



# Digital payments opening new doors for online merchants

COVID-19 disruptions led small and medium-sized businesses (SMBs) in Singapore to discover new opportunities in e-commerce

1

43% of **online SMBs** **did not** see a **negative impact** from the pandemic



**Social media** emerged as the **No. 1 way to grow business** during the COVID-19 period

2

Greater reliance on **digital payments** cited as the biggest shift in **online consumer behaviour**



3

78% of **online SMBs** here are keen to invest in **more payment options**. 49% of SMBs expressed **willingness to adopt PayPal** as one of the top two options that offer trusted, secure and global payments



4

5



4 out of 5 SMBs are involved in **cross-border trade** or planning to do so

\*The above are some of the findings from PayPal's recent survey of 210 online SMBs in Singapore