



How COVID-19 is Affecting Companies Around the World

(in the period between October 2020 and January 2021, from pre-pandemic levels)



One-fourth of companies saw their sales fall **50%**
On average, sales dropped **27%**

DESPITE THE SHOCK, FIRMS HELD ONTO THEIR WORKERS



About **65%** percent of businesses adjusted payroll by reducing hours, wages or granting leave
Because of these adjustments, only **11%** of companies laid off workers

NOT ENOUGH FIRMS ARE ADOPTING DIGITAL SOLUTIONS, ESPECIALLY IN POORER COUNTRIES AND AMONG SMALLER FIRMS



34% of firms have increased the use of the internet, social media and digital platforms
17% of firms have invested in new equipment, software or digital solutions

POLICY SUPPORT IS WEAK WHERE IT IS NEEDED MOST: IN POORER COUNTRIES AND FOR SMALLER FIRMS



1 in 10 companies in low-income countries received any type of public support
More than **70%** of firms in low-income countries report lack of awareness as the main obstacle to accessing support
1/5 of firms that did not experience any shock due to COVID-19 received public support—suggesting fiscal resources could be targeted more efficiently



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