

How small businesses in Ireland are navigating current economic trends and challenges



Small businesses are a key engine of local markets and the global economy, so it is essential that policymakers and government leaders understand their perspectives, challenges and opportunities. To help, Facebook is continuing data collection and analysis related to small and medium-sized businesses (SMBs) around the world. The most recent survey examines the health of SMBs, with a focus on minority-led SMBs, women-led SMBs, and the ongoing effects of the COVID-19 pandemic on SMBs in 30 countries and territories. Facebook's research program aims to provide insights and information that can facilitate meaningful support for this important sector.



78% of SMBs using Facebook reported that they were **operational** or engaging in any revenue-generating activities.



78% in Ireland



36% of operational SMBs using Facebook reported that their **sales** in the past month were higher than the same month the previous year, while **35%** reported their sales were lower.



36% in Ireland (Higher sales)



35% in Ireland (Lower sales)



18% of operational SMBs using Facebook reported they had **reduced** the size of their **workforce** as a result of the pandemic.



18% in Ireland



50% of operational SMBs using Facebook reported making **at least 25% of their sales digitally** in the past month.



50% in Ireland



36% of operational SMBs using Facebook expected **challenges** related to **cash flow** and **26%** expected challenges related to a **lack of demand** in the next few months.



36% in Ireland (Related to cash flow)



26% in Ireland (Related to lack of demand)



64% of operational SMBs using Facebook said they were **confident in their ability to continue operating for at least 12 months**, if current circumstances were to continue.



72% of women-led SMBs, versus **83%** of men-led SMBs, using Facebook reported that they were **operational** or engaging in any revenue-generating activities.



32% of operational, women-led SMBs using Facebook reported that **sales** in the past month were **higher** than the same month the previous year, prior to the pandemic, compared to **43%** of operational, men-led SMBs using Facebook.



Some businesses saw a decline in sales. **38%** of operational, women-led SMBs using Facebook reported their **sales** in the past month were **lower** than the same month the previous year, prior to the pandemic, compared to **29%** of operational, men-led SMBs using Facebook.



WOMEN-LED

This July 2021 survey of SMB owners and managers, conducted on the Facebook platform, included a minimum of **305** respondents in **Ireland**.

The survey sample was drawn from the population of Facebook platform users. Statistics are reported for people who owned or managed an SMB and are weighted to adjust for nonresponse, among other factors. Respondents were invited to the survey and took it within the Facebook app, with participation optional and uncompensated.

For details on the methodology and sampling, visit: dataforgood.fb.com/docs/state-of-small-business.