

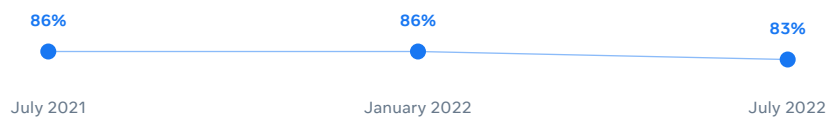
## How small businesses in Indonesia are navigating current economic trends and challenges



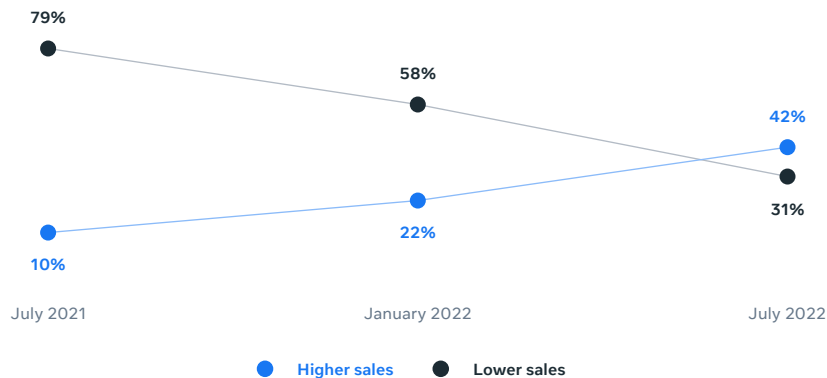
Small businesses are a key engine of local markets and the global economy, so it is essential that policymakers and government leaders understand their perspectives, challenges and opportunities. To help in that regard, Meta is continuing to look at how small and medium-sized businesses (SMBs) around the world are faring. The most recent July 2022 survey examines the health of SMBs in 30 countries and territories, with an additional focus on minority-led SMBs and women-led SMBs. Meta's research program aims to provide insights and information that can facilitate meaningful support for this important sector.



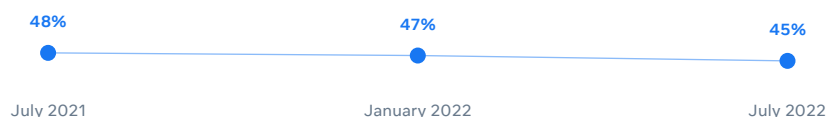
**83%** of SMBs in Indonesia on the Facebook app reported that they were **operational** or engaging in any revenue-generating activities.



**42%** of operational SMBs in Indonesia on the Facebook app reported that their **sales** in the past 30 days were **higher** when compared to the same month last year, while **31%** of operational SMBs in Indonesia reported their sales were lower.



**45%** of operational SMBs in Indonesia on the Facebook app reported generating at least 25% of their **sales through digital channels** in the past 30 days.



**49%** of operational SMBs in Indonesia on the Facebook app reported that they expect to generate more than 50% of their annual **revenues between October 1 and December 31** of this year.

49% in Indonesia (July 2022)



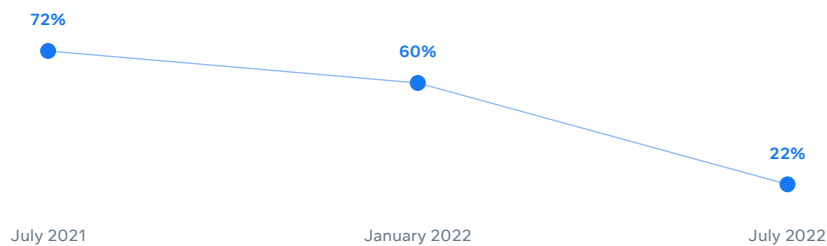
**23%** of operational SMBs in Indonesia on the Facebook app reported having **sold their goods or services to customers in other countries** in the past 5 years. This compares to the global average of **30%**.

23% in Indonesia (July 2022)

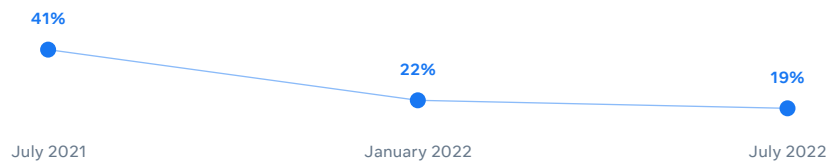
30% Global average (July 2022)



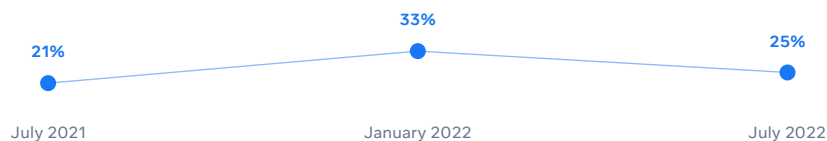
**22%** of operational SMBs in Indonesia on the Facebook app reported that they had **reduced** the size of their **workforce** in the past 6 months.<sup>1</sup>



**19%** of operational SMBs in Indonesia on the Facebook app reported using **digital tools for advertising**.



**25%** of operational SMBs in Indonesia on the Facebook app expected challenges related to a **lack of customer demand** in the next few months.



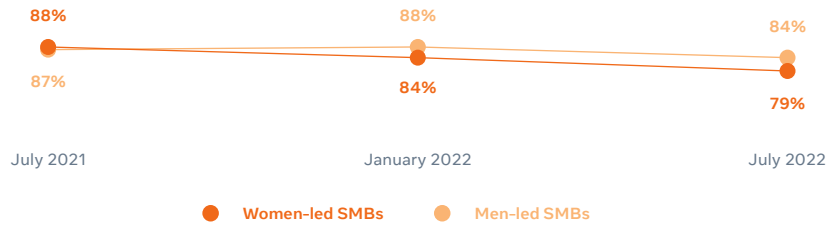
**18%** of operational SMBs in Indonesia on the Facebook app reported that they have **increased the prices of their goods or services by more than 20%** in the last 6 months.

18% in Indonesia (July 2022)

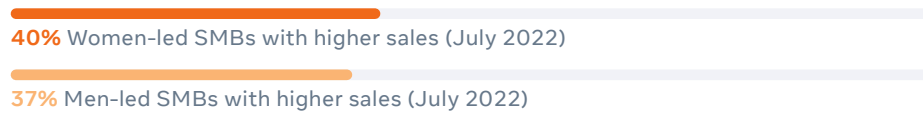
WOMEN-LED



**79%** of women-led SMBs in Indonesia on the Facebook app reported that they were **operational** or engaging in any revenue-generating activities, compared to **84%** of men-led SMBs in Indonesia.



**40%** of operational, women-led SMBs in Indonesia on the Facebook app reported that **sales** in the past 30 days were **higher** when compared to the same month last year. This compares to **37%** of operational, men-led SMBs in Indonesia.



1 Note that in previous waves SMBs were asked, “How has the number of workers at this business changed as a result of the COVID-19 pandemic?”

This July 2022 survey of SMB owners and managers, conducted on the Facebook app, included a minimum of **400** respondents in Indonesia (and a minimum of **185** in January 2022 and **777** in July 2021).

The survey sample was drawn from the population of Facebook app users. Statistics are reported for those 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.facebook.com/dfg/docs/2022-global-state-of-small-business](https://dataforgood.facebook.com/dfg/docs/2022-global-state-of-small-business).