

# GoDaddy 2023 Data Observatory

Global and Brazil Findings: Business  
May 2023



# About the 2023 GoDaddy Data Observatory

## Methodology and Target Group:

The research studied small businesses globally in March 2023. Businesses surveyed ranged from solopreneurs (no employees) to small businesses (up to 50 employees).

It was conducted in partnership with research firm Advanis.

## Markets & Sample Sizes

- TOTAL: n=4,682
  - US: n=1,021
  - Brazil: n=540
  - Colombia: n=511
  - Germany: n=480
  - Spain: n=500
  - Mexico: n=573
  - India: n=569
  - APAC (Thailand, Singapore, Philippines): n=488

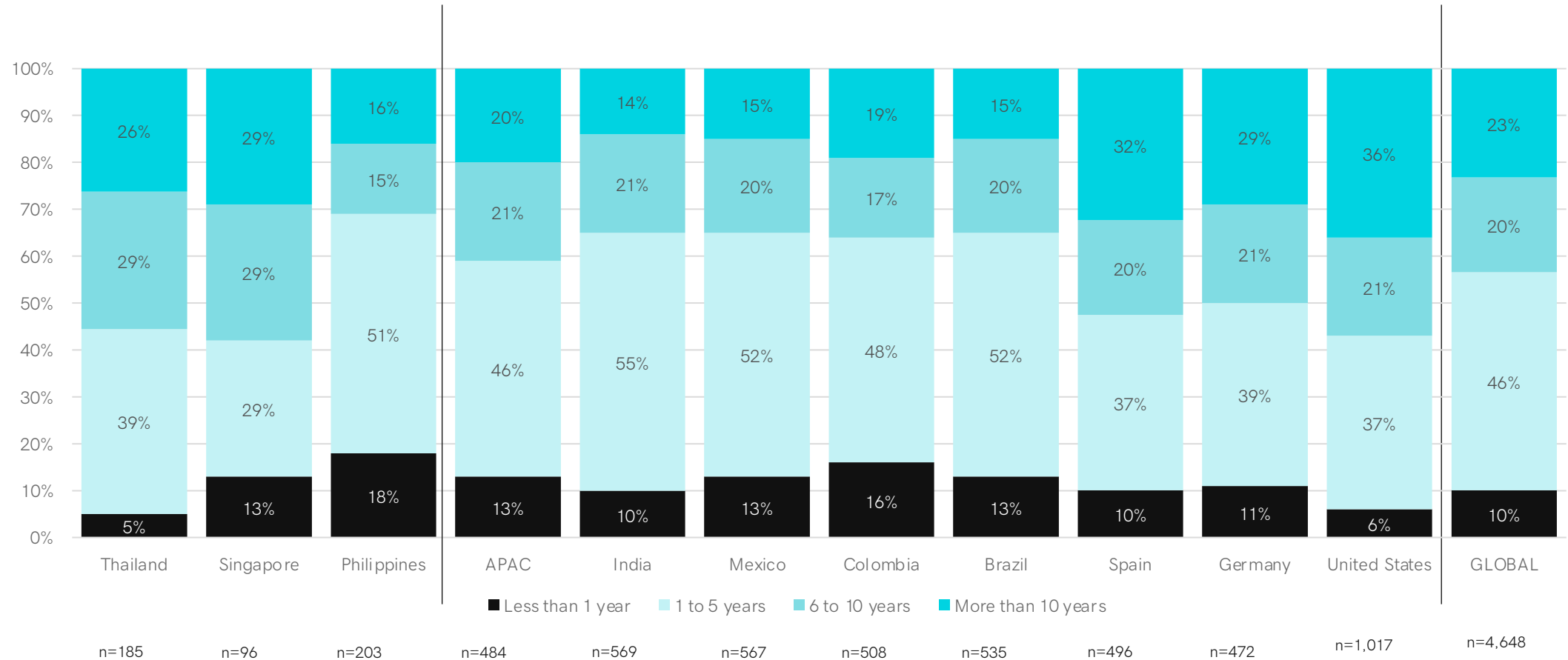
# Categories

1. Business Tenure
2. Online Business Tenure
3. Sales Channels
4. Share of Online Sales Revenue
5. Initial steps to publicize business
6. Activities to raise awareness
7. Importance of Business Challenges

# **GoDaddy 2023 Data Observatory**

## **Business Tenure**

# How many years has your company been in business?



# [BRAZIL] Business Tenure

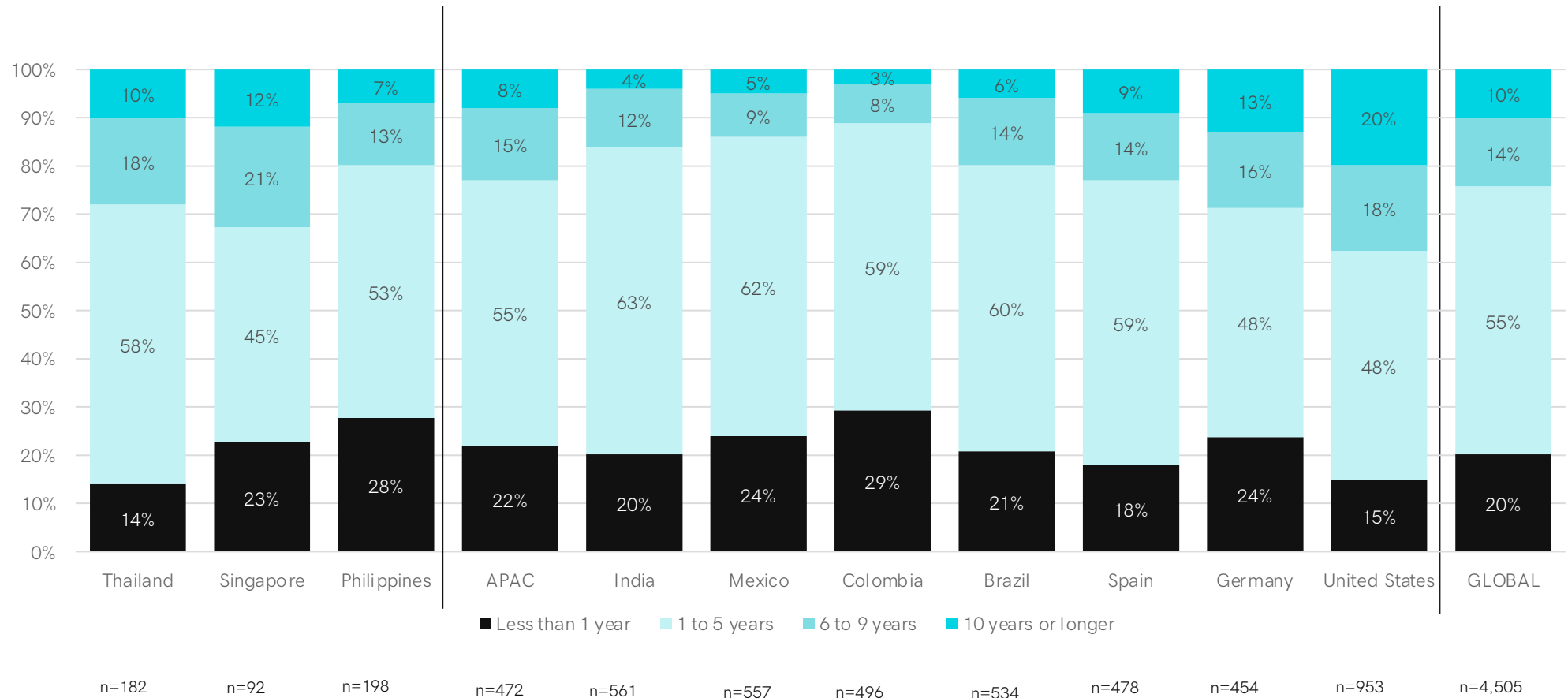
More than half of small businesses in Brazil have been in business for 1-5 years (52%)

Majority of GenZ (18-24y; 63%) small business owners founded their company 1-5 years ago

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# **Online Business Tenure**

# How long have you been selling your products online?





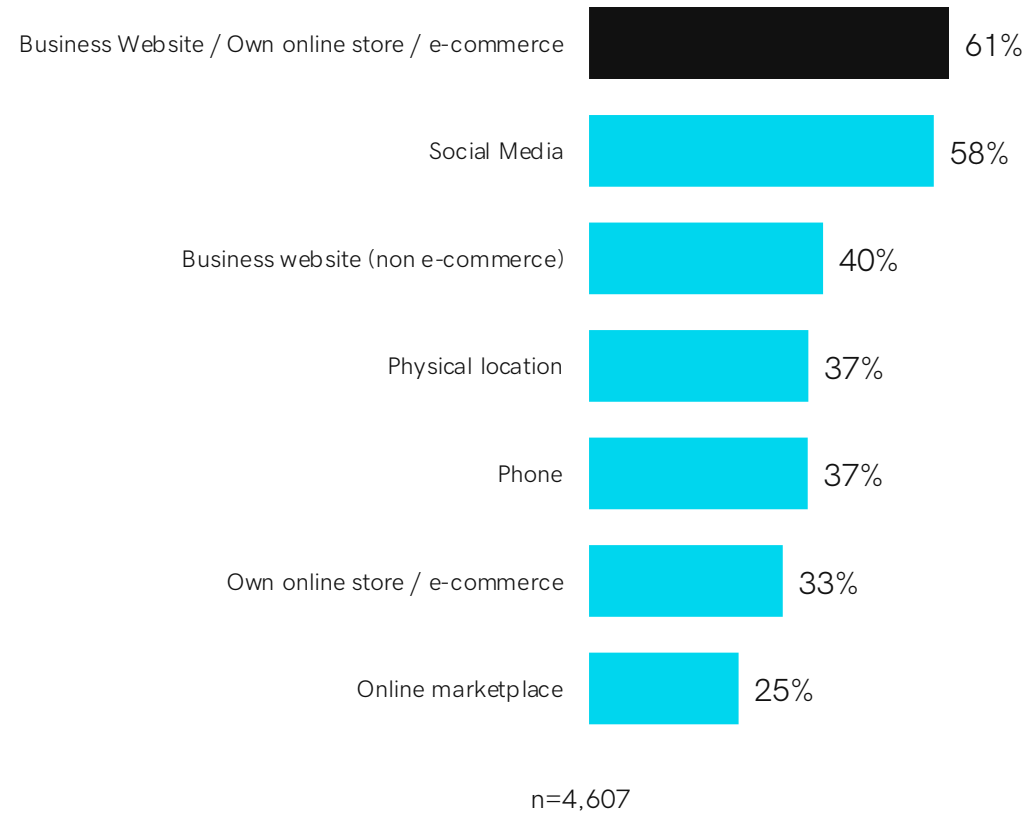
# [BRAZIL] Online Business Tenure

Selling online is slightly more mature among small businesses in Brazil vs. Colombia or Mexico: 20% have been selling online for 6+ years (vs. 11% in CO and 14% in MX)

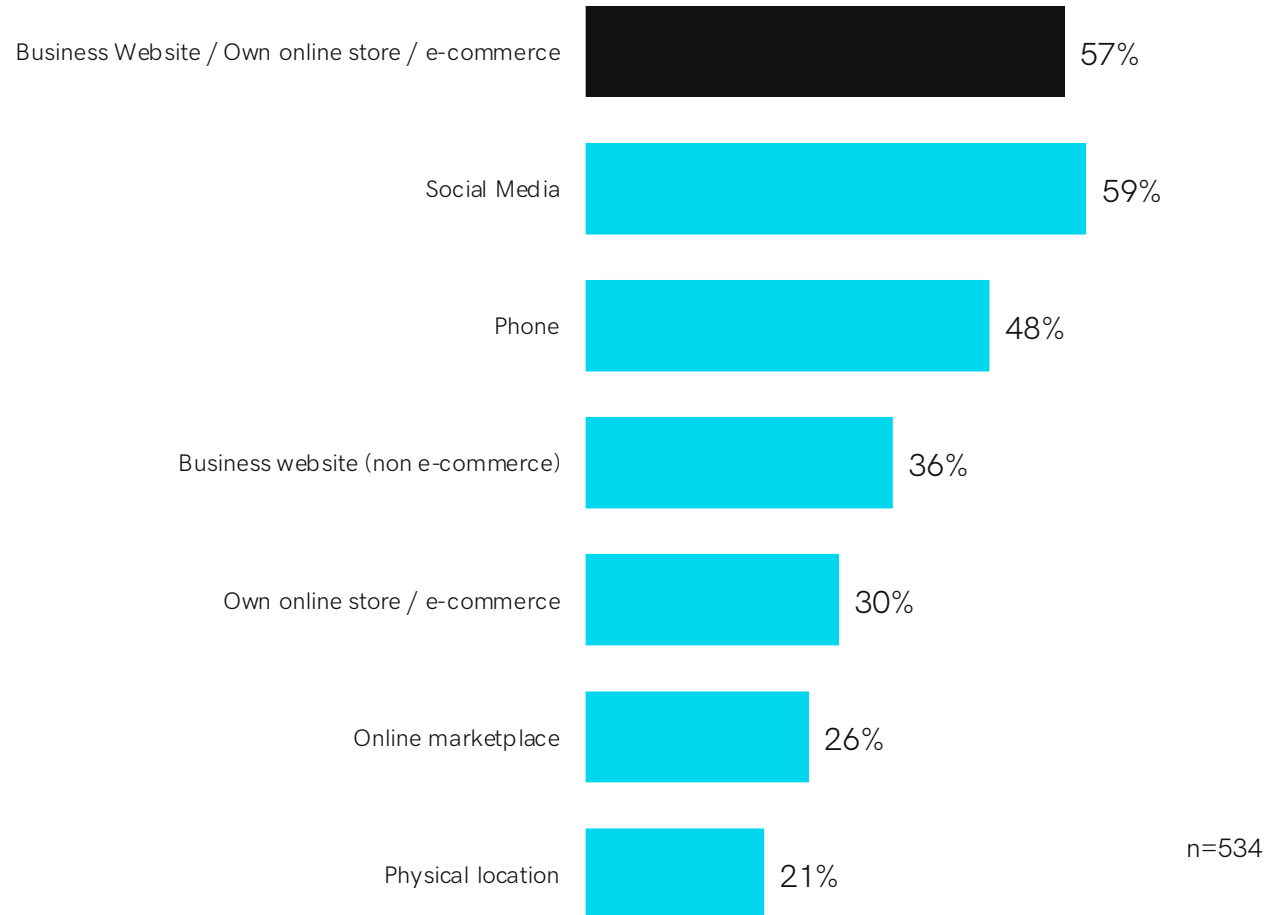
# **GoDaddy 2023 Data Observatory**

## **Sales Channels**

# [GLOBAL] Which of the following sales channels does your company use?



# [BRAZIL] Which of the following sales channels does your company use?



# [BRAZIL] Sales Channels

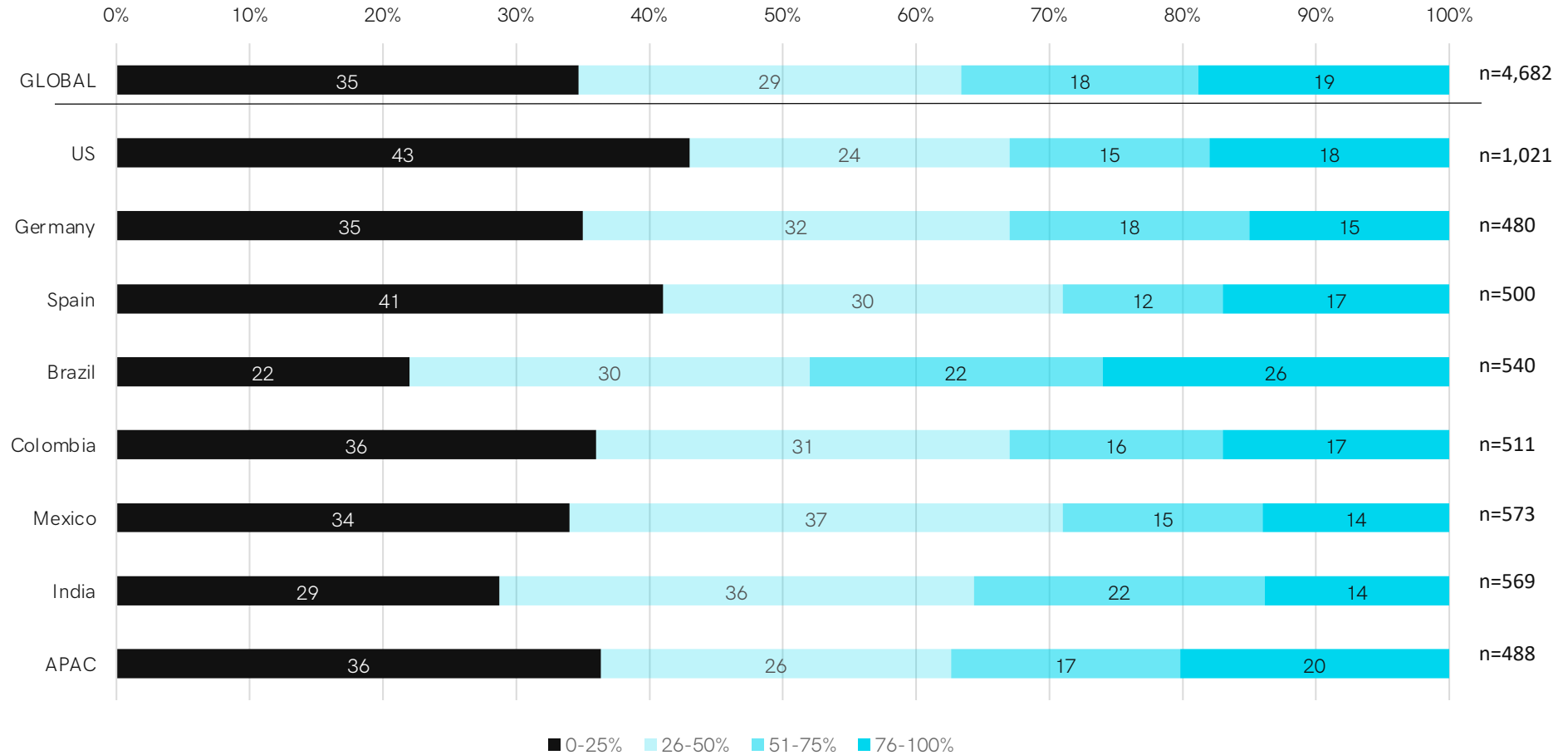
Phone is more relevant in Brazil (48%) than in many other countries

Men (41%) use non-ecommerce business websites more often than women (32%)

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# **Share of Online Sales Revenue**

# What share of your annual revenue is based on online sales channels?



# [BRAZIL] Online Sales Revenue

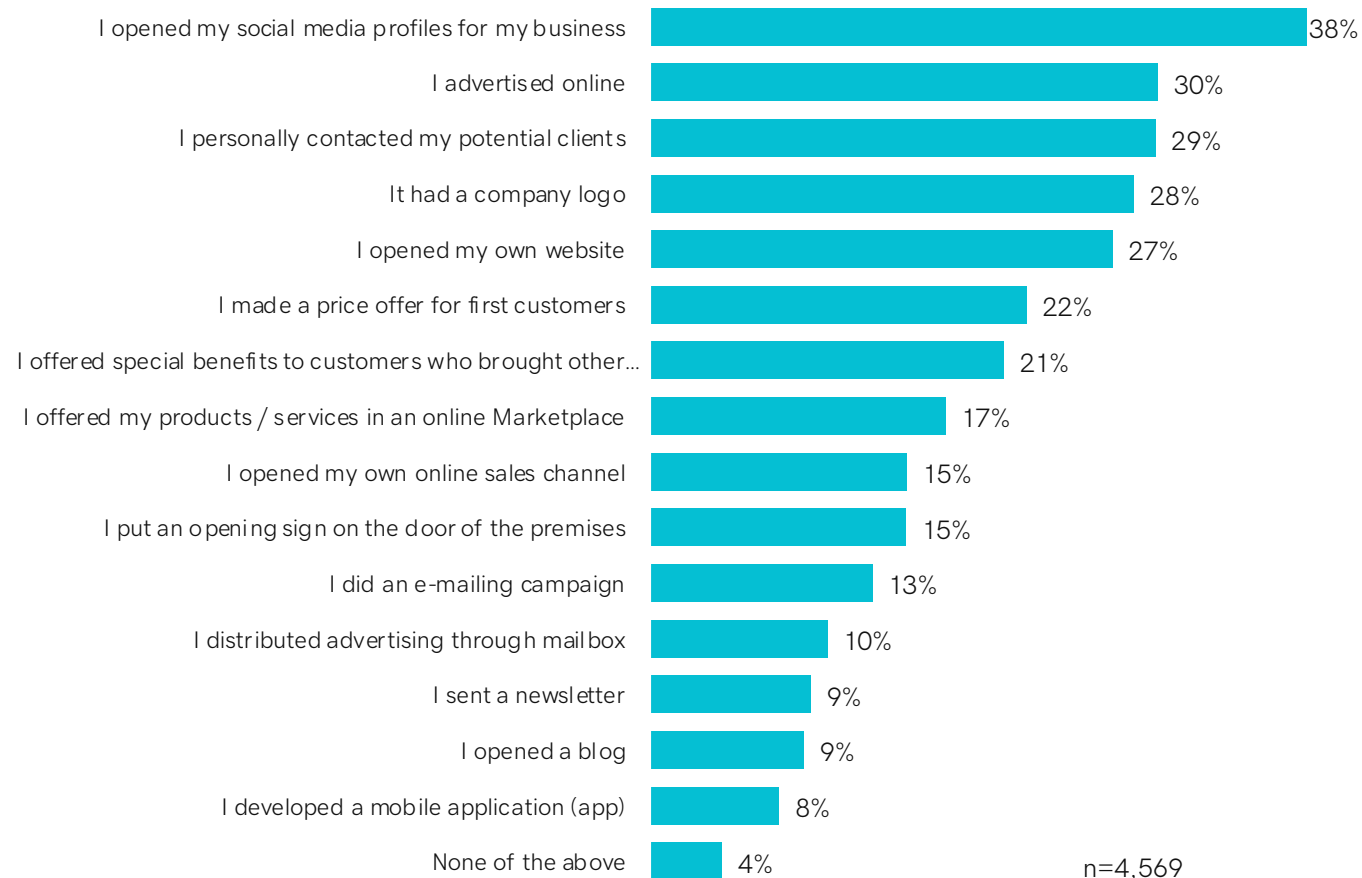
Almost half of the revenue of Brazilian small businesses is generated by online sales. For 26% of the respondents, it is even more than three quarters of sales.



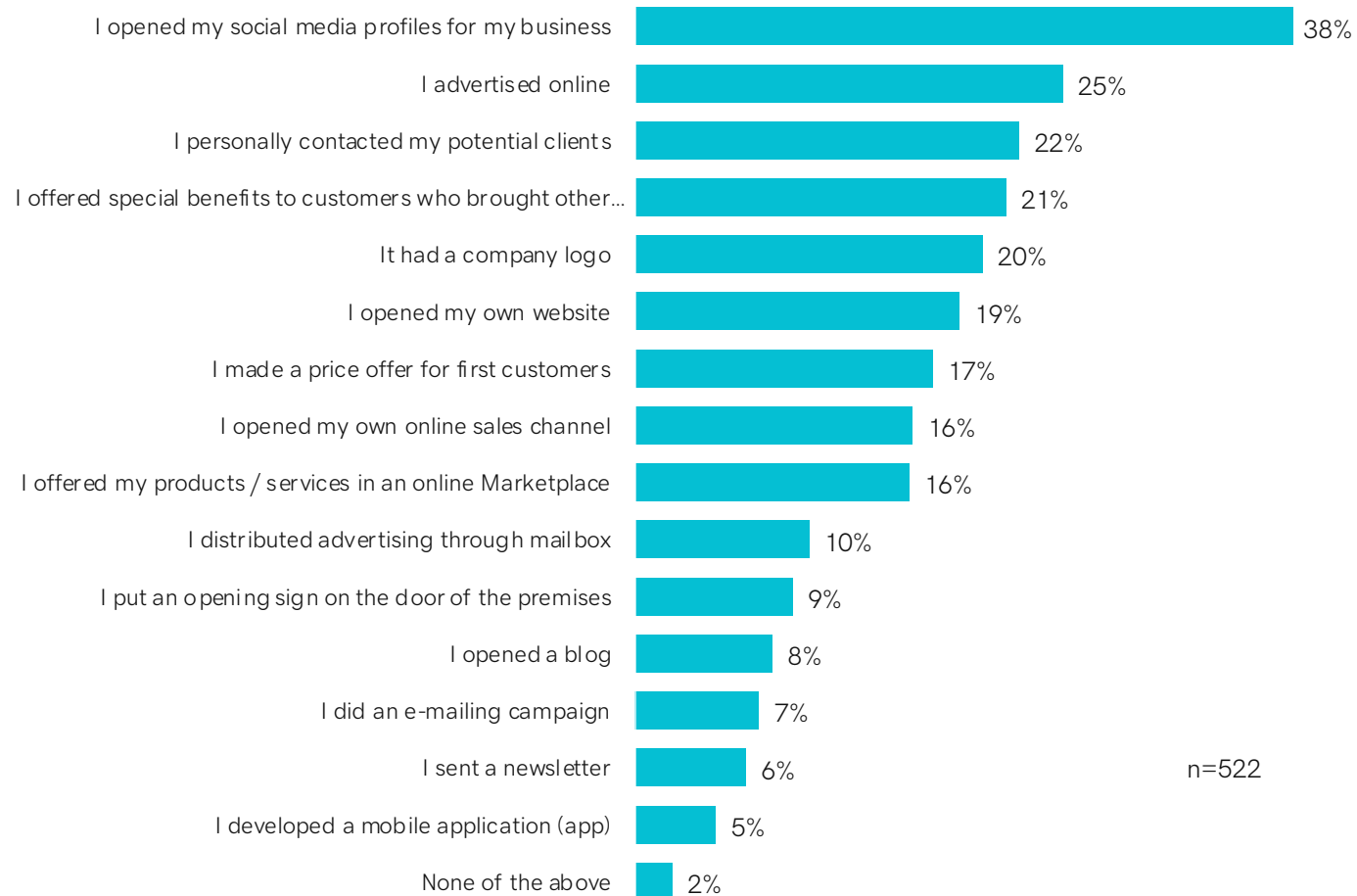
# **GoDaddy 2023 Data Observatory**

## **Initial Steps to Publicize Business**

# [GLOBAL] In the first three months of opening your business, which of the following actions did you take to publicize your company?”



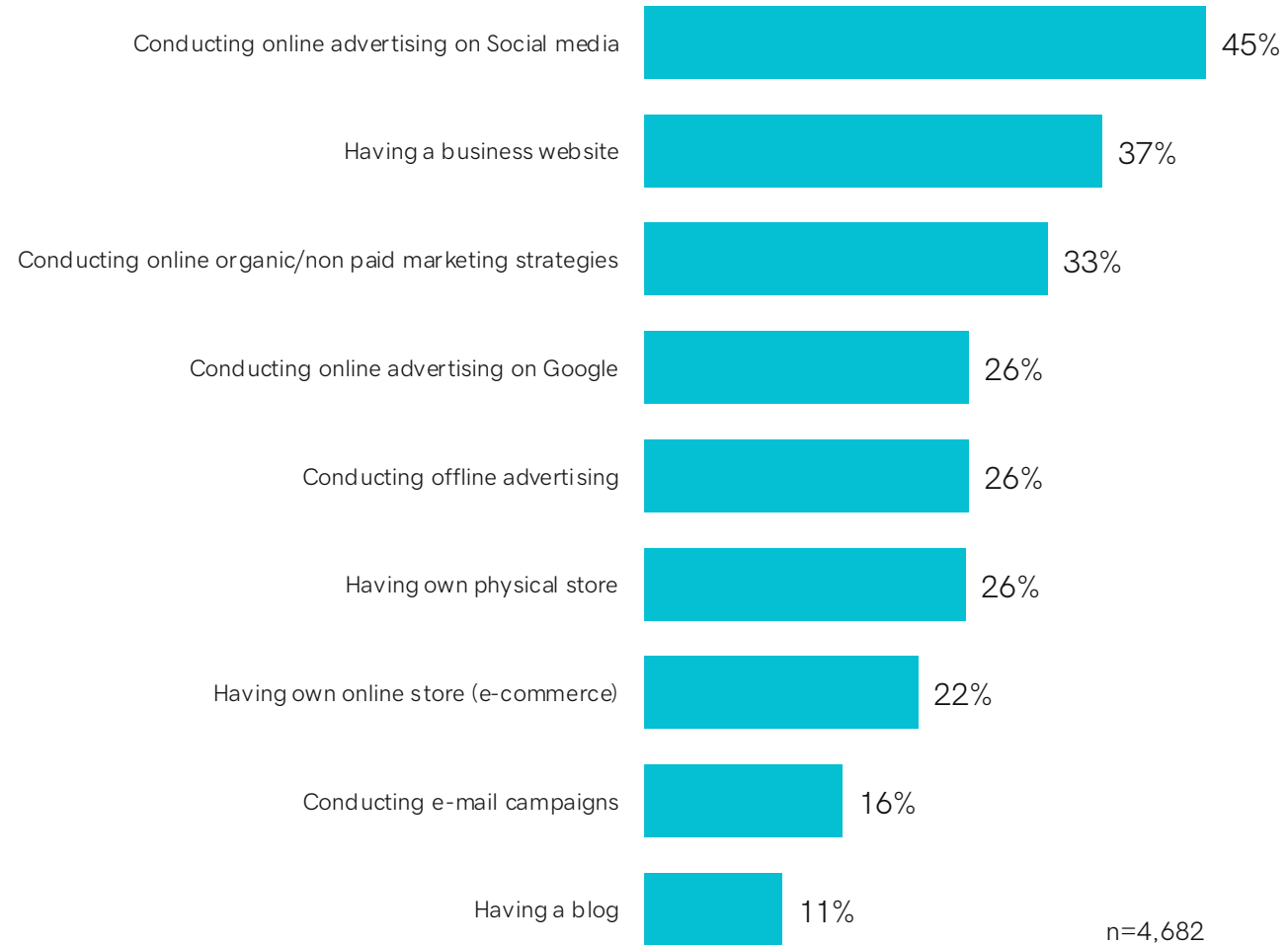
# [BRAZIL] In the first three months of opening your business, which of the following actions did you take to publicize your company?



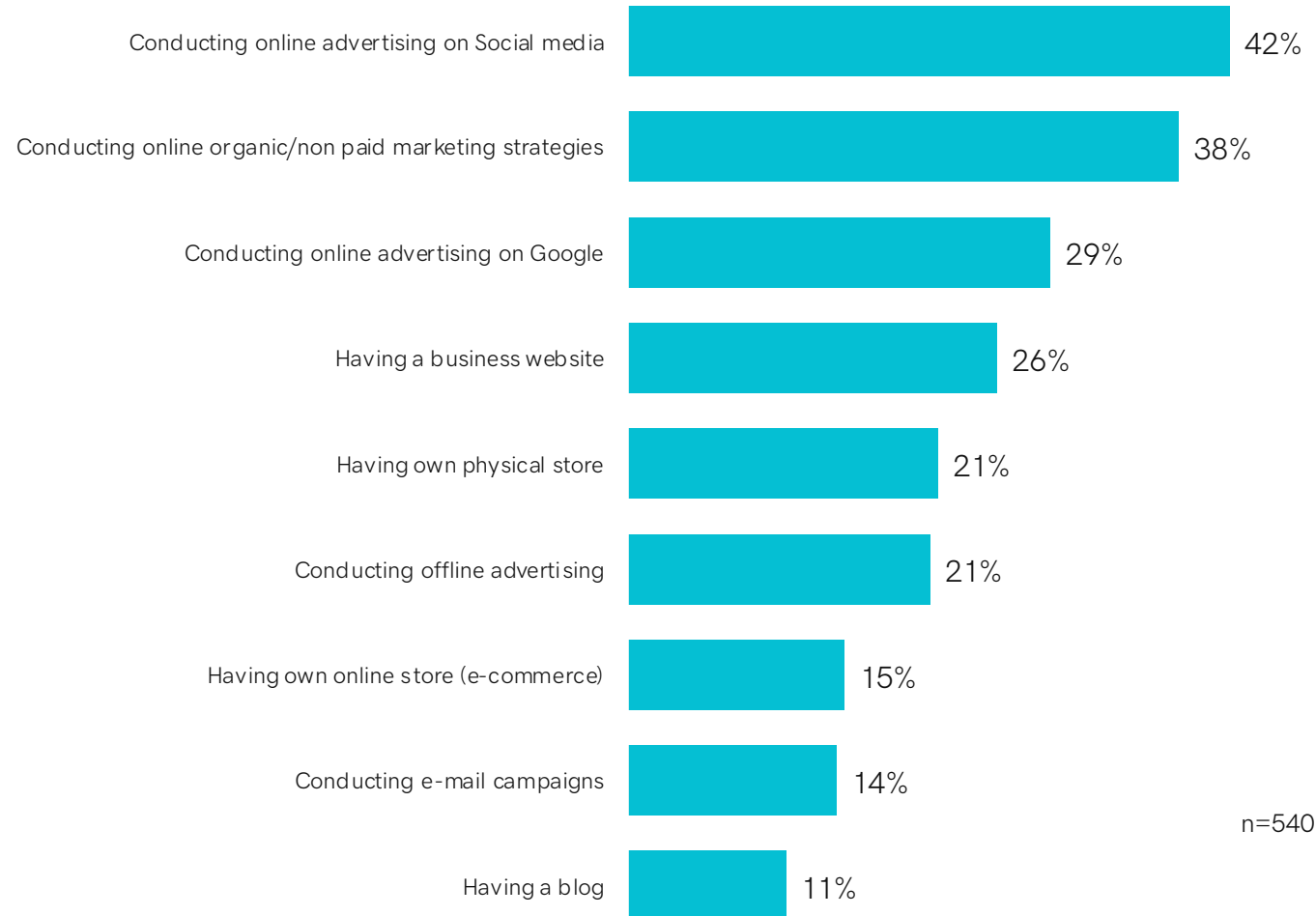
# **GoDaddy 2023 Data Observatory**

## **Activities to Raise Awareness**

# [GLOBAL] Which do you think are the most impactful activities to raise awareness of a business?



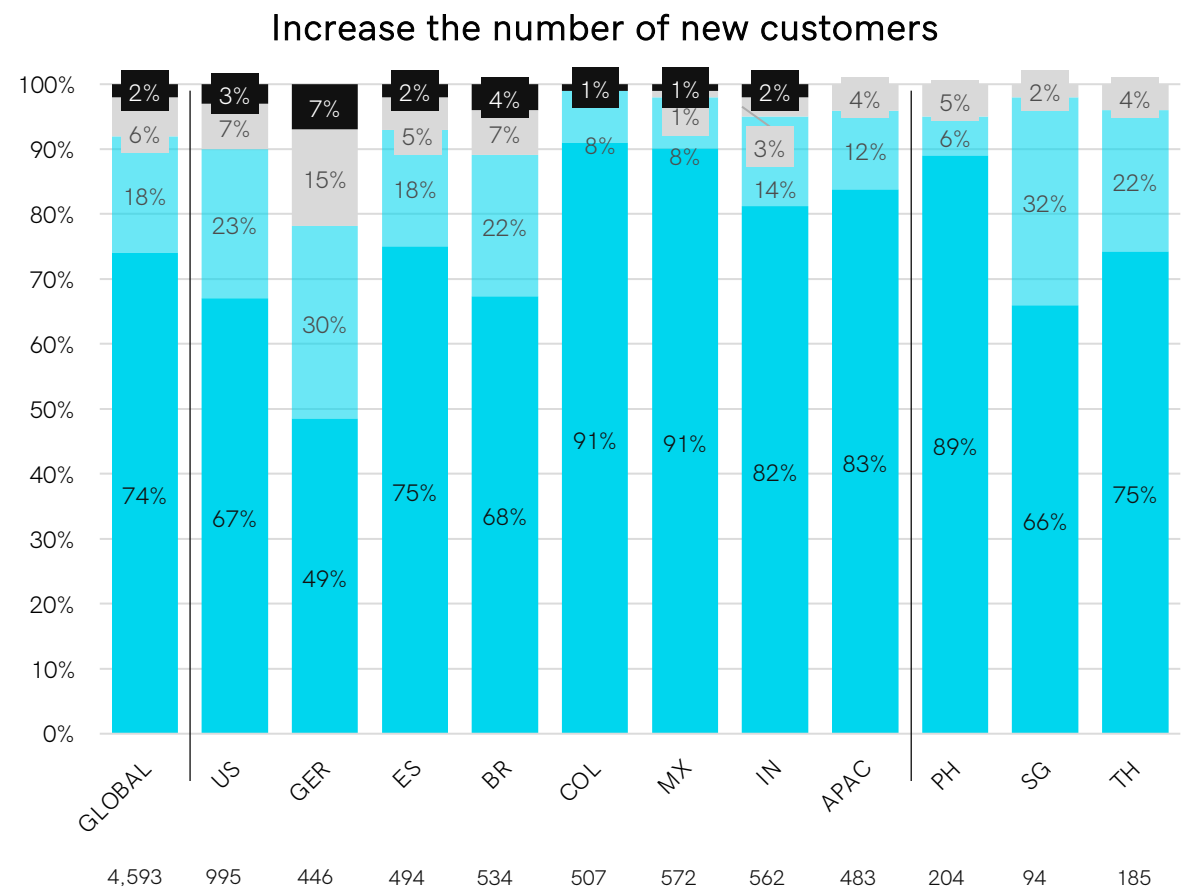
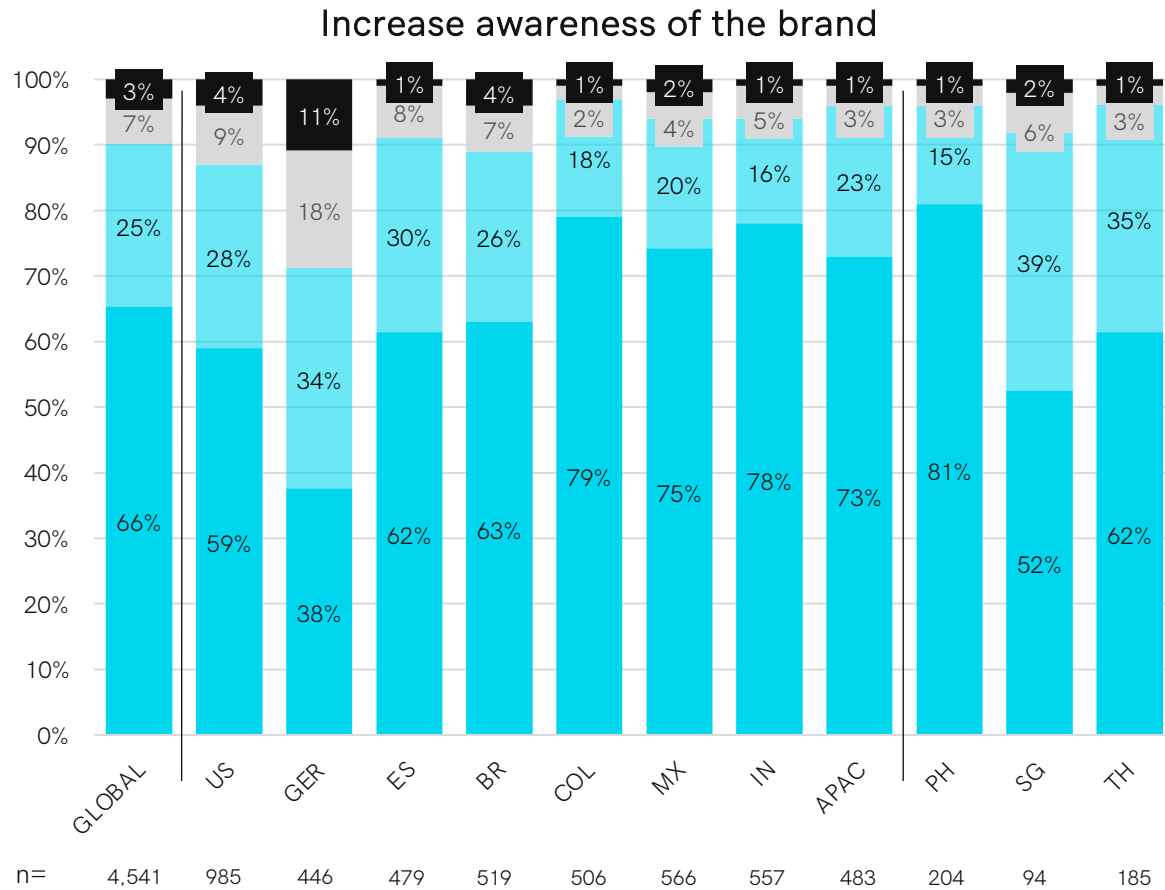
# [BRAZIL] Which do you think are the most impactful activities to raise awareness of a business?



# **GoDaddy 2023 Data Observatory**

# **Importance of Business Challenges**

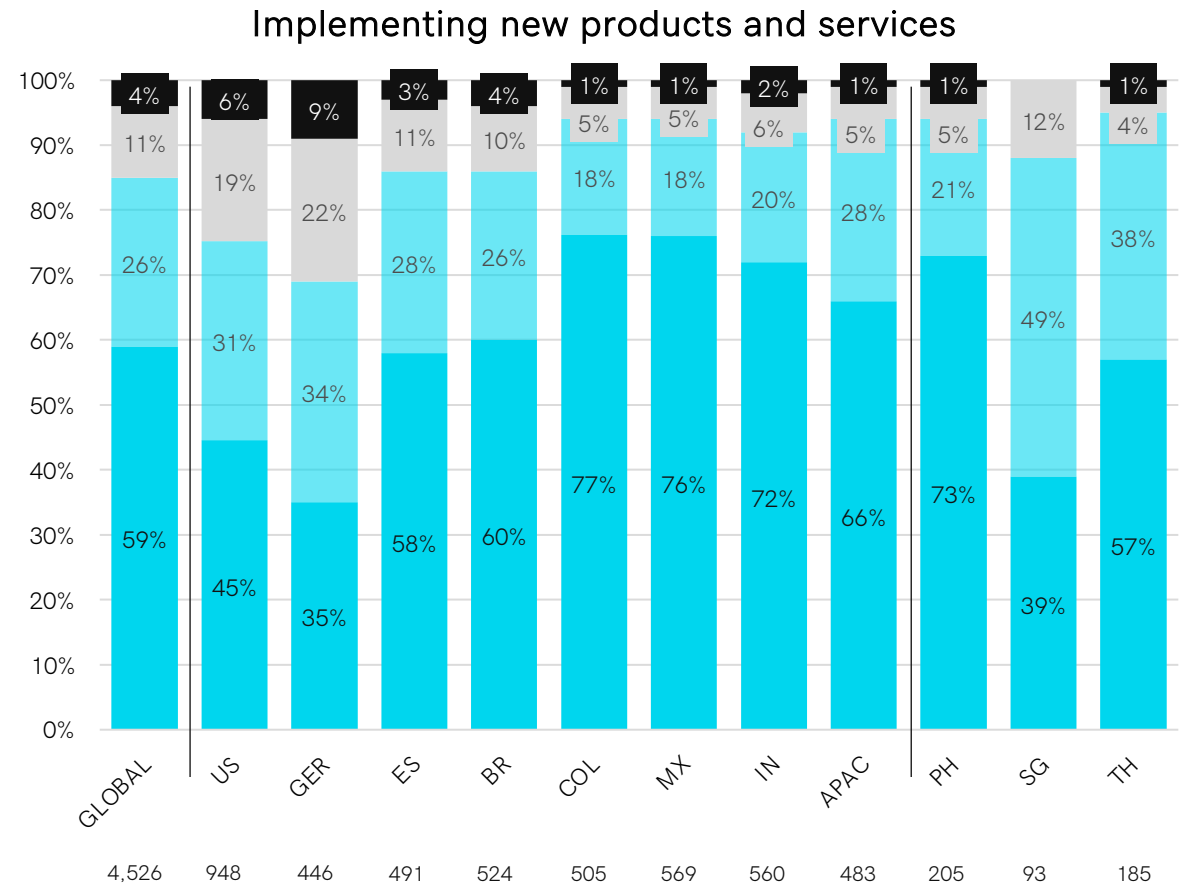
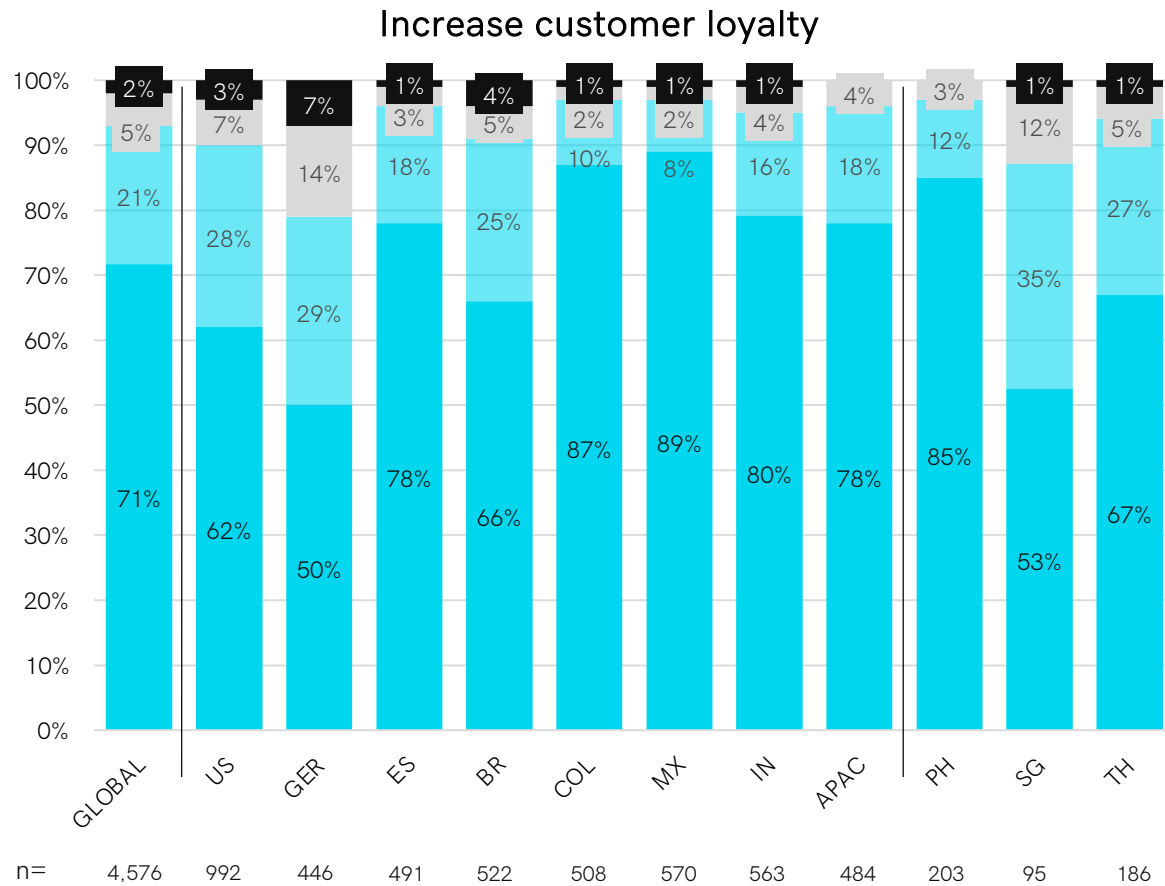
# In general, how important are the following challenges for your business?



Very important Rather important Less important Not important at all

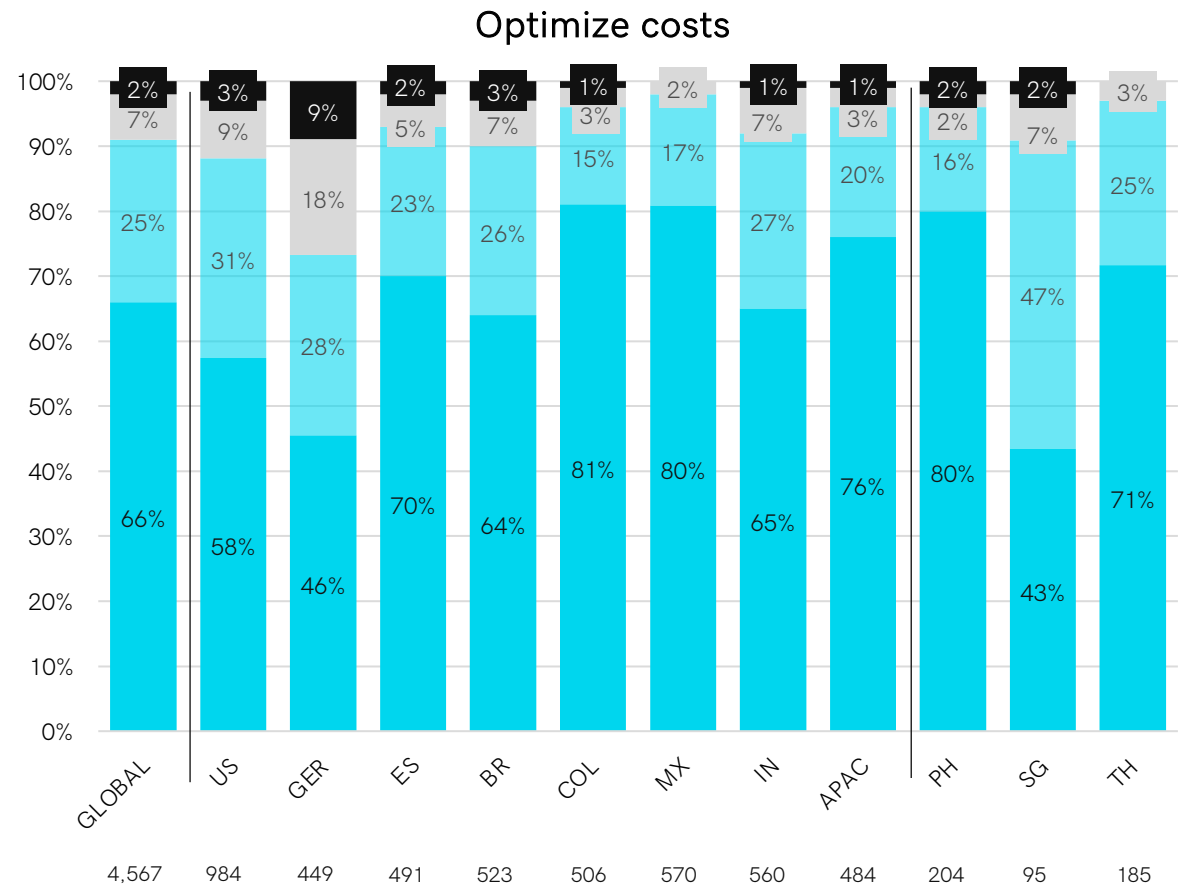
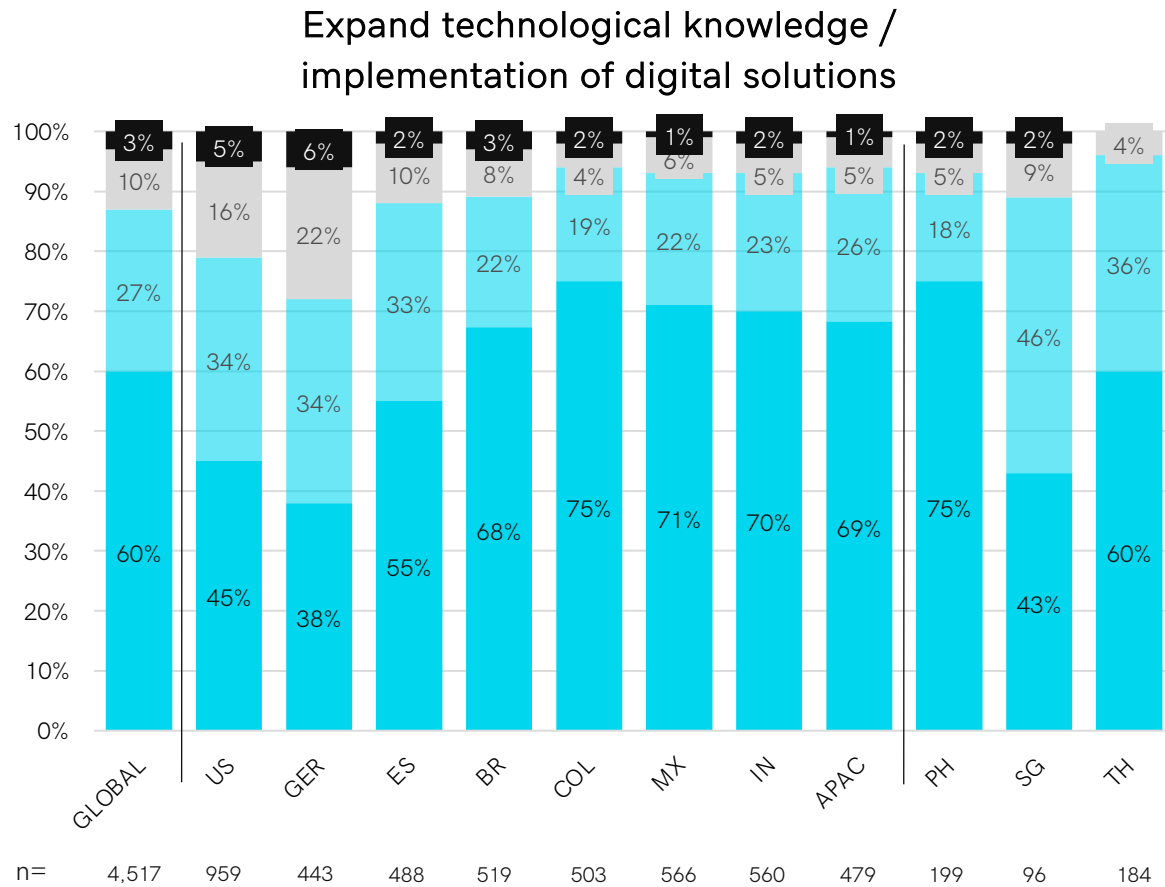


# In general, how important are the following challenges for your business?



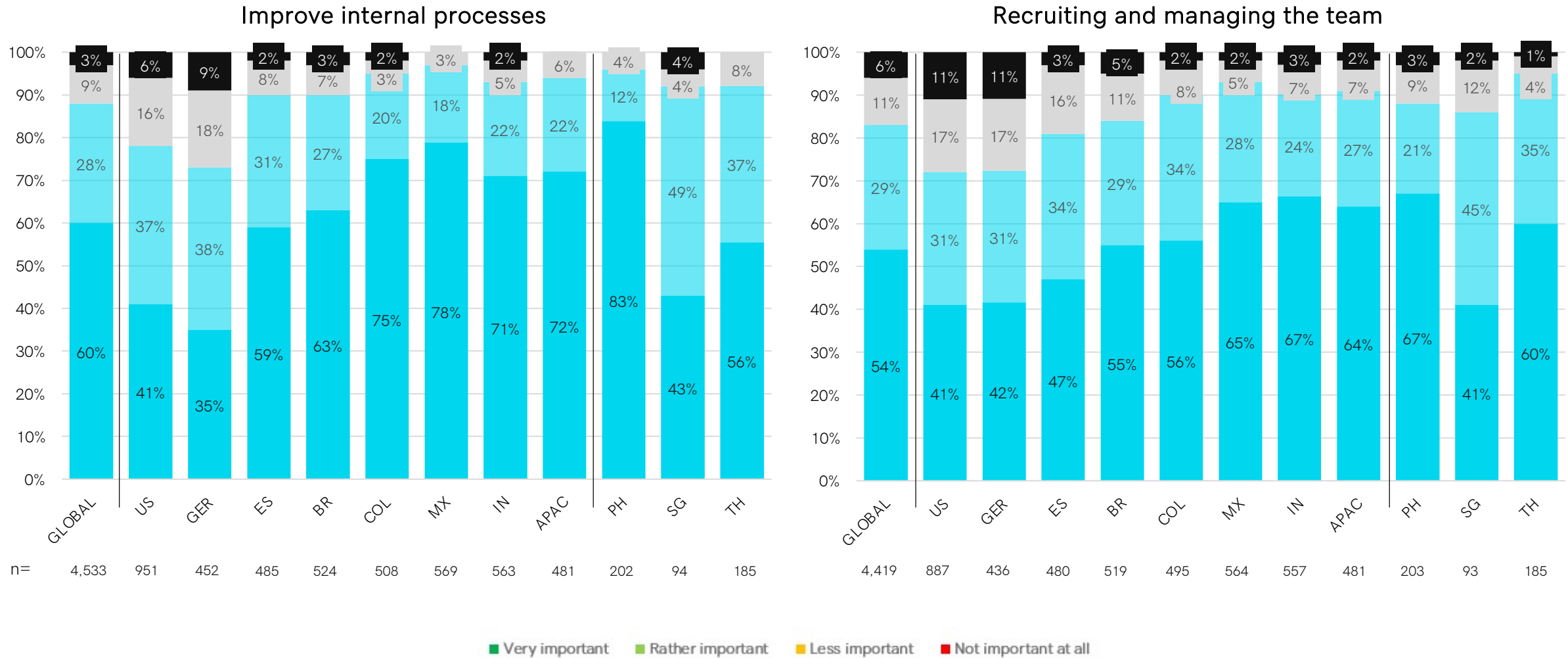
Very important Rather important Less important Not important at all

# In general, how important are the following challenges for your business?



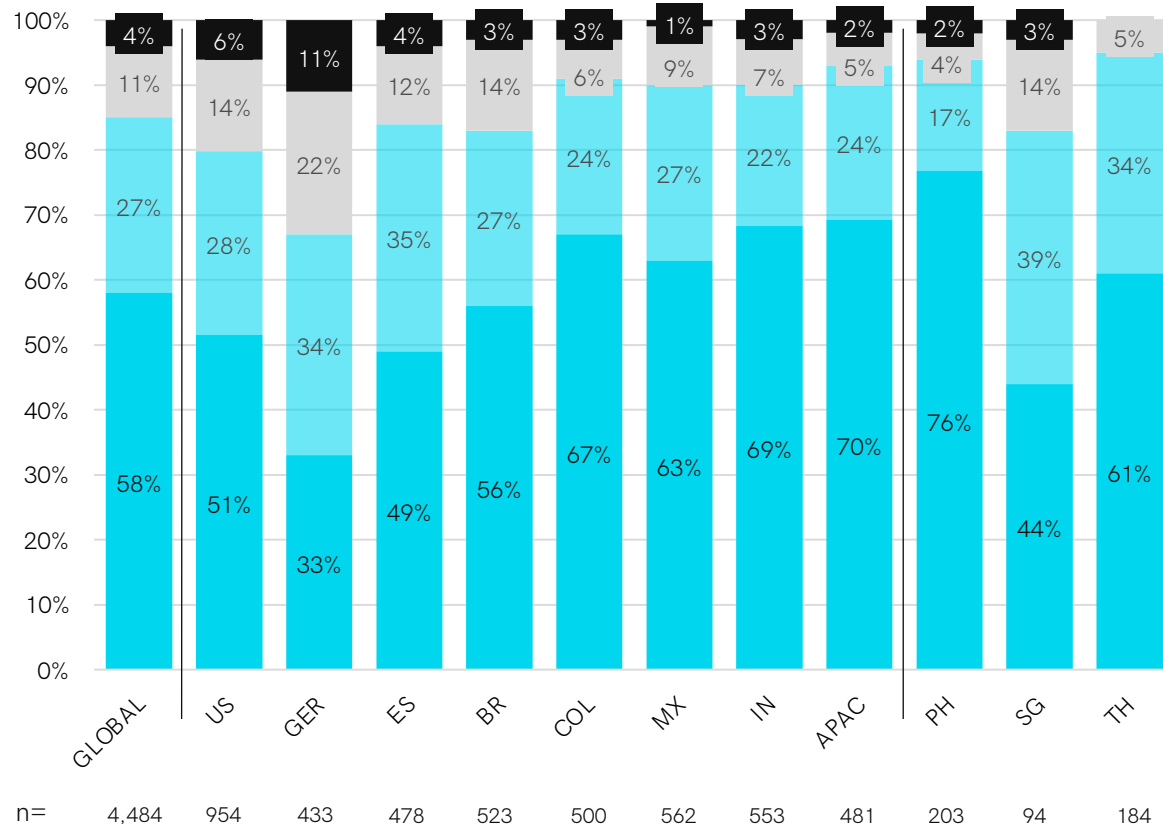
Very important   Rather important   Less important   Not important at all

# In general, how important are the following challenges for your business?



# In general, how important are the following challenges for your business?

Finding funds to run the business



■ Very important
 ■ Rather important
 ■ Less important
 ■ Not important at all

# [BRAZIL] Importance of Business Challenges

"Expand technological knowledge / implementation of digital solutions" is seen as a top challenge by 68%, higher than other countries including the United States, Germany and Spain

More Brazilian women (75%) consider "increase number of new customers" as very important compared to men (58%)

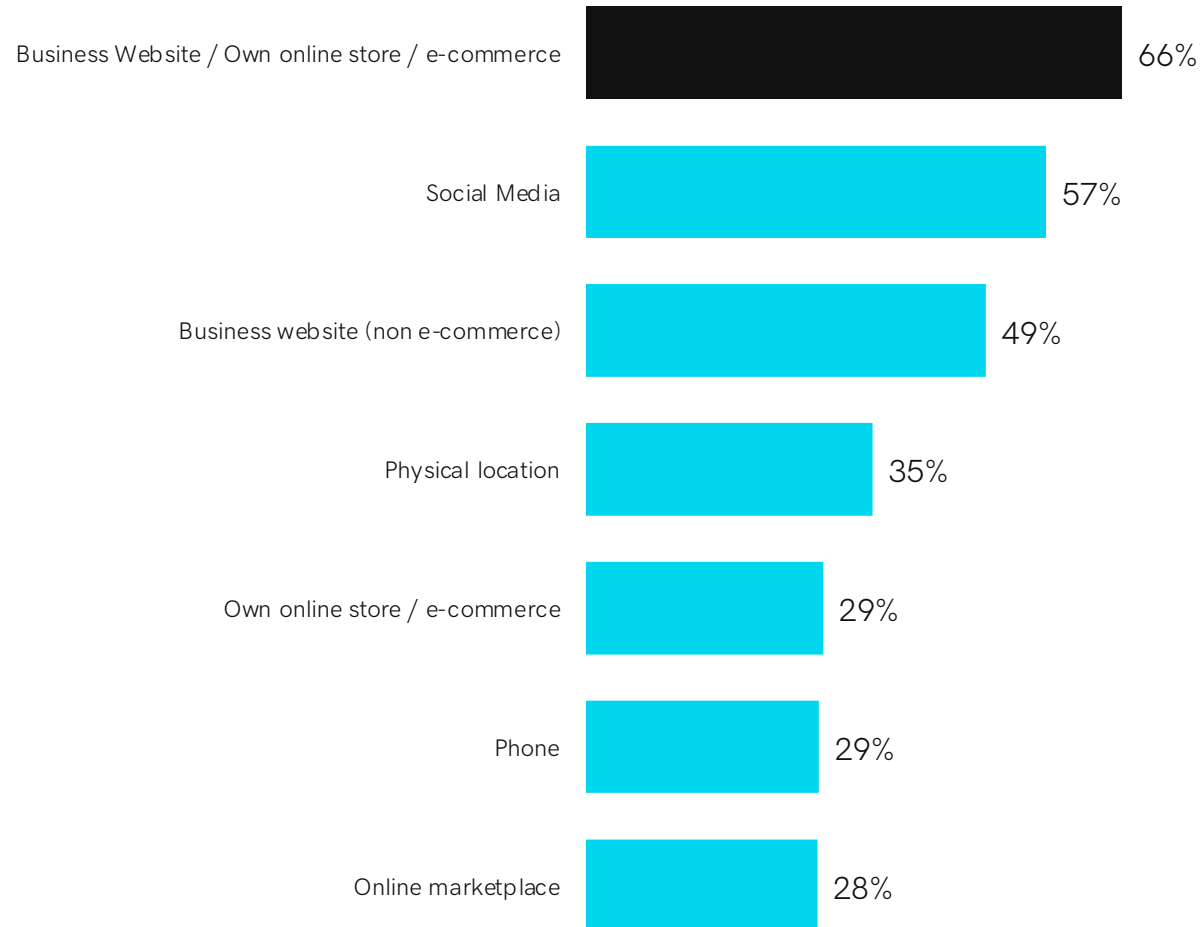
# Appendix

GoDaddy 2023 Data Observatory

# **GoDaddy 2023 Data Observatory (Appendix)**

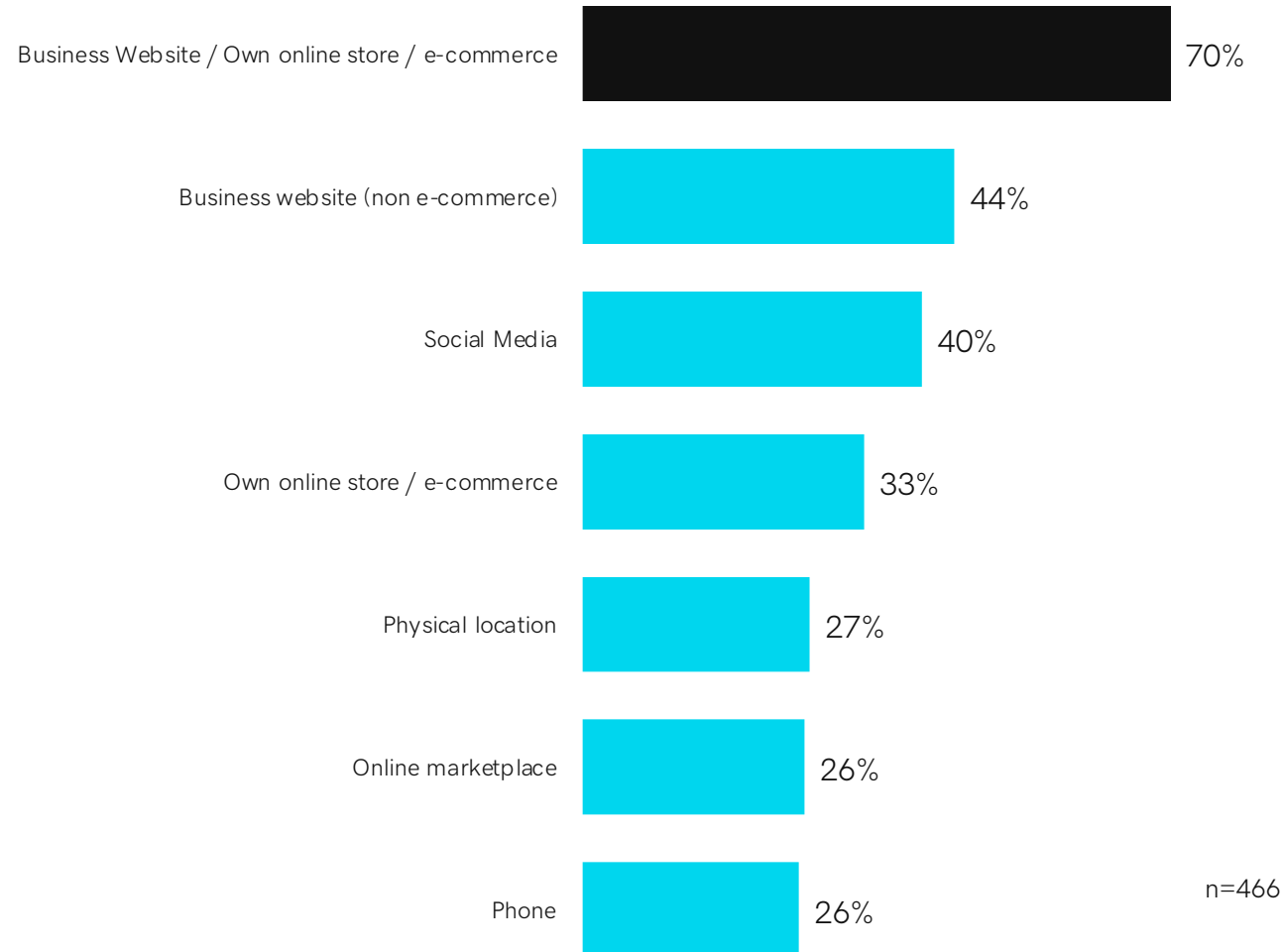
## **Sales Channels**

# [UNITED STATES] Which of the following sales channels does your company use?

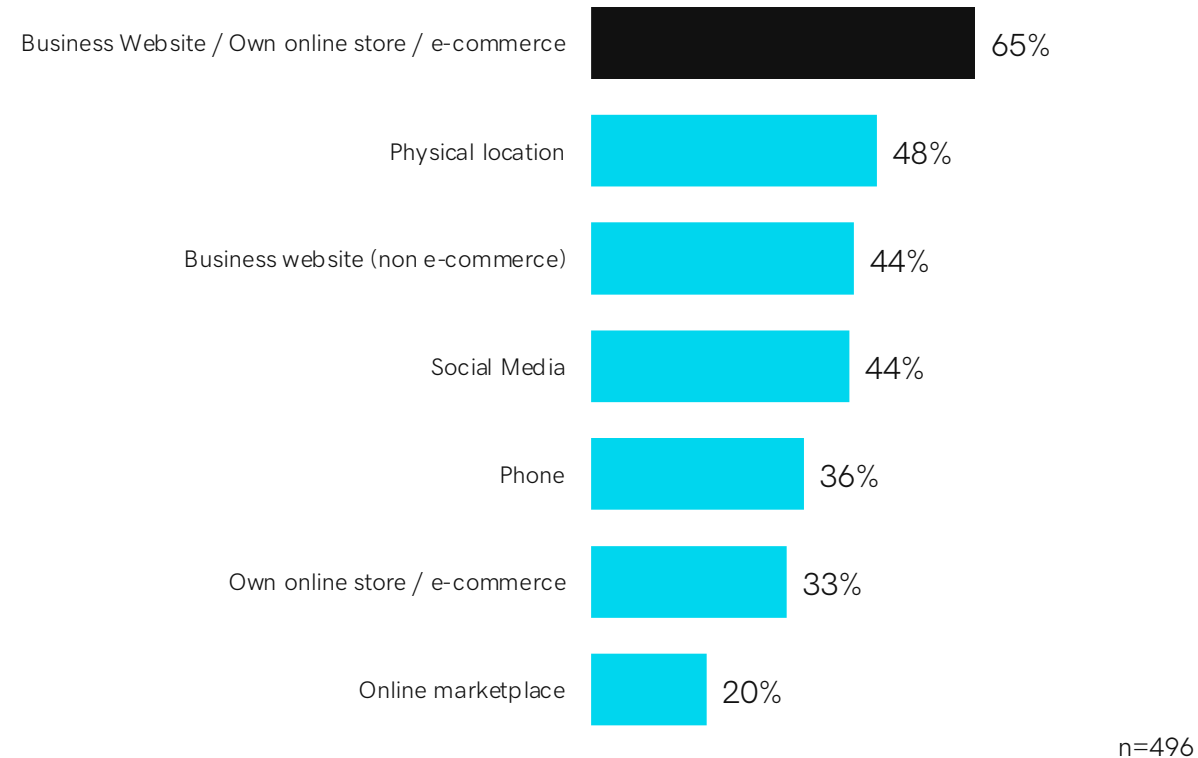




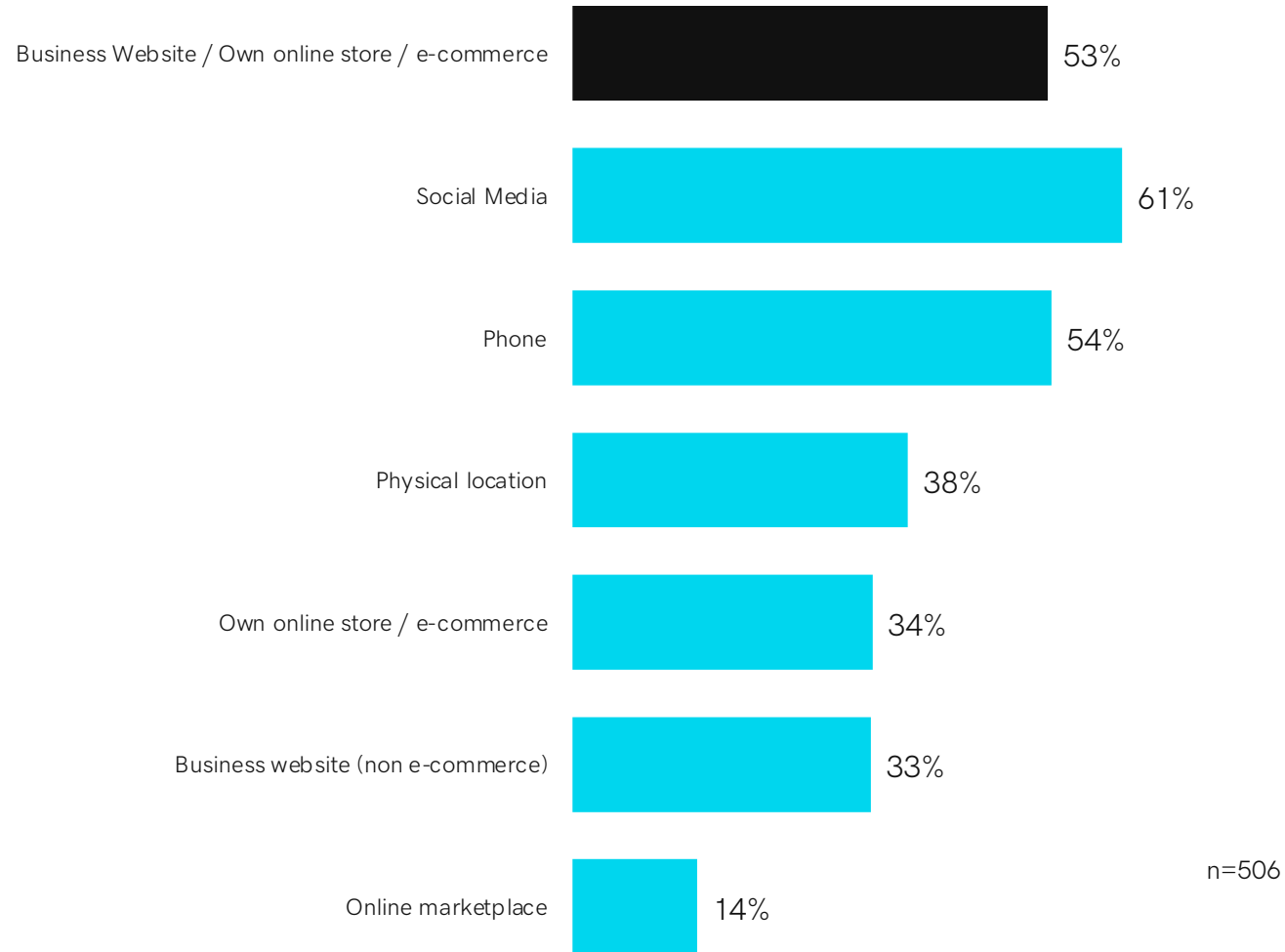
# [GERMANY] Which of the following sales channels does your company use?



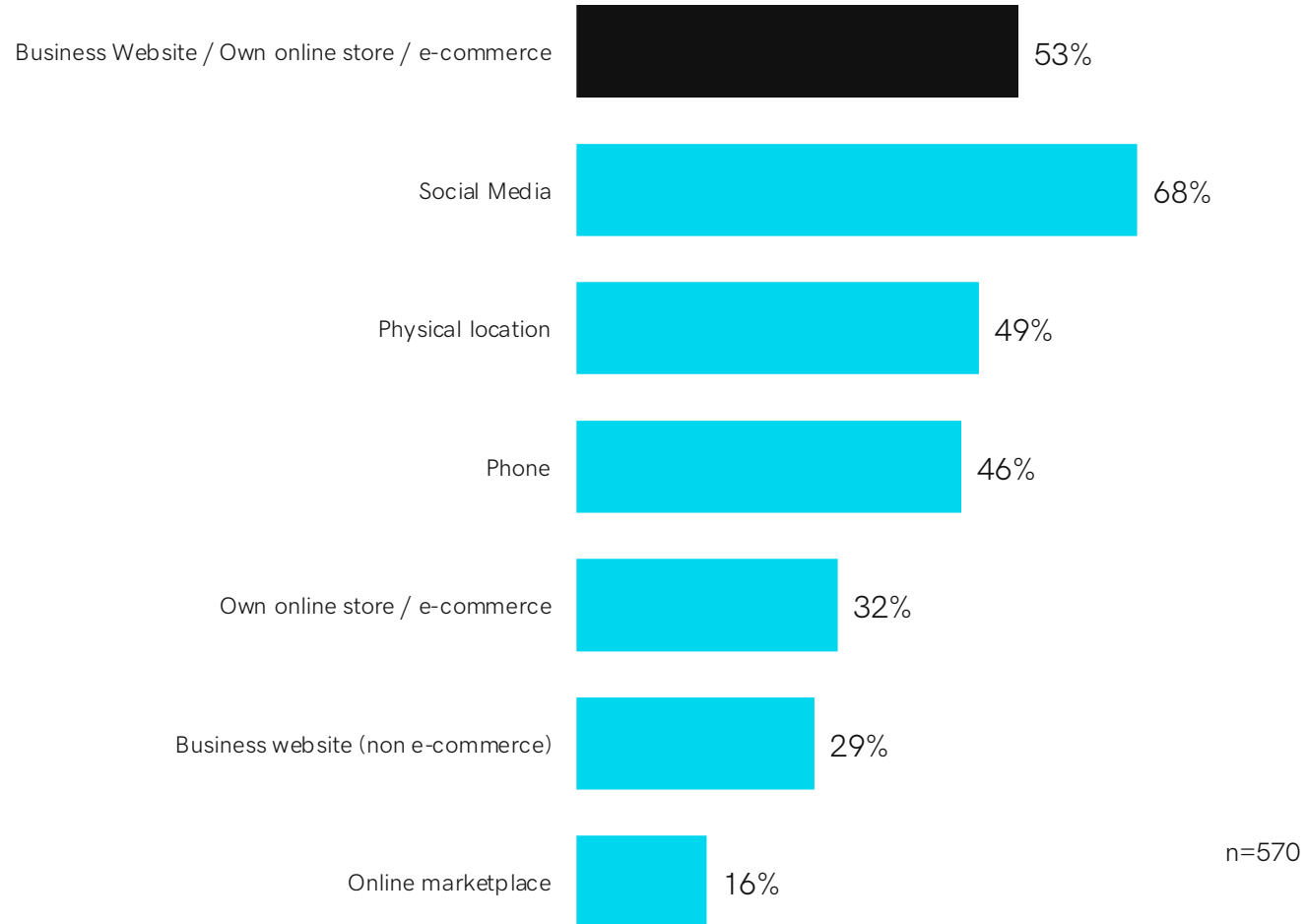
# [SPAIN] Which of the following sales channels does your company use?



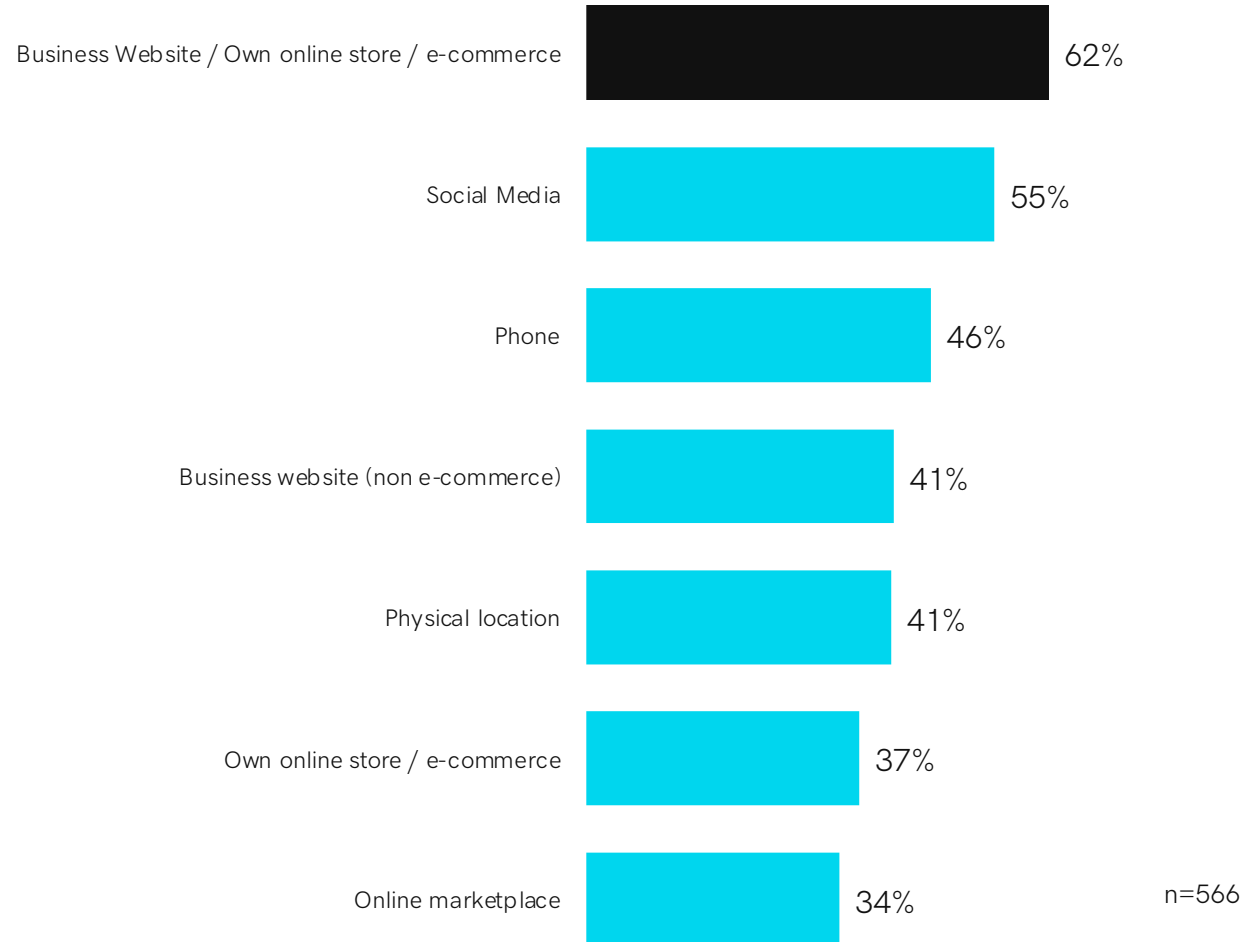
# [COLOMBIA] Which of the following sales channels does your company use?



# [MEXICO] Which of the following sales channels does your company use?

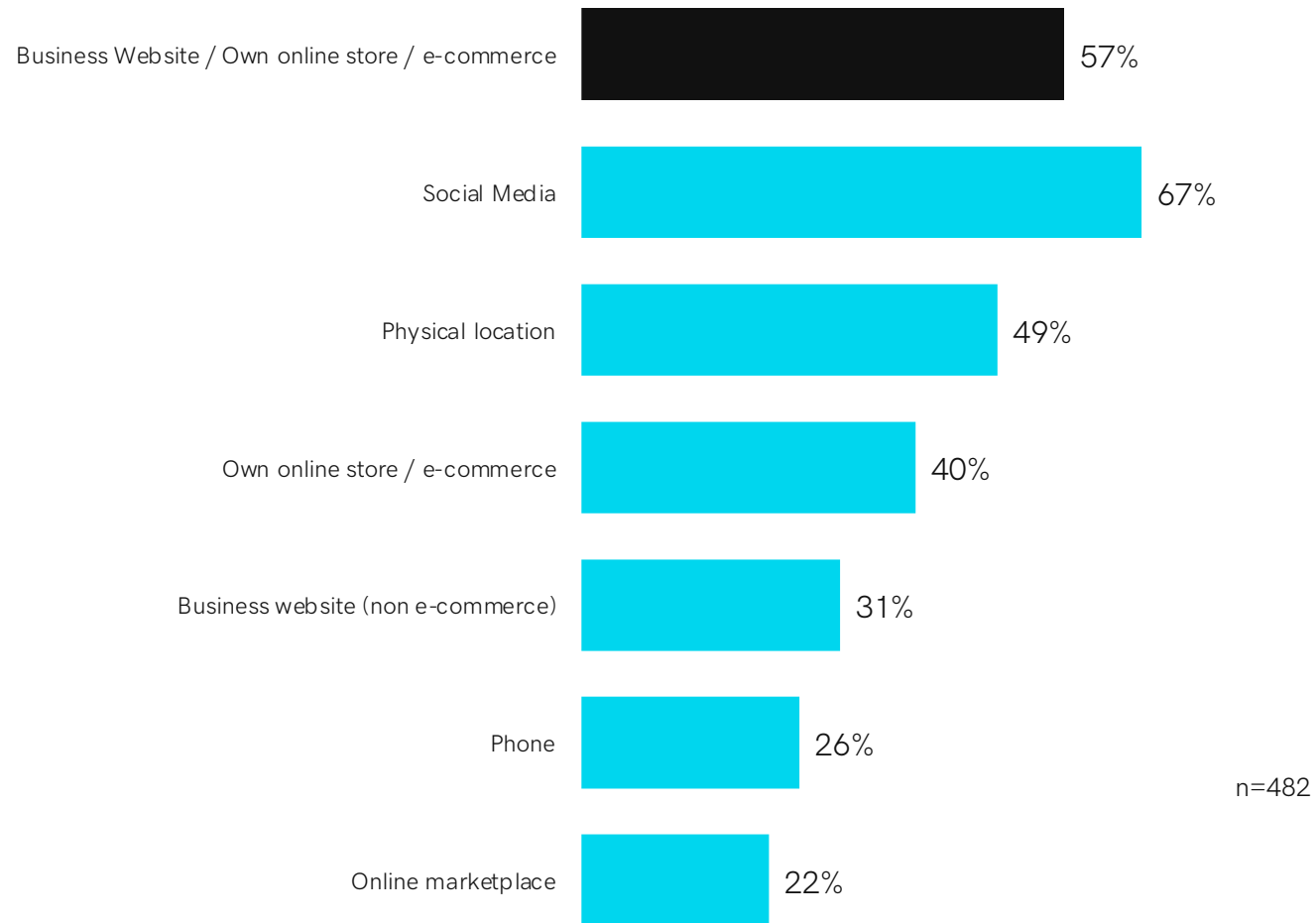


# [INDIA] Which of the following sales channels does your company use?



# [APAC] Which of the following sales channels does your company use?

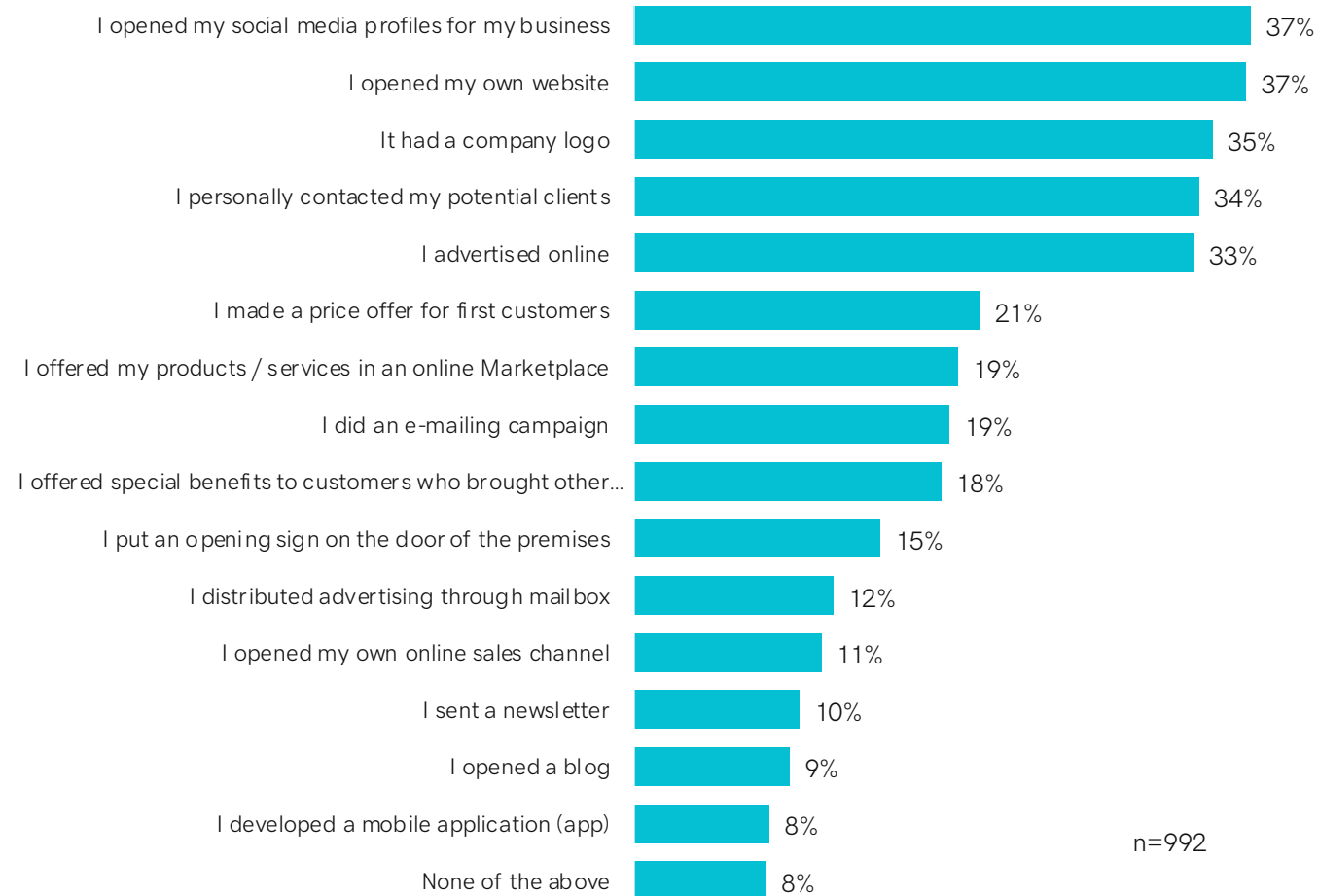
THAILAND, SINGAPORE, PHILIPPINES



# **GoDaddy 2023 Data Observatory (Appendix)**

## **Initial Steps to Publicize Business**

# [UNITED STATES] In the first three months of opening your business, which of the following actions did you take to publicize your company?



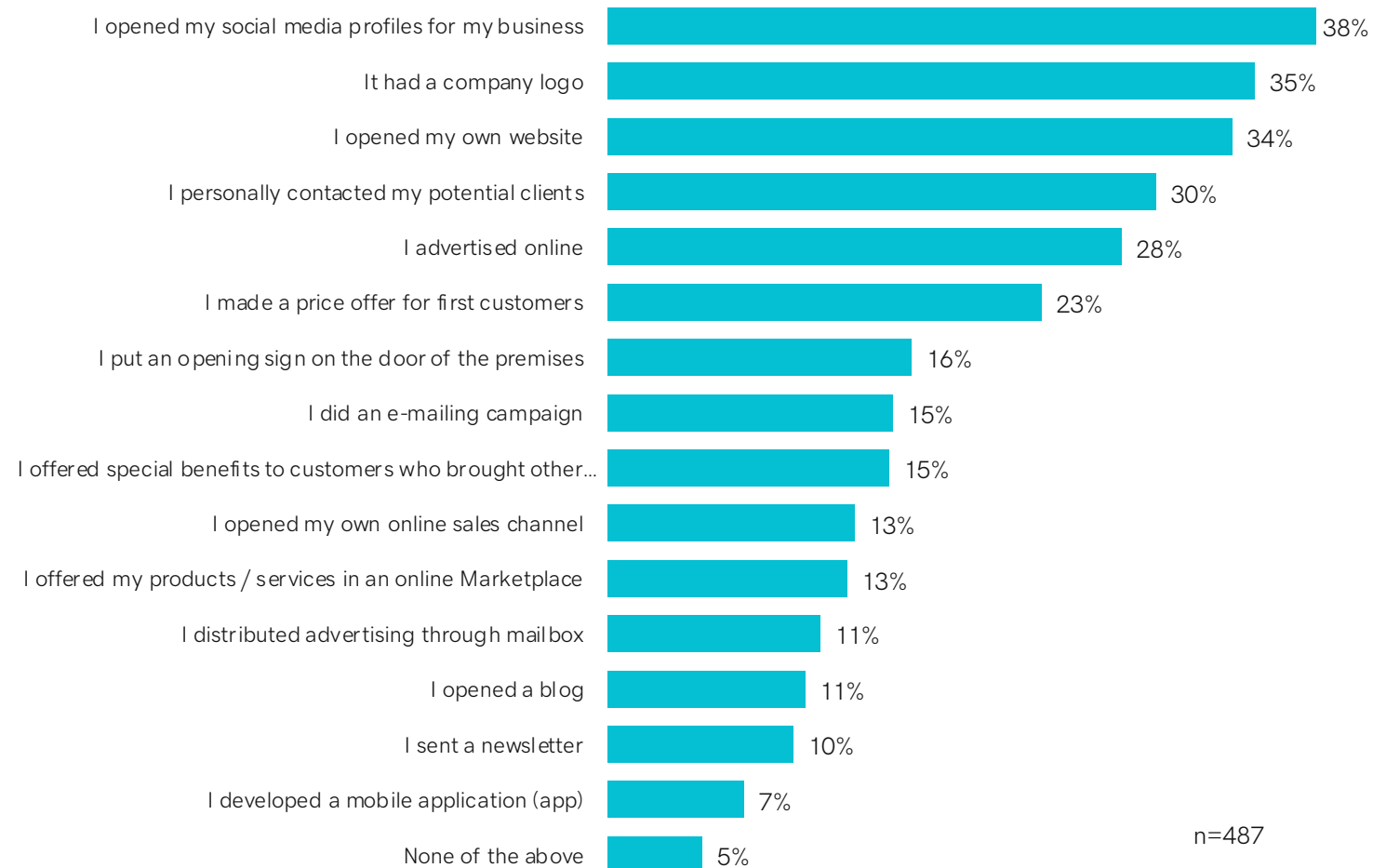
n=992



# [GERMANY] In the first three months of opening your business, which of the following actions did you take to publicize your company?



# [SPAIN] In the first three months of opening your business, which of the following actions did you take to publicize your company?”

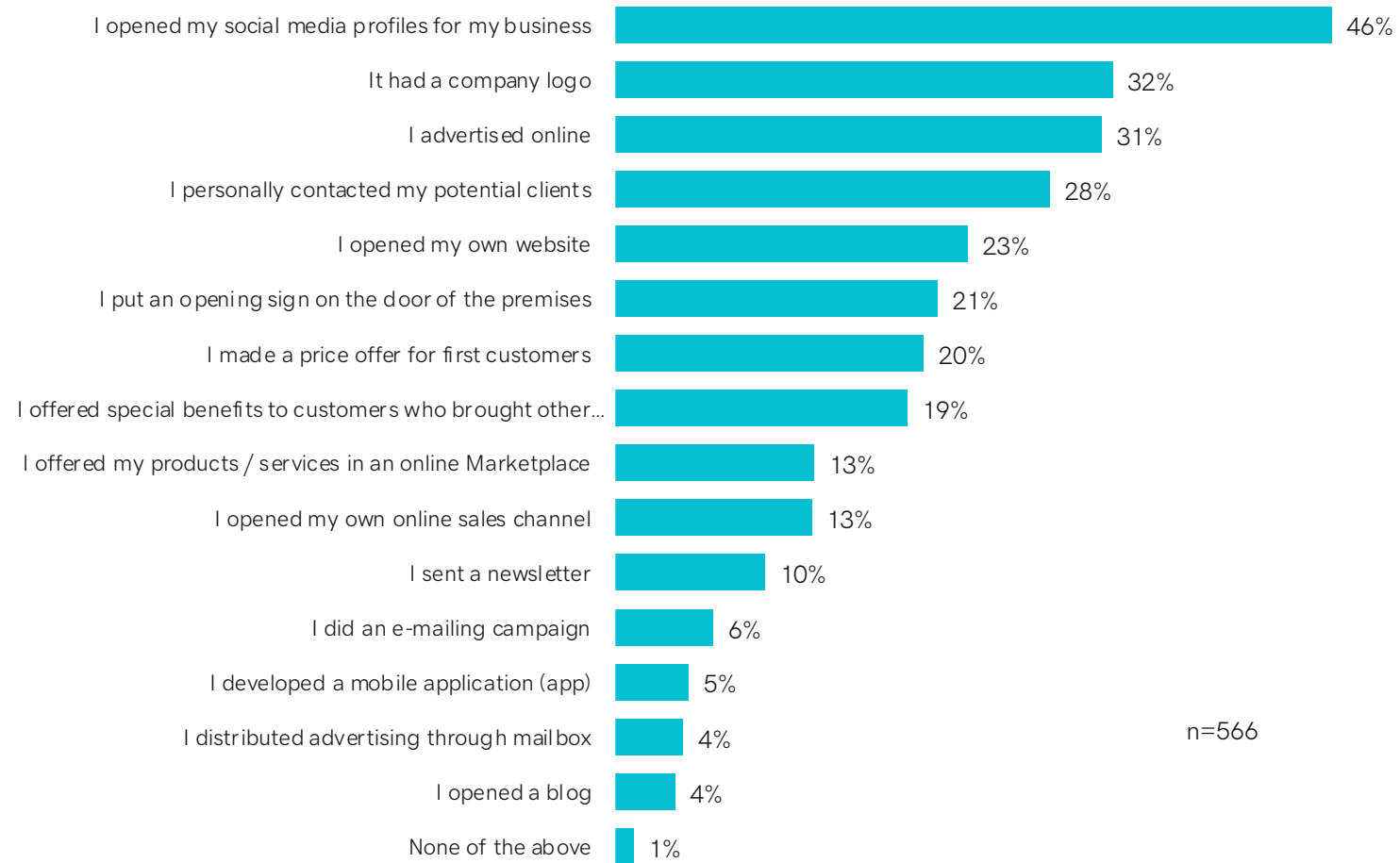


# [COLOMBIA] In the first three months of opening your business, which of the following actions did you take to publicize your company?

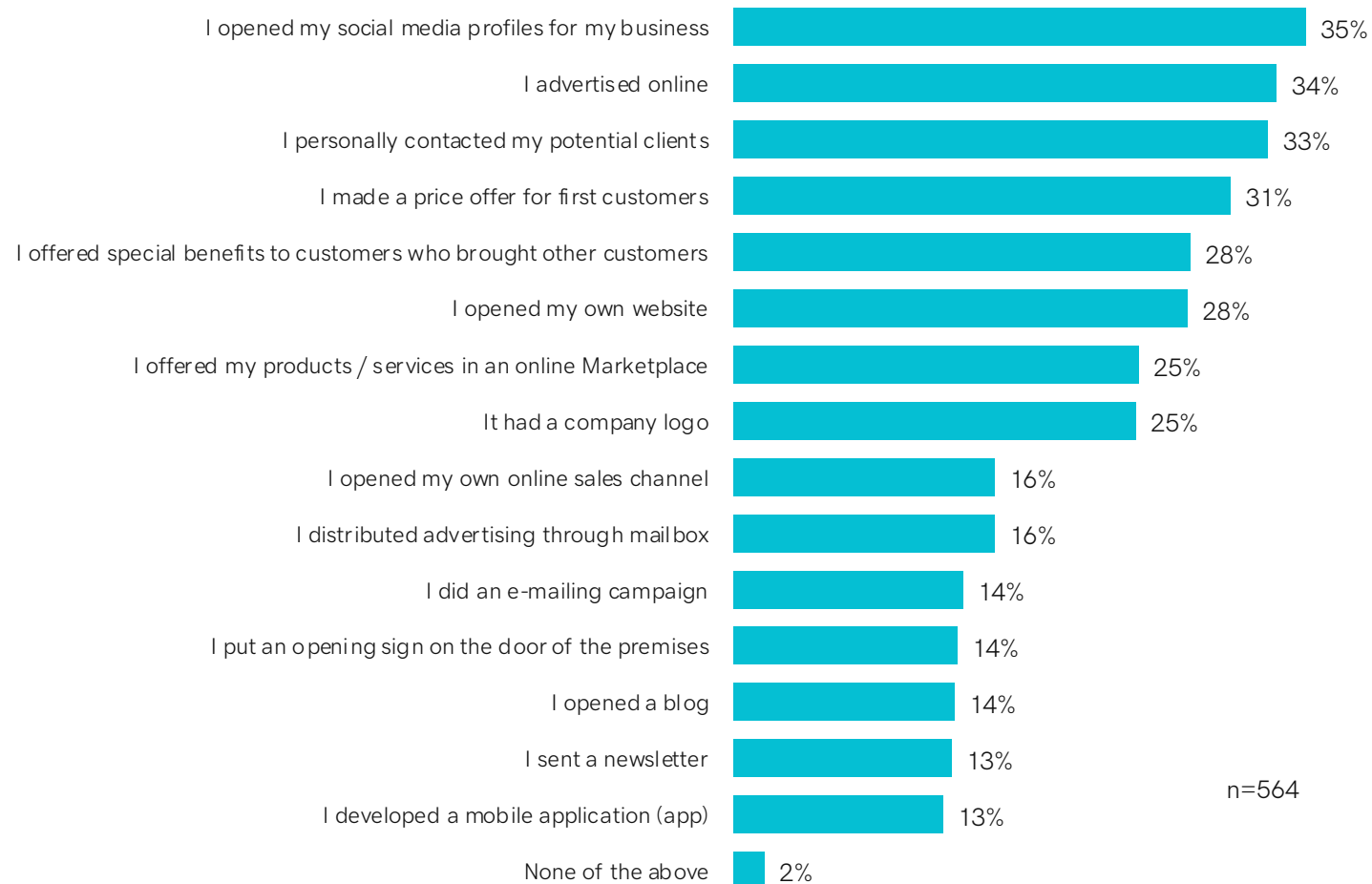


n=499

# [MEXICO] In the first three months of opening your business, which of the following actions did you take to publicize your company?

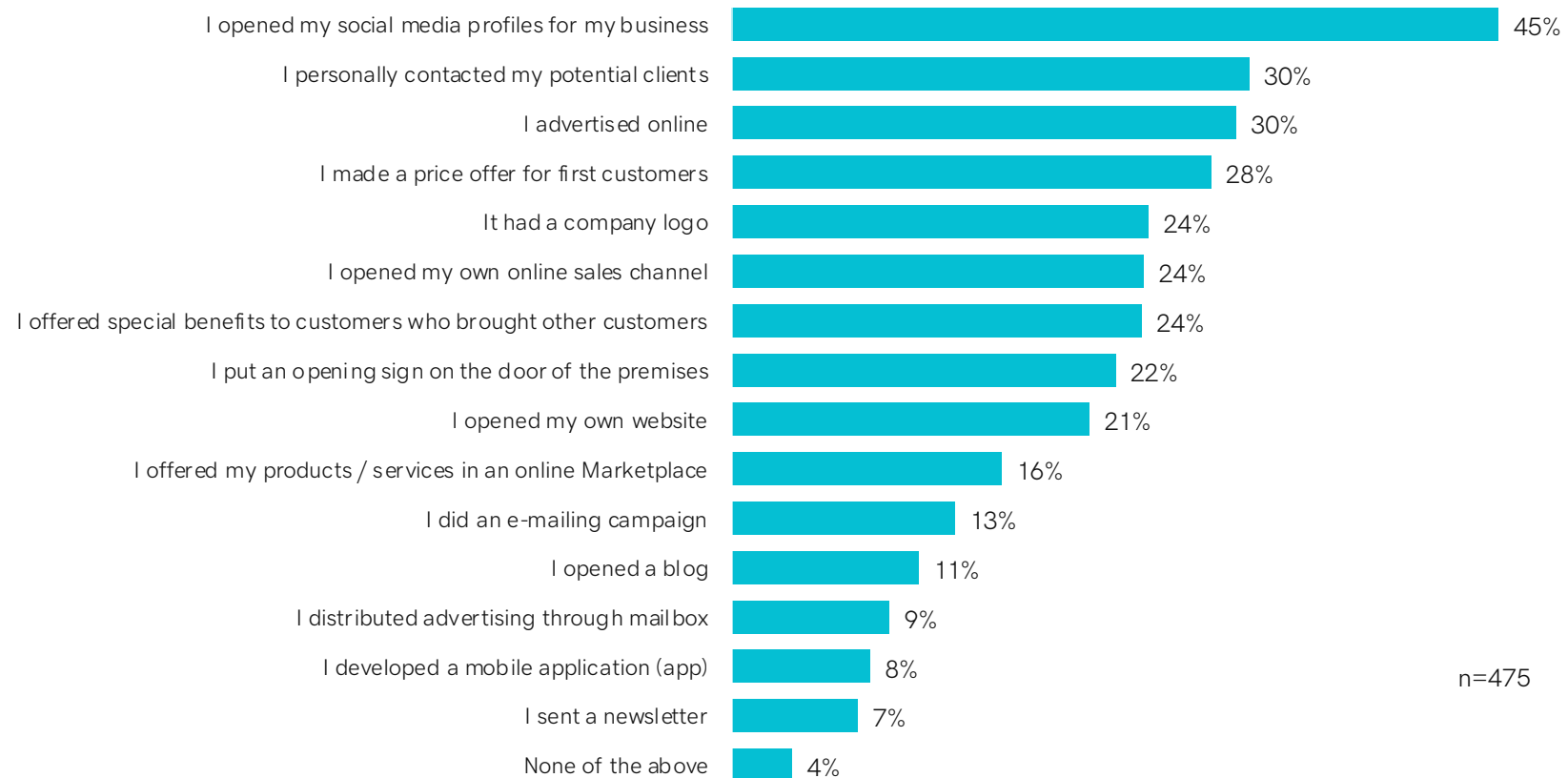


# [INDIA] In the first three months of opening your business, which of the following actions did you take to publicize your company?



# [APAC] In the first three months of opening your business, which of the following actions did you take to publicize your company?

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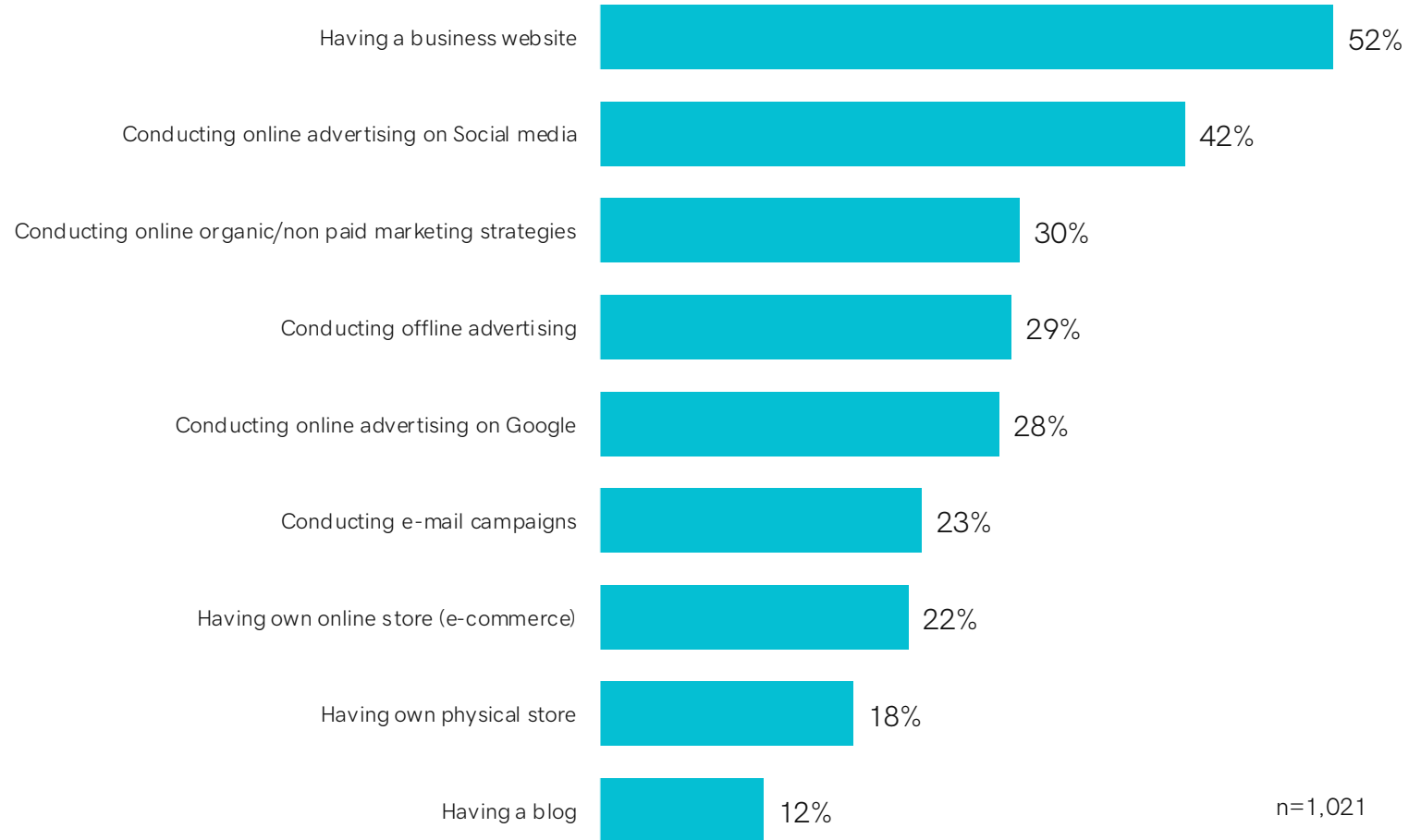


n=475

# **GoDaddy 2023 Data Observatory (Appendix)**

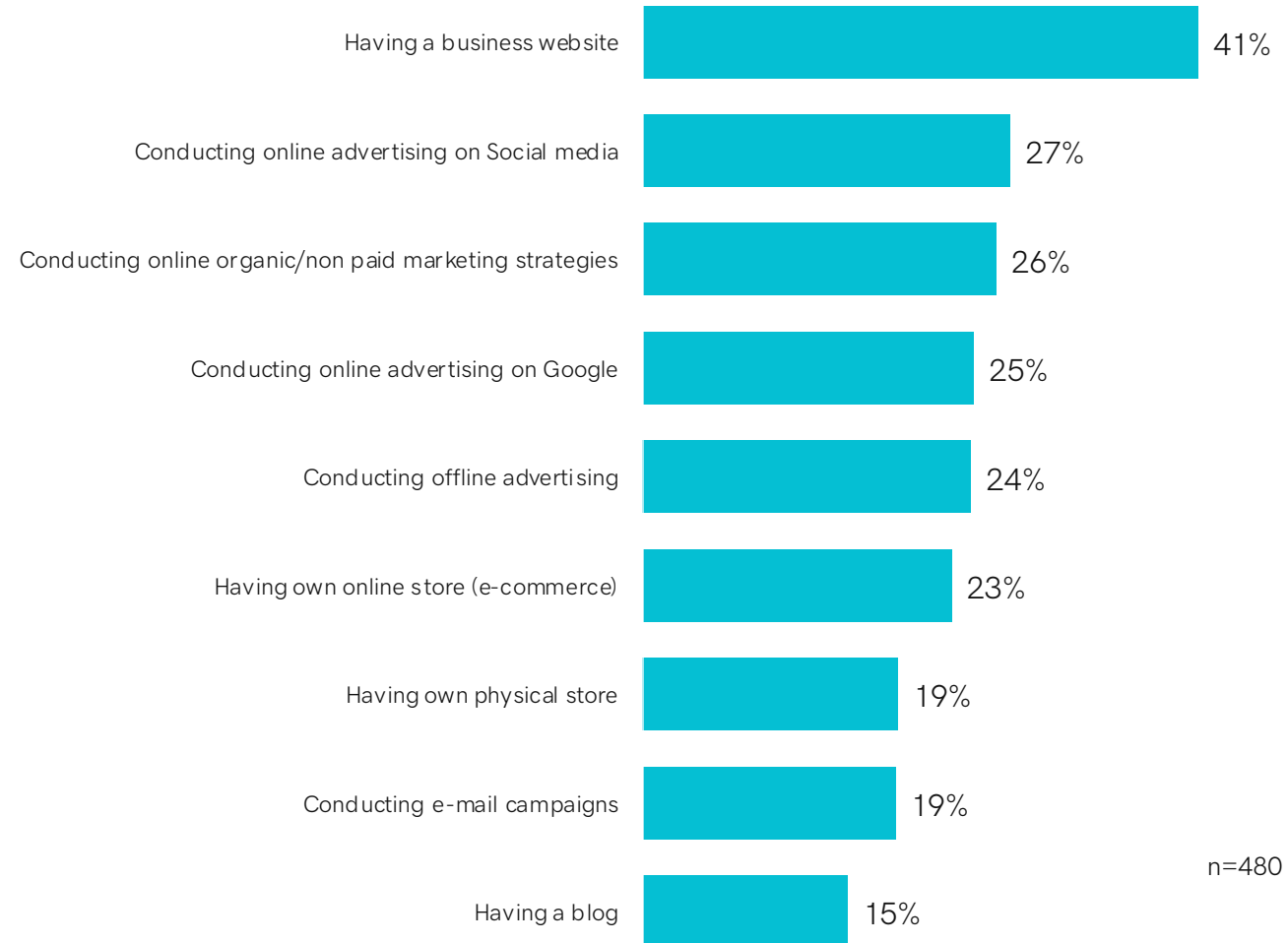
## **Activities to Raise Awareness**

# [UNITED STATES] Which do you think are the most impactful activities to raise awareness of a business?





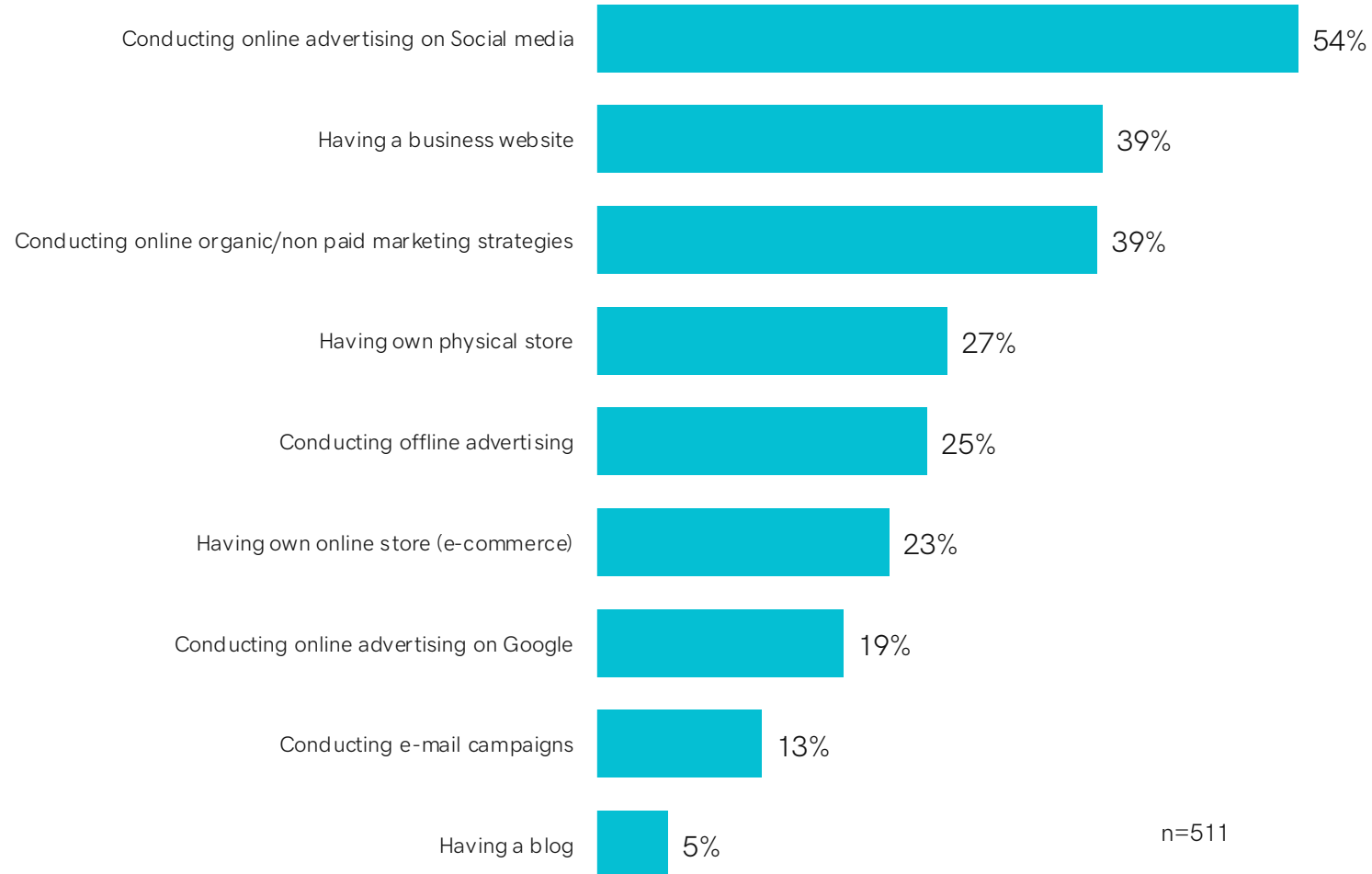
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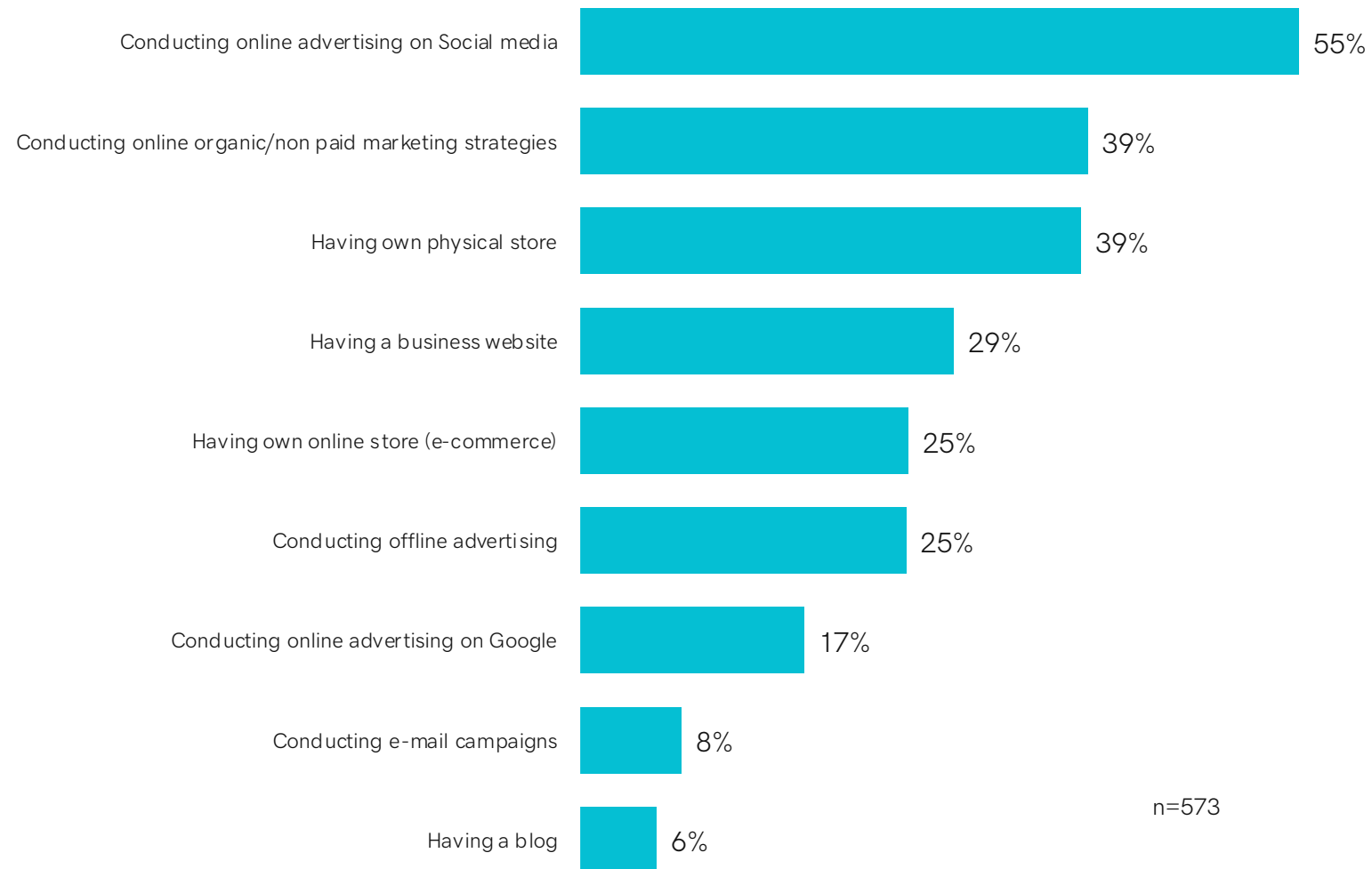
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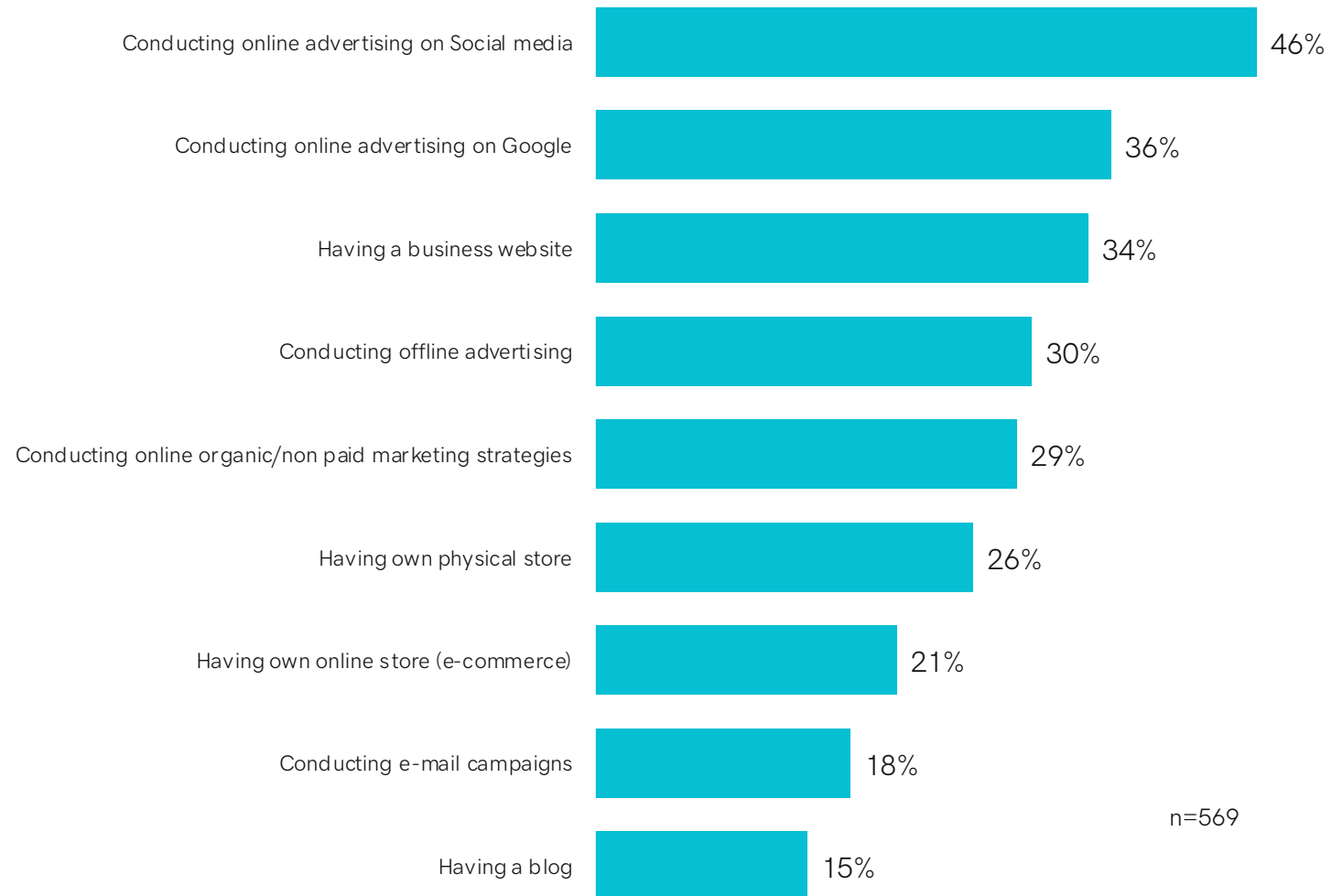
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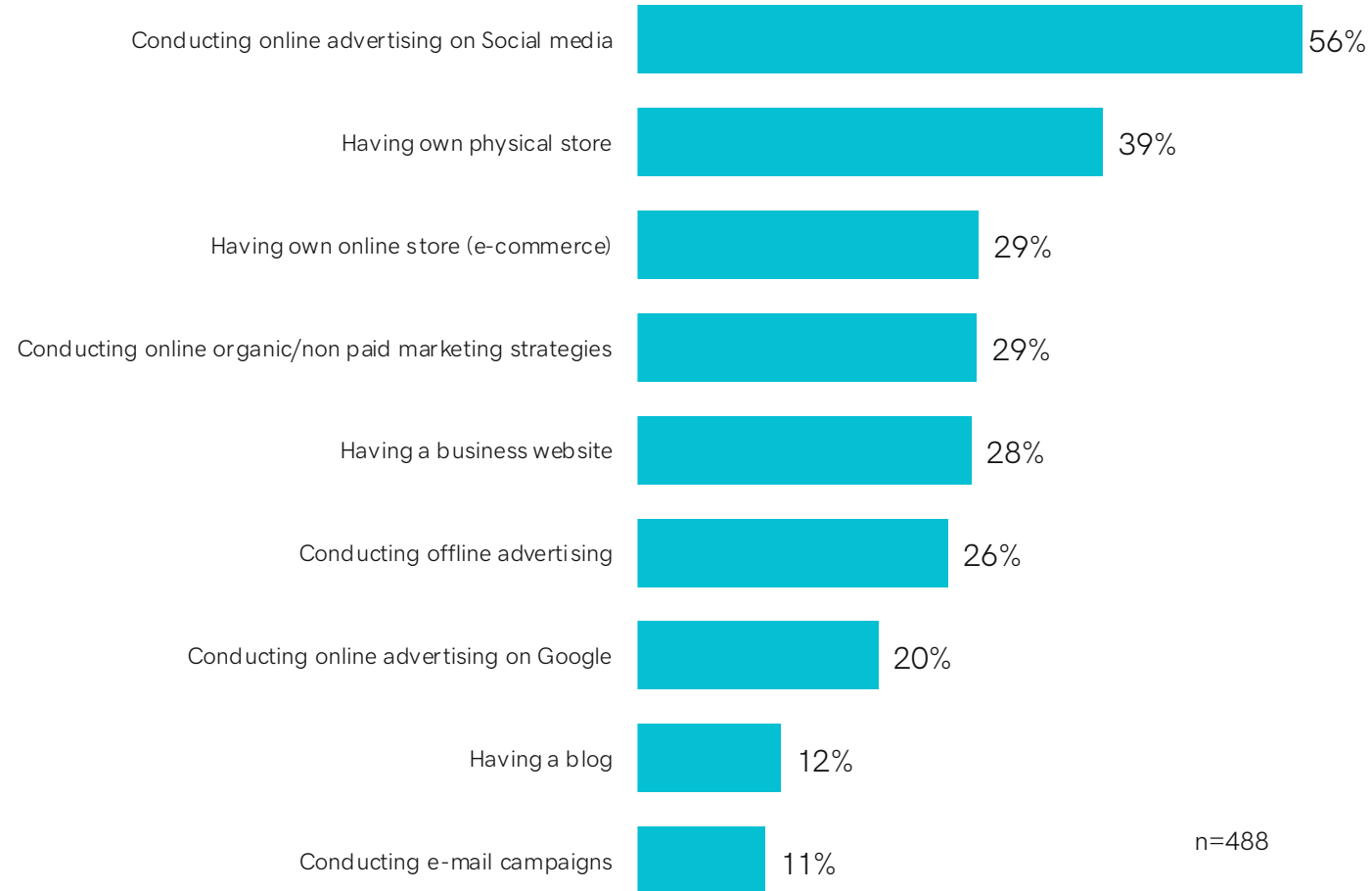


# [INDIA] Which do you think are the most impactful activities to raise awareness of a business?



# [APAC] Which do you think are the most impactful activities to raise awareness of a business?

THAILAND, SINGAPORE, PHILIPPINES



# **GoDaddy 2023 Data Observatory (Appendix)**

# **Gender and Age Groups Globally**

# [BUSINESS TENURE] How many years has your company been in business?

	Total	Gender		Generation			
		Male	Female	Gen Z (18-24 years)	Millennial (25-39 years)	Gen X (40-54 years)	Baby Boomer (55+ years)
Less than 1 year	10%	9%	12%	18%	11%	7%	3%
1 to 5 years	46%	45%	46%	59%	52%	35%	20%
6 to 10 years	20%	21%	20%	15%	22%	23%	16%
More than 10 years	23%	25%	22%	8%	15%	35%	61%
Base n=	4648	2410	2213	905	2170	1125	448

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# [ONLINE BUSINESS TENURE] How long have you been selling your products or services online?

	Total	Gender		Generation			
		Male	Female	Gen Z (18-24 years)	Millennial (25-39 years)	Gen X (40-54 years)	Baby Boomer (55+ years)
Less than 1 year	20%	20%	20%	28%	19%	18%	13%
1 to 5 years	55%	56%	55%	58%	61%	50%	34%
6 to 9 years	14%	13%	15%	11%	14%	17% S↑	16%
10 years or longer	10%	11%	10%	3%	6%	14%	37%
Base n=	4505	2348	2133	904	2128	1072	401

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# [SALES CHANNELS] Which of the following sales channels does your company use?

	Total	Gender		Generation			
		Male	Female	Gen Z (18-24 years)	Millennial (25-39 years)	Gen X (40-54 years)	Baby Boomer (55+ years)
Business Website / Own online store / e-commerce	61%	62%	59%	64%	60%	60%	58%
Social Media	58%	56%	60%	49%	60%	66%	50%
Business website (non-e-commerce)	40%	43%	36%	37%	38%	43%	43%
Physical location	37%	38%	36%	37%	38%	35%	35%
Phone	37%	35%	39%	27%	39%	41%	36%
Own online store / e-commerce	33%	34%	32%	39%	34%	29%	21%
Online marketplace	25%	26%	24%	30%	26%	22%	18%
Base n=	4607	2397	2186	908	2160	1112	427

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