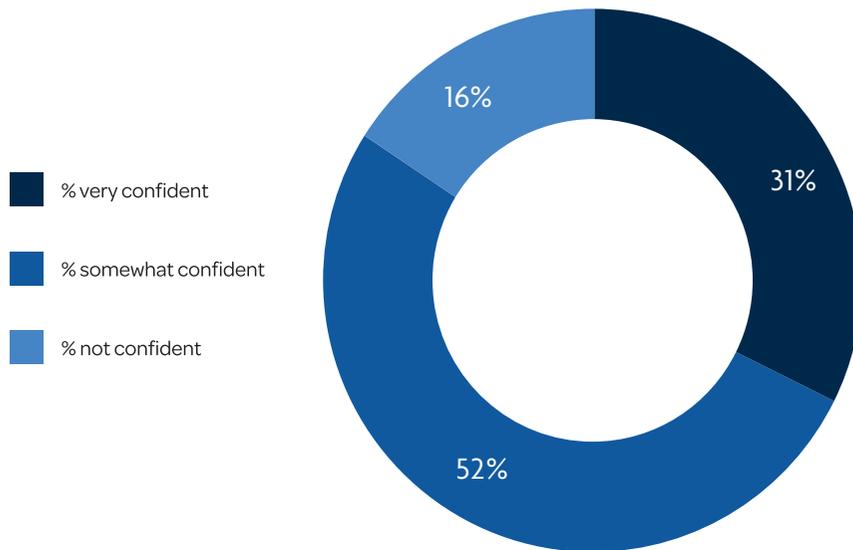


# CONFIDENCE

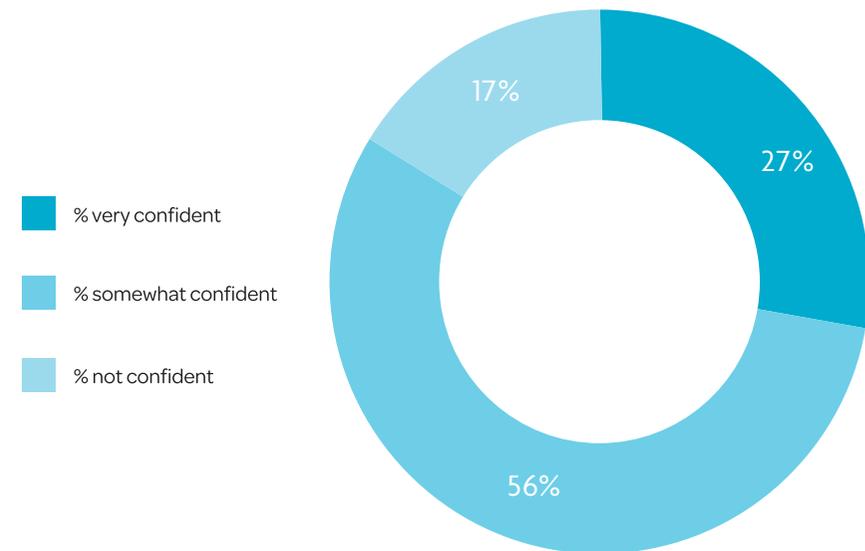
**Q8** | How confident are you that your business will build back stronger post the COVID-19 crisis?

*Female-led firms are also confident they will build back stronger post-pandemic.*

CONFIDENCE - ALL PACIFIC INDUSTRIES

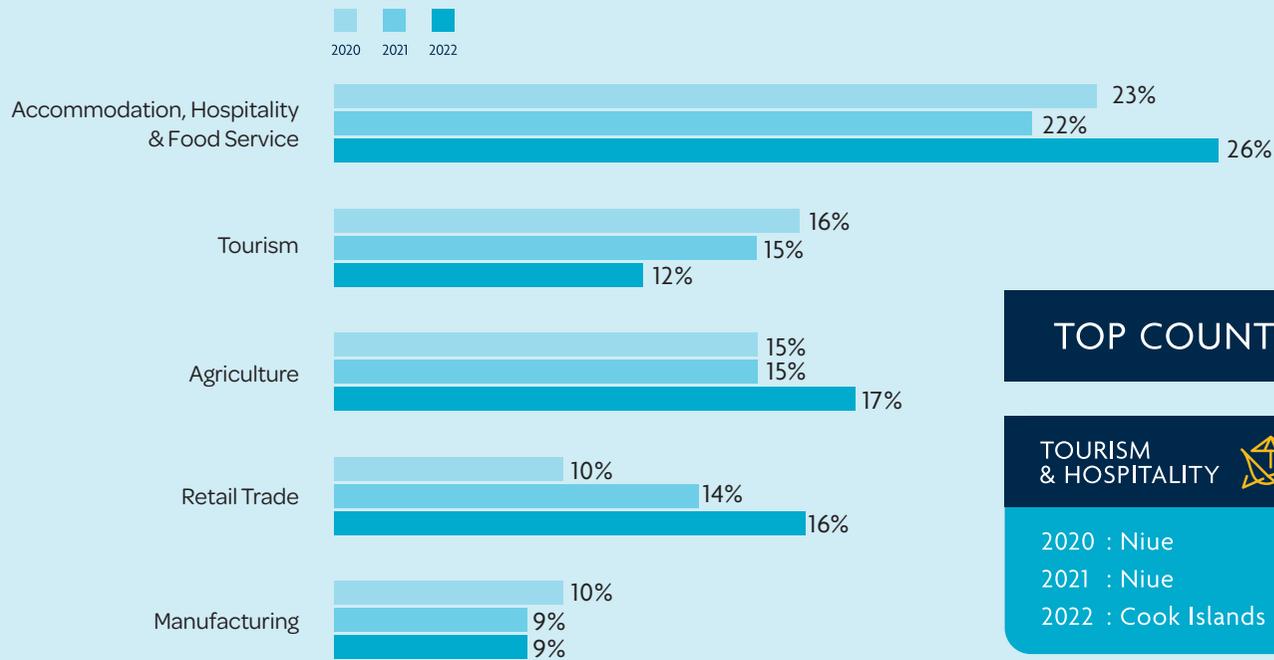


CONFIDENCE - FEMALE-LED



# SAMPLE COMPOSITION

Our sample is made up of respondents from a wide range of industries, with Accommodation, Hospitality & Food Service, Tourism, Agriculture, and Retail Trade well represented.



## TOP COUNTRY CONTRIBUTORS PER YEAR BY INDUSTRY

### TOURISM & HOSPITALITY



2020 : Niue  
2021 : Niue  
2022 : Cook Islands

### AGRICULTURE



2020 : PNG  
2021 : Fiji  
2022 : Samoa

### RETAIL TRADE



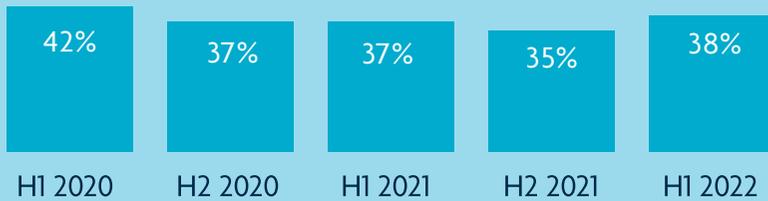
2020 : Tuvalu  
2021 : Tuvalu  
2022 : Tuvalu

# SAMPLE COMPOSITION

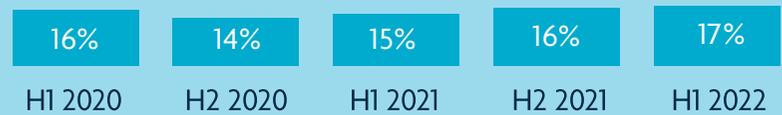
The four PTI Pacific Business Monitor - COVID Reflection reports have been re-segmented by the following industry classifications, as well as by female-led/owned businesses. Each cohort contributed a significant proportion of responses across the survey period.

This report consolidates and highlights responses from the female-led segmentation.

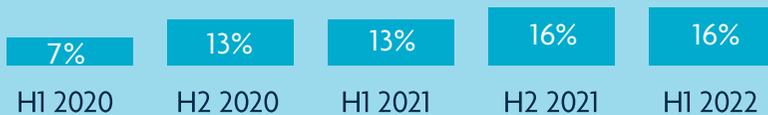
## TOURISM & HOSPITALITY



## AGRICULTURE



## RETAIL TRADE



## FEMALE-LED





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