

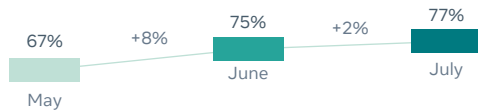
# How small businesses in Brazil have been impacted



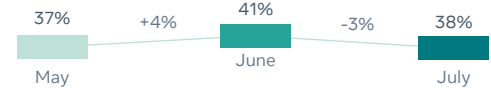
The Future of Business Survey is an ongoing collaboration between Facebook, the OECD, and the World Bank to survey small and medium businesses (SMBs) with a page on Facebook globally biannually. From May–October 2020, SMBs in more than 50 countries and regions will be surveyed monthly to provide timely insights on the impact of COVID-19 on their business operations, the challenges they face, and the support and adjustment mechanisms they are using to survive, cope and adapt. The objective of this research is to amplify the voice of SMBs, assess how their situations are changing, and, in turn, produce evidence that allows them to emerge resilient.



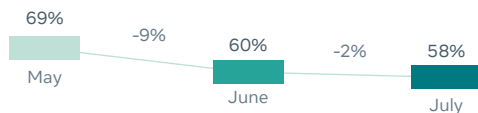
**77%** of female-led SMBs in July and 91% of male-led SMBs in July on Facebook reported that they were **operational** or engaging in any revenue-generating activities.



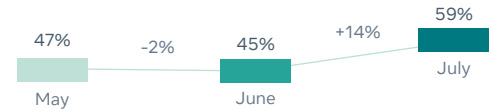
**38%** of operational SMBs in July on Facebook reported they had **reduced** the number of **employees/workers** as a result of the COVID-19 pandemic.



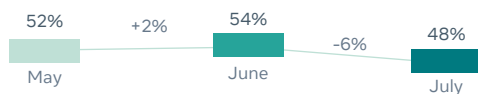
**58%** of operational SMBs in July on Facebook reported that their **sales** in the past month were **lower** than the same month last year.



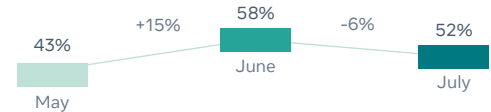
**59%** of operational SMBs in July on Facebook reported 25% or more of their sales were made **digitally** in the past month.



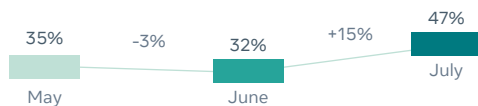
**48%** of operational SMBs in July on Facebook expected **cash flow** to be a **challenge** in the next few months.



**52%** of owners and managers of operational SMBs in July on Facebook reported they felt **optimistic** about the future of their business.



**47%** of operational SMBs in July on Facebook reported **50% or more** of their sales were made **digitally** in the past month.



The first 2020 wave of the Future of Business Survey among owners and employees was conducted on the Facebook platform between May 28–31, 2020, with at least 151 respondents in Brazil. The second wave was conducted between June 24–30, 2020, with at least 246 respondents in Brazil. The third wave was conducted between July 24–30, 2020, with at least 321 respondents in Brazil.

In order to qualify for the sample, respondents were required to be an administrator of an active Facebook Business Page. Statistics are reported for those who owned or managed an SMB, and are weighted to adjust for non-response. Respondents were asked their opinions and experiences regarding the impacts of COVID-19 on business operations. Respondents were invited to the survey and took it within the Facebook app, with participation completely optional and non-compensated. For more details on the methodology and sampling, visit: <https://dataforgood.fb.com/global-state-of-smb>.