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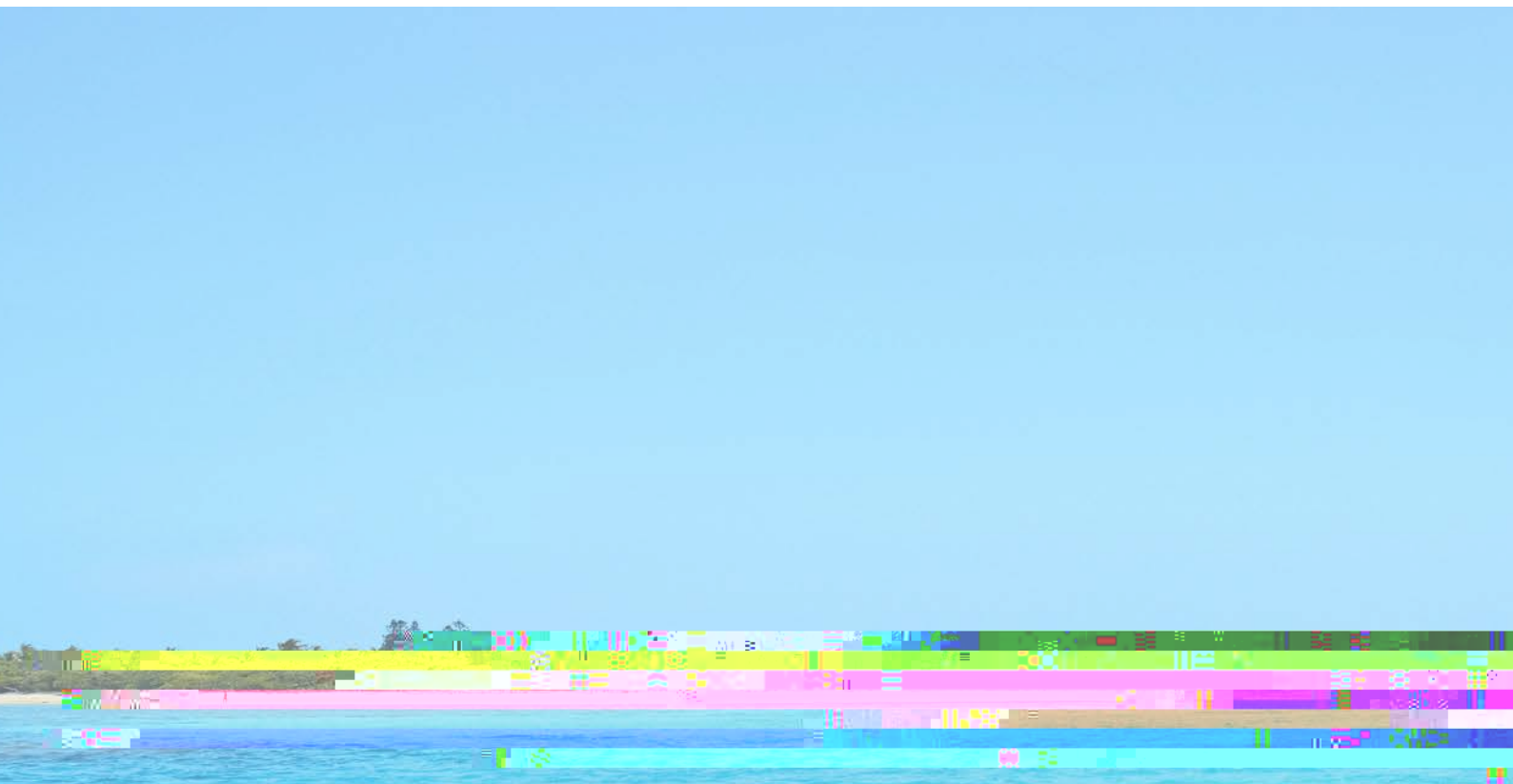

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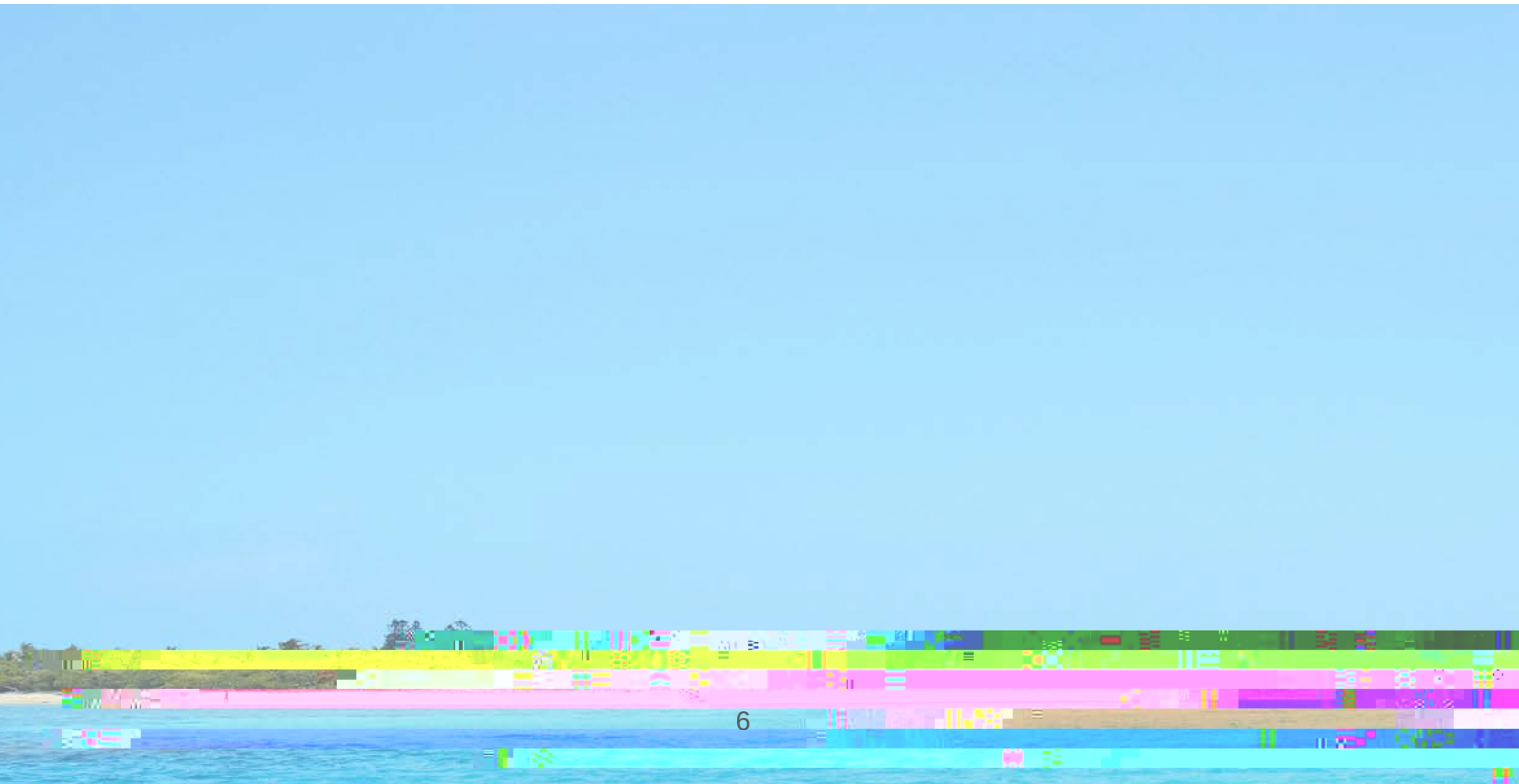

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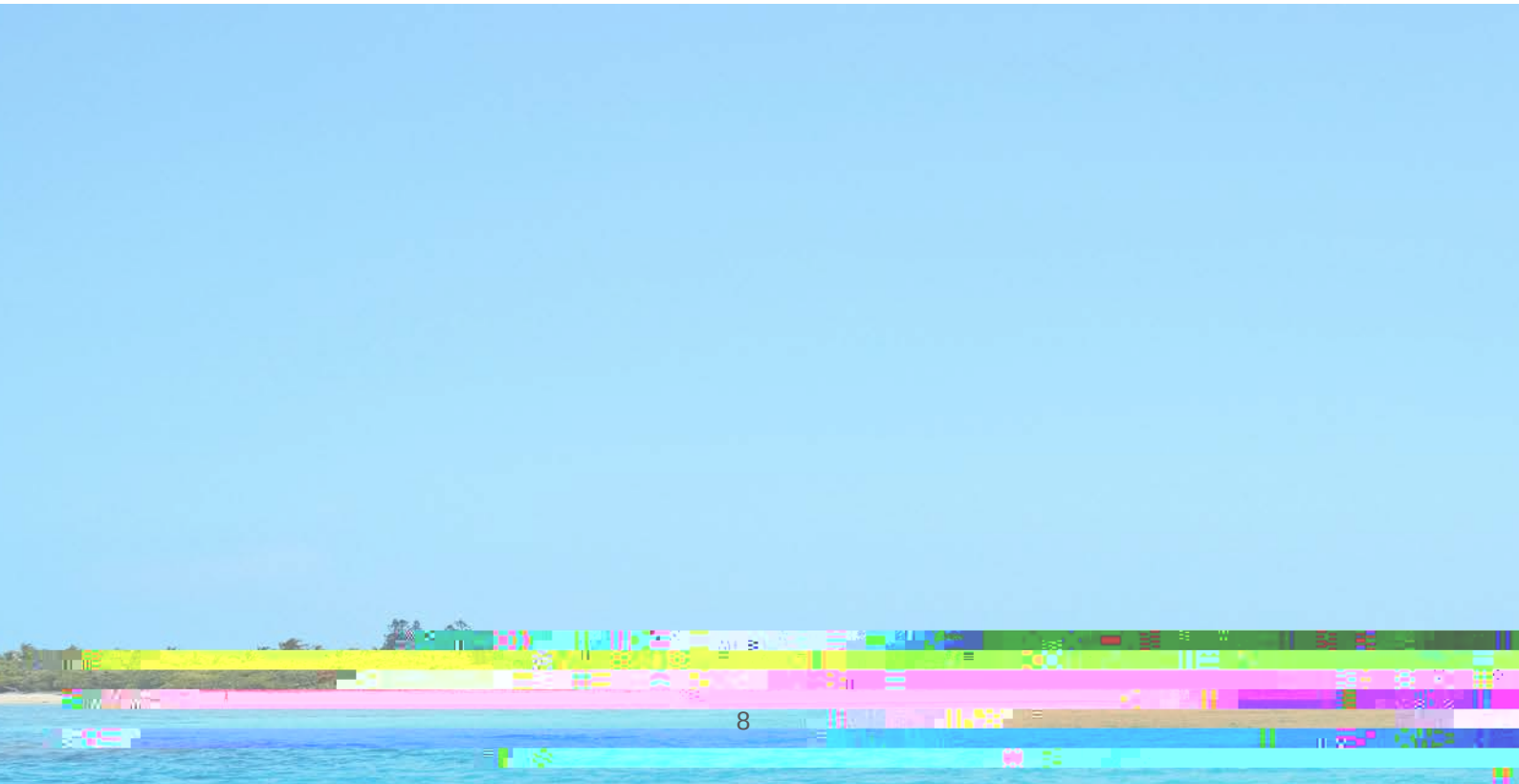

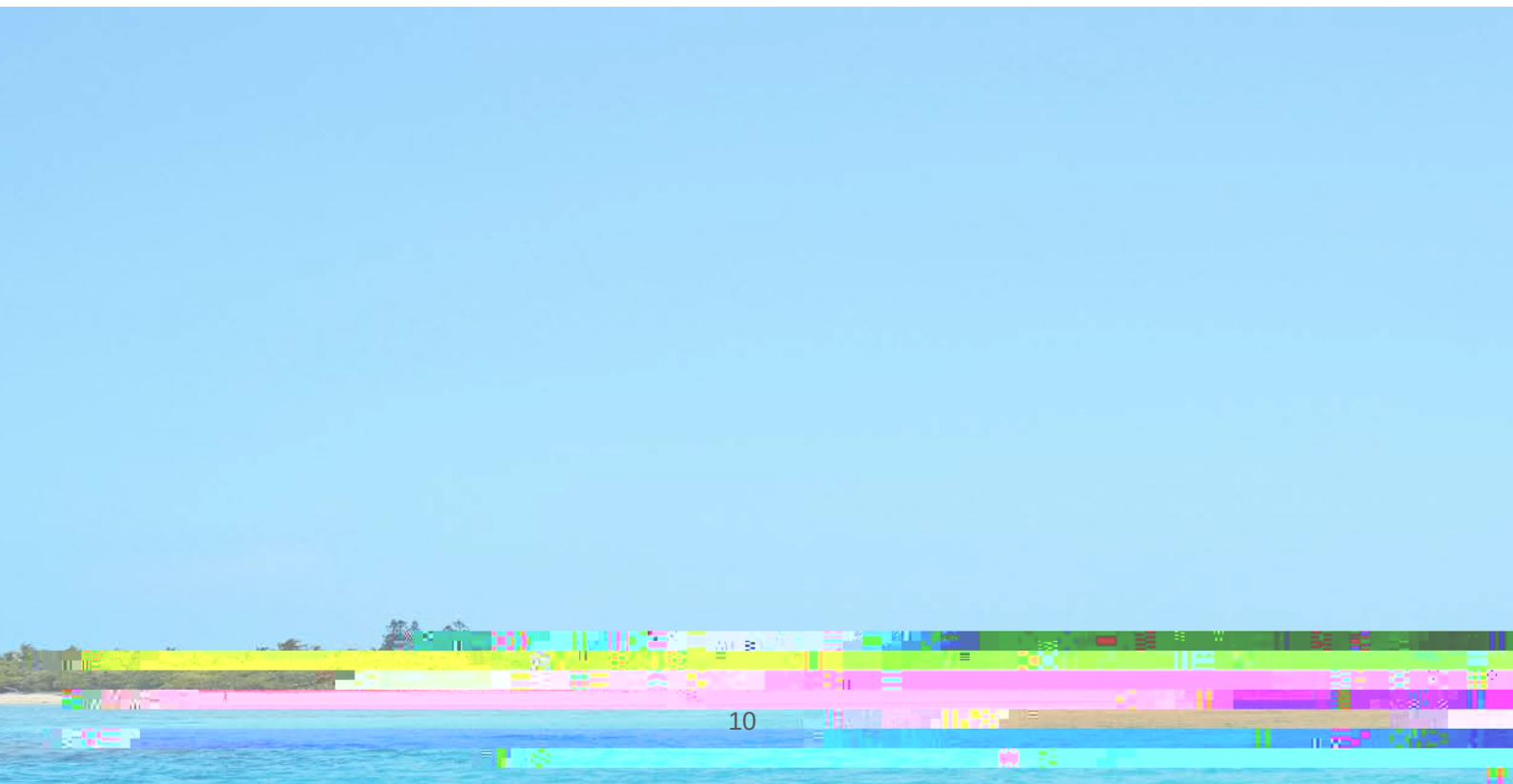

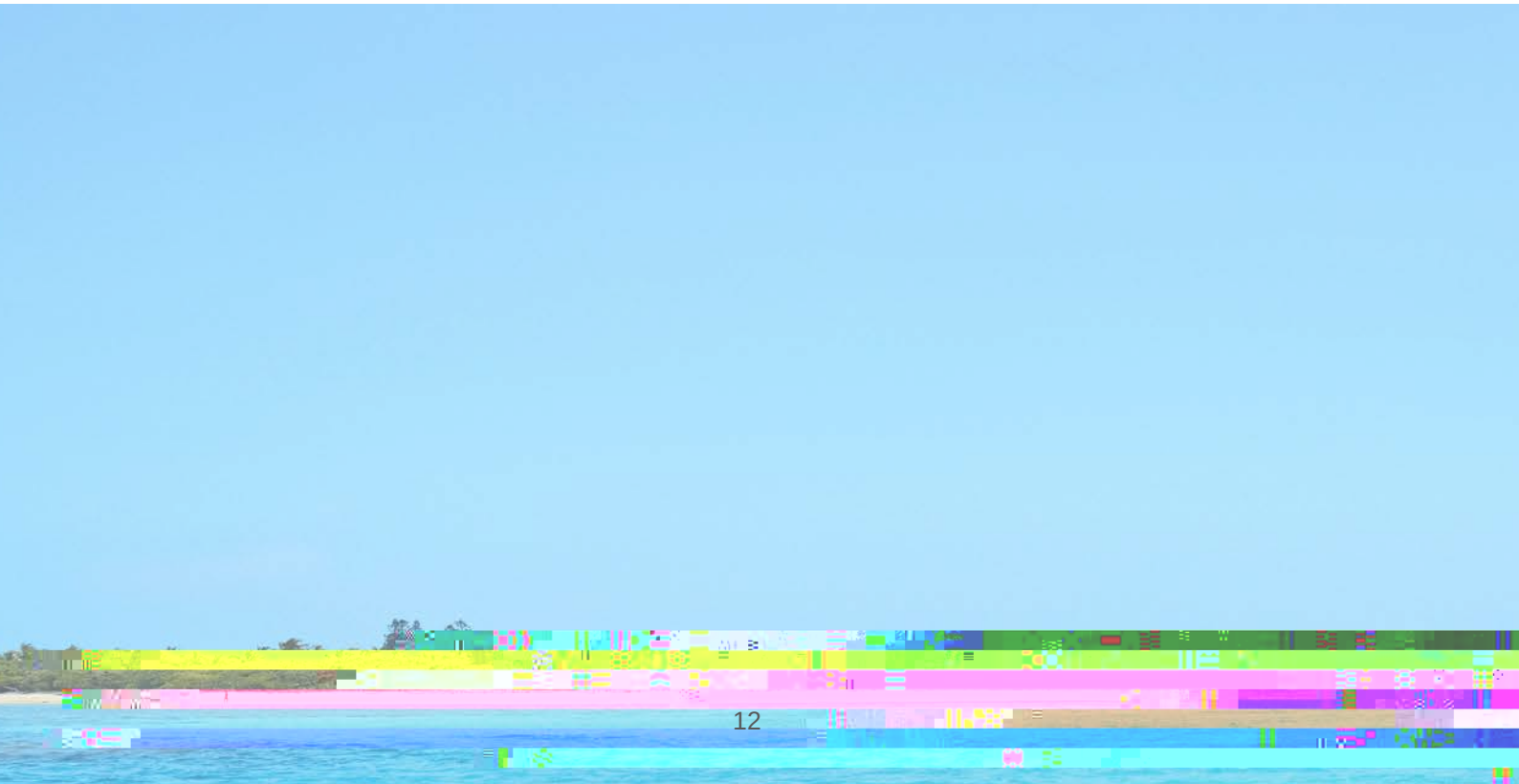

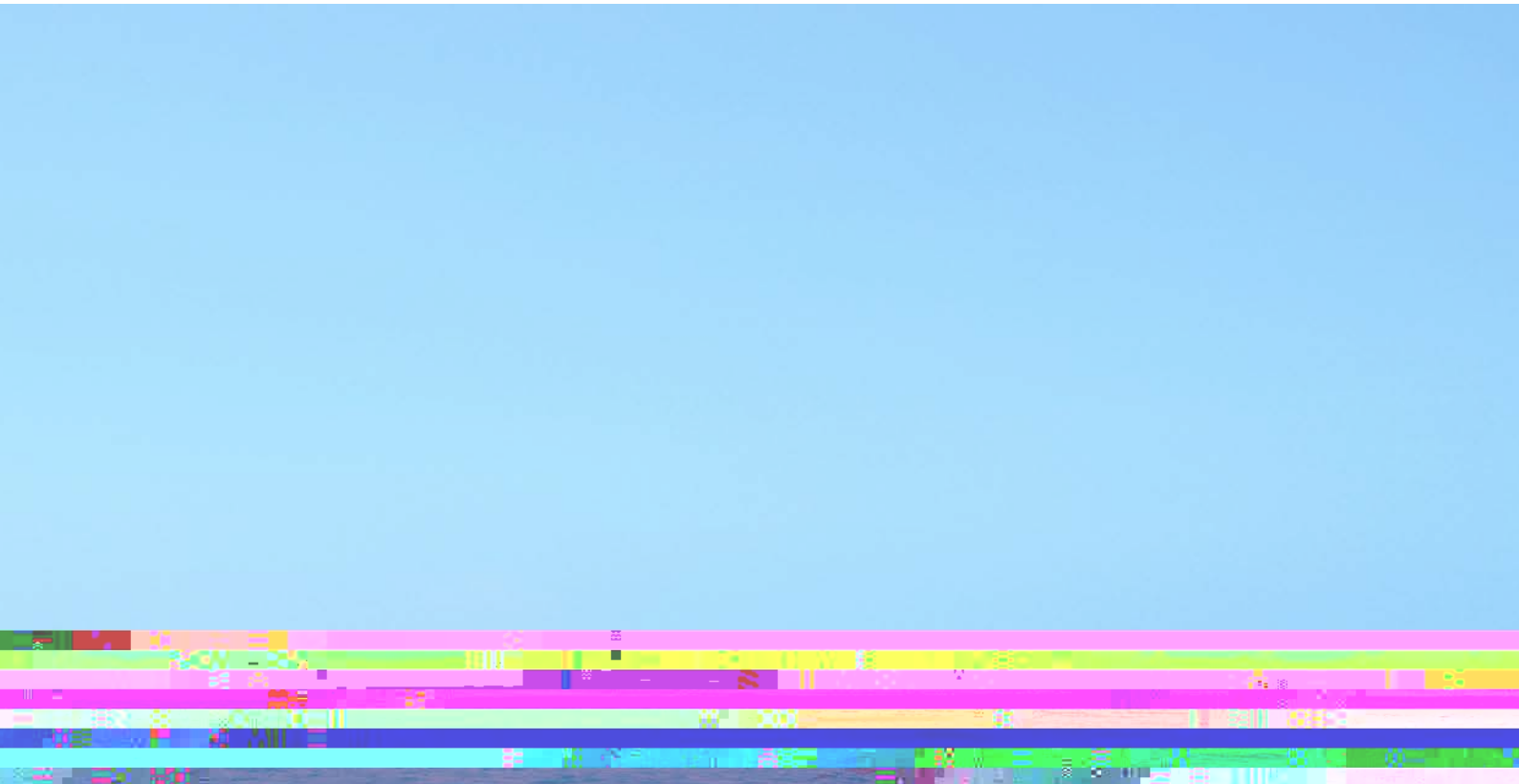

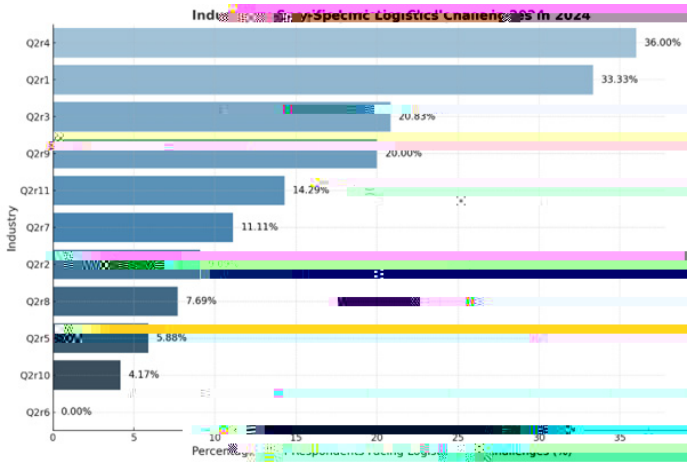

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2 Agriculture (33.33%)

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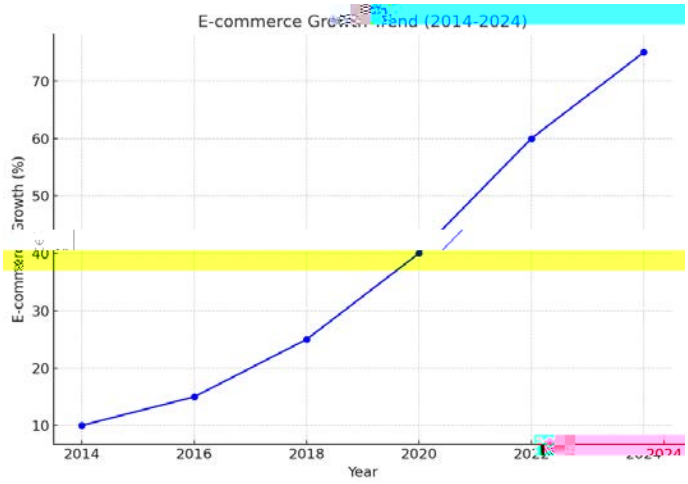
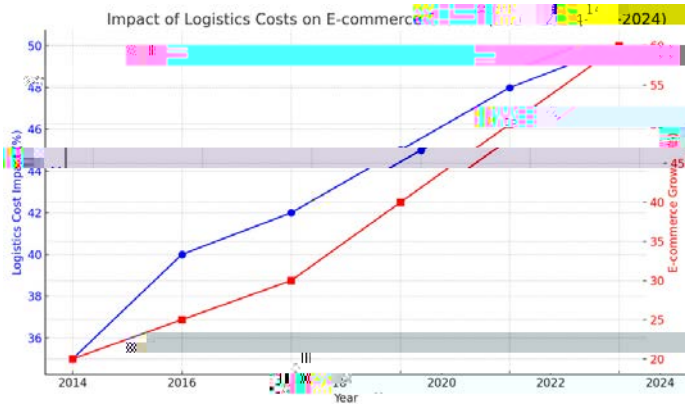
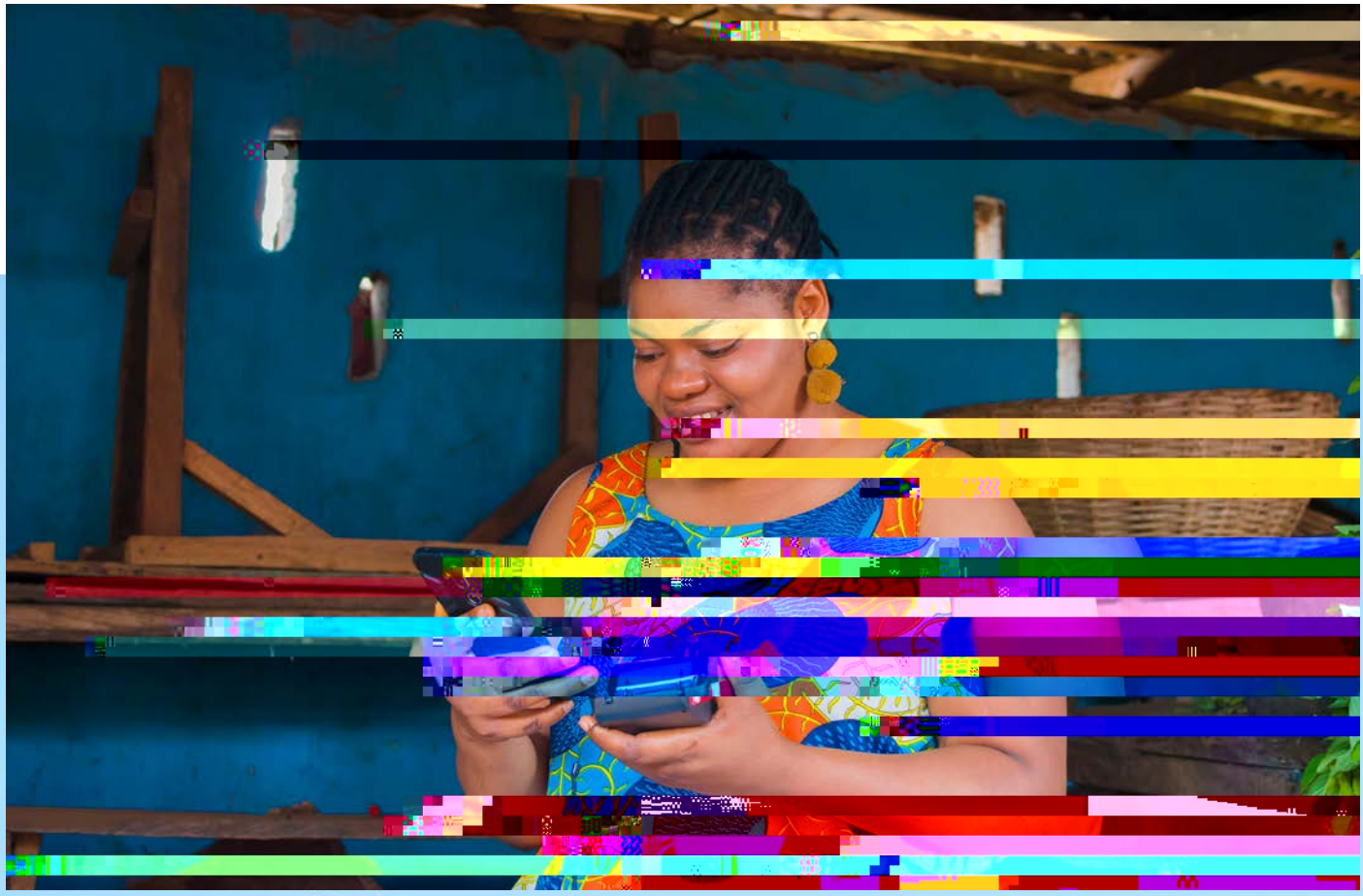

E-commerce Growth Trend (2014-2024)
Growth (%)
Year
2014
2016
2018
2020


Impact of Logistics Costs on E-commerce
Logistics Cost Impact (%)
E-commerce Growth
Year
2014
2016
2020
2022
2024



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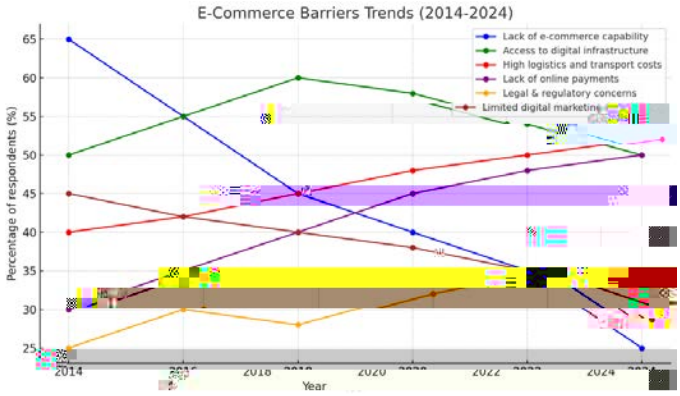

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Year	% of Respondents Citing Market Access Issues
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2014 – Manufacturing (> 100 employees)

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2016 – Agriculture (< 50 Employees)

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2018 – Small Business (Single Owner - < 5 employees)

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2020 – Tourism (Unknown)

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2022 – Small Business/Creative Arts (Single Owner/Operator)

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2024 – Professional Services ICT (< 30 Employees)

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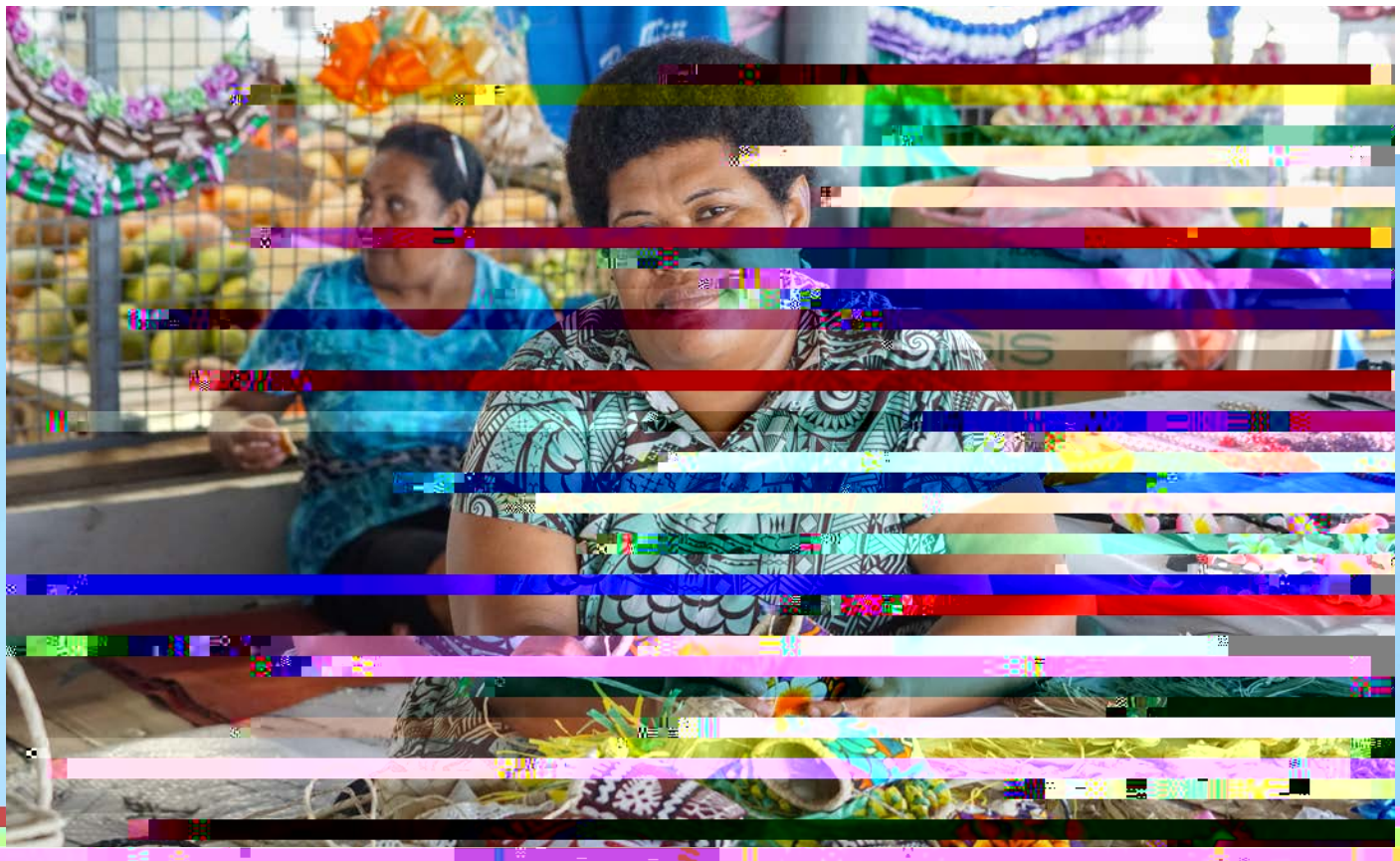

2022

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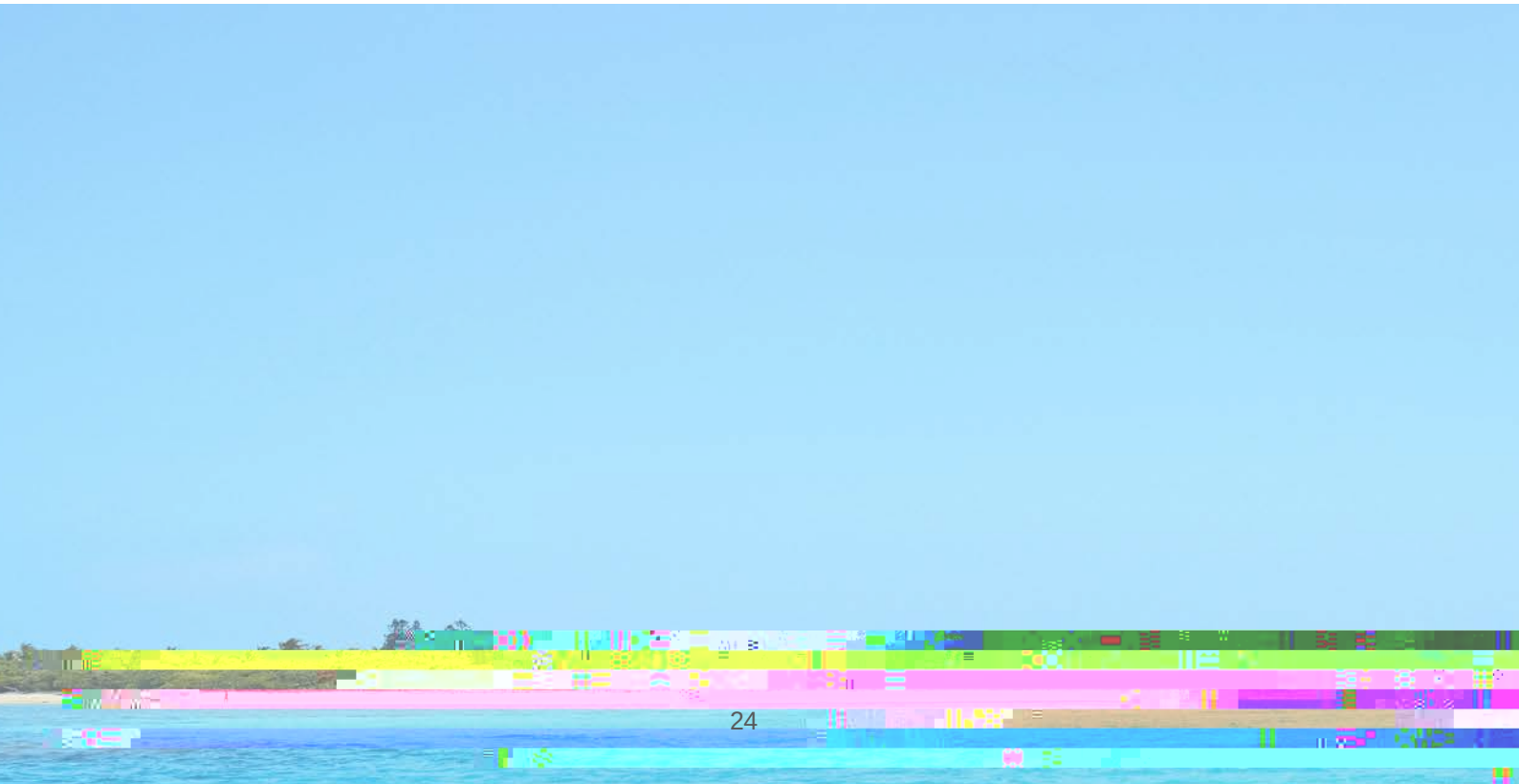

2020–2021: COVID-19 Pandemic and Cyclone Yasa (Fiji)

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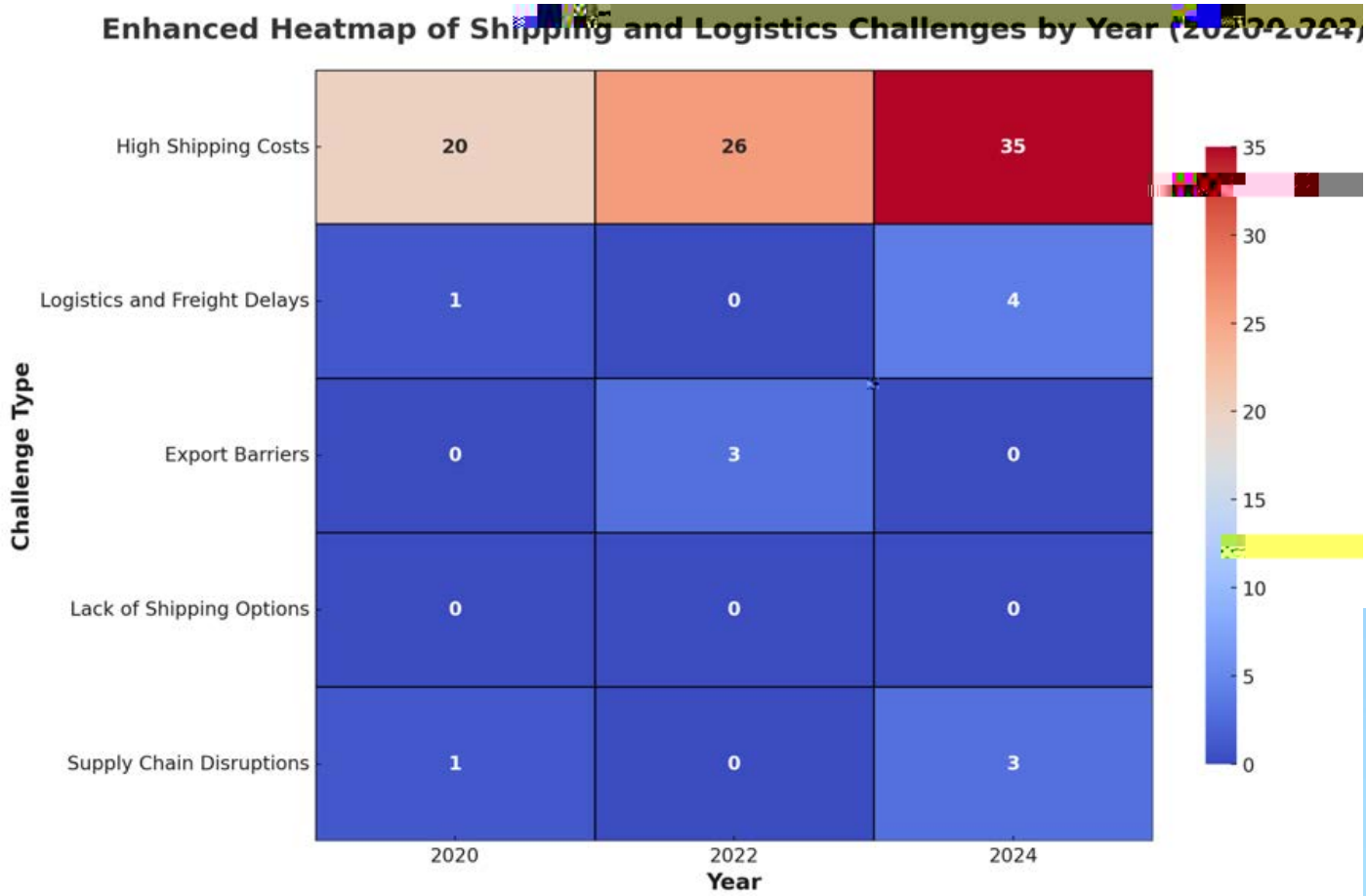

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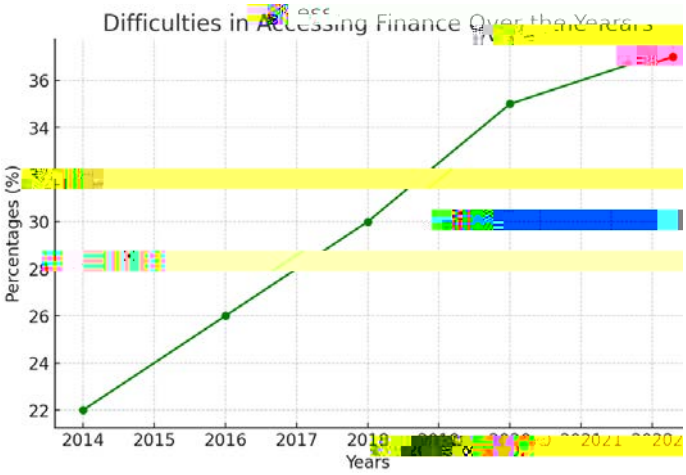

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