



Southeast Asia Small Online Business Trade Report

July 2022

ebay



Small and medium-sized enterprises (SMEs) are the backbone of Southeast Asia's economy as they are critical for economic growth and contribute ~45 percent of Nominal GDP.¹

This region is exceptionally well-positioned to capitalise on the export economy given its logistical advantage, diverse talent pool, strengths of its economic sectors, and wealth of unique inventory. The economic environment remains as highly competitive as ever, owing to business owners and their unrelenting entrepreneurial spirits to strive.

The pandemic has, without a doubt, brought about unprecedented challenges to business owners. We have also seen a great deal of SMEs who have taken the opportunity to digitalise their business and expand their market reach through ecommerce. The ecommerce surge is predicted to continue into the foreseeable future, with over 90 percent of users in the region indicating that they want to continue utilising digital platforms. The region will be on its way to becoming a US \$1 trillion digital economy by 2030.

In Southeast Asia, ecommerce is not just a consumer phenomenon, but is increasingly becoming a key business strategy, particularly important for micro, small, and medium-sized enterprises. Being the epicentre for manufacturing of several sectors, this region has the necessary capabilities to scale and meet the global demand.

Ecommerce provides a modern channel to access the export economy. It reduces barriers to entry and increases reach and scale at lower cost, allowing small businesses using digital tools to grow faster and new entrepreneurs can easily start their own businesses.

This is, in fact, the window for SMEs to differentiate and bring their businesses to scale by exploring more global markets. Therefore, eBay is enabling this: The access to a global marketplace of 142 million active buyers across 190 markets. Businesses in Southeast Asia have been tapping into this opportunity to sustain their growth.

Through this report, eBay intends to:

- Showcase number of SMEs across the different Southeast Asia markets (Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam) empowered by eBay to reach customers worldwide;
- Highlight the variety and strength of inventory from across the Southeast Asia markets; and
- Inform on the demand from around the world on the eBay platform and how it presents opportunities and continuous growth for Southeast Asian sellers.

We hope this report provides you with deep insights towards understanding the cross-border trade landscape in Southeast Asia and growth avenues for SMEs. Similarly, this is a reflection of eBay's commitment to create economic opportunities for all.

Vidmay Naini

Regional General Manager for Southeast Asia and India
eBay International CBT (Cross Border Trade)

EXECUTIVE SUMMARY

Technology platforms and ecommerce marketplaces are rapidly proliferating in Southeast Asia, a region primed for digital growth and opportunity. The vibrant digital ecosystem brings together many of the largest global platforms as well as innovative and fast-growing start-ups native to the region. As digitalisation changes daily life for many millions of people, including how they shop, work, communicate, and consume news and entertainment, the revolutionary ability of global ecommerce platforms to dramatically expand the export opportunities of small and medium-sized enterprises (SMEs) cannot be overlooked.

Countries in Southeast Asia are exceptionally well-positioned to capitalise on the new small business export opportunities created by global ecommerce platforms. They are home to large and capable micro and small business ecosystems and a vast pool of young, technologically savvy, and innovative entrepreneurs. This report details how small online businesses across six Southeast Asia countries – Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam – are using the eBay ecommerce marketplace to successfully sell to consumers in hundreds of export markets each year, contributing to important national efforts to use exports by SMEs to help bring balanced and inclusive economic growth.

The data on eBay and its role as a powerful export platform highlights how it is uniquely positioned to offer independent SMEs in the region ecommerce export opportunities. These directly reach many important consumer markets, including valuable markets outside the Asia Pacific region. While less than 20 percent of traditional businesses in each of the six markets highlighted in this report export, all eBay-enabled small businesses in Indonesia, Thailand, and Vietnam are exporters, and more than 95 percent in Malaysia, the Philippines, and Singapore use eBay to reach global consumers. These SMEs exporting on eBay have the reach of giant businesses, serving customers in an average of 25 different international markets on an annual basis. Across the six countries that are the focus of this report, an astounding 68 percent of eBay-enabled small businesses exported to 10 or more international markets, led by those in Singapore at 86 percent. And, as a collective, the eBay-enabled small business community in the region made sales in 214 international markets in 2020.

The data on exporting across the eBay platform reveals that it is especially valuable in allowing Southeast Asia's SMEs, who are increasingly comfortable engaging in ecommerce on multiple digital platforms simultaneously, to robustly export to several of the world's most valuable consumer markets that are otherwise

traditionally underrepresented in the exports of each country's traditional business communities. For example, the United States is a major market for eBay-enabled small businesses and traditional exporters in all six countries in the region. However, other important global markets such as the United Kingdom, Australia, Canada, Germany, France, Italy, and Spain are also in the Top 10 export markets for the region's eBay-enabled small businesses, while rarely cracking the Top 10 for the region's traditional businesses that export. Opening these valuable consumer markets to exports by local SMEs will help promote balanced economic growth by allowing the region's burgeoning digitally-connected small businesses to reach outside the region, diversify sales, and capture global opportunities.

Finally, the report examines the phenomenon of new enterprise creation and establishment, a key indicator of business and economic dynamism. Among all the eBay-enabled small businesses in the six regional markets in 2020, 70 percent were newcomers, and more than half were newcomers in each of the six countries. The eBay ecommerce marketplace provides a level playing field, which triggers such an effect by indiscriminately facilitating market entry and participation.

Southeast Asia Region Key Data Highlights*

eBay-Enabled Small Businesses



Share That Export

25

Average Number of
International Destination Markets



Share That Export
to 10+ Markets



Share That Export
to 4+ Continents



Share That
Were Newcomers

*Countries include Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.

INTRODUCTION

Digital technology and the Internet, combined with the ecommerce marketplace model, is expanding economic opportunities available to independent small businesses and entrepreneurs. This is especially the case in Southeast Asia, a region that is exploding in opportunity with countries benefiting from growing, youthful and digitally-connected populations, vibrant small and medium-sized enterprise (SME) communities that are proving equally receptive to online business opportunities, and products that are proving valuable to consumers the world over.

The eBay marketplace supports small business traders in countries across the globe. This is increasingly true in Southeast Asia, where entrepreneurs are progressively taking advantage of multiple ecommerce platform opportunities to tap global

sales opportunities. The eBay marketplace is a proven tool that empowers even very small businesses to reach consumers worldwide, with particularly important opportunities available in valuable consumer markets that are not normally prime export territory for Southeast Asia's traditional businesses.

The cross-border trade analysis in this report is based on data covering transactions on the eBay marketplace in 2020 unless otherwise indicated. When analysing the activities of small online businesses on eBay, the data was limited to transactions by sellers in six regional markets – Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam – with sales of \$10,000 USD or more annually on the eBay marketplace. In this report, these sellers are called “eBay-enabled small businesses”.



Melia Fauziah

Tropicaleather
Indonesia

Melia is an eBay seller who first introduced handmade leather products with unique designs from Indonesia. Her intelligence in reading market demands and her courage in trying new things have made her business continue to grow not only in the genuine leather category but also furniture and home accessories.

“One important thing I’ve learned from doing business on eBay is market demand. The models and types of products that international consumers are interested in are very different from local ones, so we have to educate the craftsmen to make models and improve product quality to suit the international market. The market opportunity on eBay was so great that I decided to quit my job and become a full time eBay seller in 2015.”



Southeast Asia's Digital Trade Revolution – Powering Small Businesses

Southeast Asia is quickly becoming one of the most digitally-connected and proficient growth regions in the world. The countries of Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam have a combined population of nearly 590 million² with around half under the age of 30.³ This young, growing population is increasingly online, with internet penetration growing at double digit rates annually for a number of years.⁴ And, the pandemic gave a boost to this digitalisation, with 40 million people coming online for the first time in 2020 alone, bringing the total number of internet users to an estimated 400 million regionally, up from 250 million in 2015.⁵

Ecommerce is at the heart of the region's digital boom. Regionally, Internet users are quickly becoming digital consumers. More than 70 percent of Internet users over age 15 in the six countries covered by this report are reported to shop online, with the total number of online shoppers expected to reach 380 million by 2026.⁶ The online boost provided by the pandemic is expected to last, with over 90 percent of ecommerce users in the region reporting that they intend to continue using digital platforms.⁷ Some project the region to be on the path to becoming a massive \$1 trillion USD digital economy by 2030.⁸

Most Internet users in the region have never owned a desktop computer. Mobile devices are the way most stay connected and engage in ecommerce, highlighted by Internet users in

Indonesia, Thailand, and the Philippines being the top three adopters of mobile ecommerce in 2020.⁹ The rapidly expanding, mobile-focused ecommerce expansion has led to a fragmented ecommerce market with major global, regional, and single-market business-to-consumer platforms operating side-by-side in the market.¹⁰

Ecommerce in Southeast Asia is not just a consumer phenomenon, and it is increasingly a core business strategy that is especially important to micro, small and medium-sized enterprises. Ecommerce reduces entry barriers, and increases reach and scale at lower costs, allowing small businesses that adopt digital tools to grow more rapidly and new entrepreneurs to start their own businesses easily through online market platforms or via social media.¹¹ Segments of the population that were traditionally under-represented in small business creation in the formal economy, such as women, have benefited from the greater anonymity of ecommerce business models.¹² Finally, just as the pandemic accelerated already impressive growth trends of regional Internet adoption and consumers going online, ecommerce proved extremely beneficial for digital merchants, with small businesses using online tools and platforms reporting to be far more resilient and able to keep their business open than those that operated mainly offline.¹³

Ecommerce Driving Small Business Exports

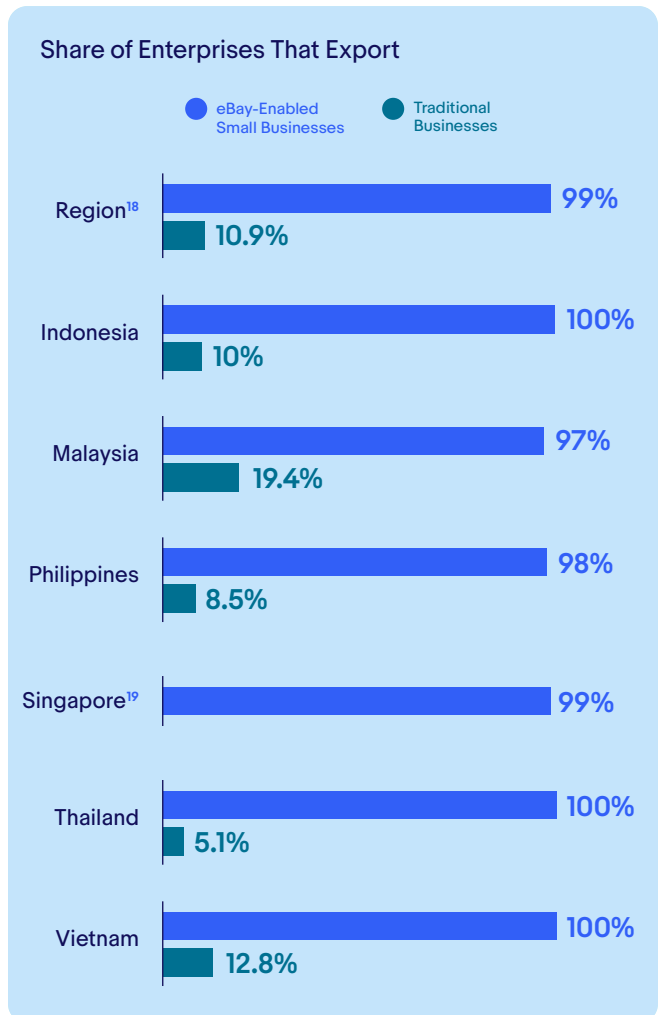
Cross-border ecommerce in the Asia Pacific region is heavily influenced by digitally-proficient small businesses with fewer than 100 employees. They account for an estimated 85 percent of ecommerce cross-border traders in the region's rapidly developing markets of Indonesia, Malaysia, the Philippines, Thailand, and Vietnam, and small firms with less than \$1 million in total revenues account for 62.5 percent of the cross-border ecommerce income, a 10 percentage points higher share of revenues than small businesses in the region's mature markets.¹⁴ Primarily with the help of digital platforms, the region's entrepreneurial small businesses have become "Micro Multi-National Enterprises" (MMNEs) that supply diversified "locally-made products" and light customisation services for global buyers.¹⁵ The remainder of this section will present findings from the latest available eBay marketplace trade data to illustrate the level of export activity by eBay-enabled small businesses in Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.

Share of Enterprises That Export

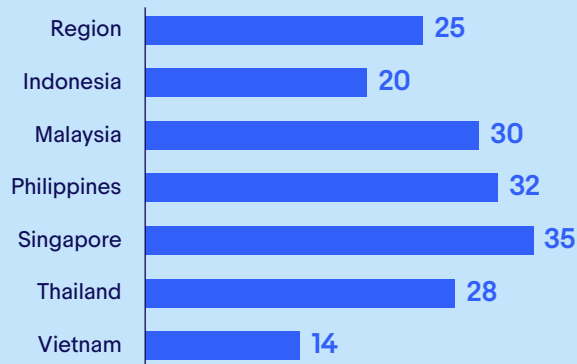
The share of small businesses exporting on the eBay marketplace¹⁶ is the first and possibly most striking data point that illustrates the impact and reach of global commerce platforms in comparison to the traditional model of trade. **Regionally, 99 percent of all eBay-enabled small businesses, many of them small firms, export. In Indonesia, Thailand, and Vietnam, exporting is universal among eBay-enabled small businesses, while export rates exceed 97 percent in the other three markets studied.** Also noteworthy is how this extreme export success compares with firms in the traditional economy, with Malaysian businesses the most likely to export, at 19.4 percent, while just 5.1 percent of traditional Thai businesses are exporters.¹⁷

Average Number of International Destination Markets

The average number of international markets²⁰ reached on an annual basis provides a key measurement of export activity and reach. It has been traditionally understood that businesses considering exporting to a new international market face additional cost of entry, and therefore expanding their business by exporting to more international markets leads to higher entry costs.²¹ Escalating entry costs has led to the expectation that small firms will export to fewer international markets than large firms. However, when examining the figures for eBay-enabled small businesses we see a powerful testament to how the eBay marketplace, a level playing field for exporting, bridges distance for small enterprises, and provides access to markets that were unreachable to many smaller firms through the traditional model of trade. eBay-enabled small business exporters in the region average 25 different export markets in a year.²² The eBay-enabled small businesses in Singapore averaged the greatest export reach at 35 markets while those in the Philippines came in just behind averaging 32 markets.

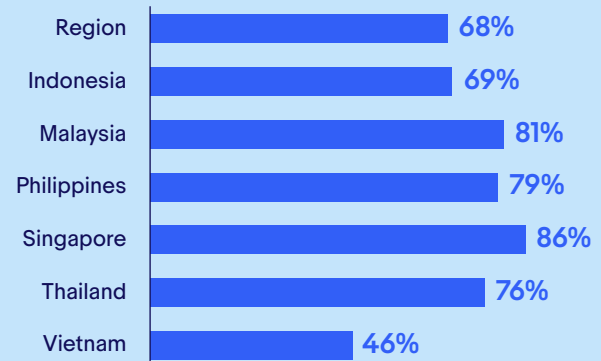


Average Number of International Destination Markets for eBay-Enabled Small Businesses



Note: Only exporters are considered.

Share of eBay-Enabled Small Businesses That Reach Ten or More Different International Markets



Note: Only exporters are considered.

Top Ten Export Markets for eBay-Enabled Small Businesses in the Southeast Asia Region²³

- | | |
|--------------------|-----------------|
| 1. United States | 6. Italy |
| 2. Australia | 7. France |
| 3. United Kingdom | 8. Japan |
| 4. Germany | 9. South Korea |
| 5. Canada | 10. Spain |

Top Five Product Categories Exported by eBay-Enabled Small Businesses in the Southeast Asia Region²⁵

1. Jewellery & Watches
2. Auto Parts
3. Home & Garden
4. Health & Beauty
5. Collectibles

Share of eBay-Enabled Small Businesses That Reach Ten or More Different International Markets

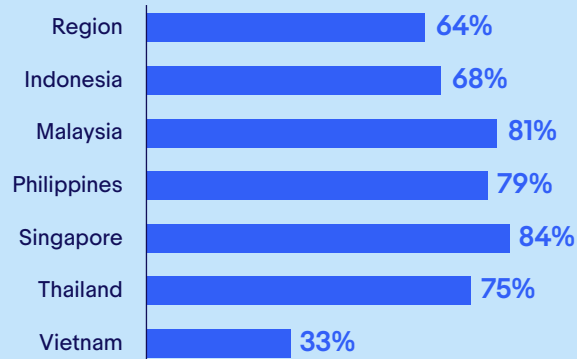
Another measurement of the scale of eBay-enabled small business exporting activity includes the share that exported to ten or more international markets in 2020.²⁴ As with the previous data point, our findings show that eBay-enabled small businesses defy the traditional understanding that entry costs are a barrier to exporting to additional international markets, with 68 percent of eBay-enabled small businesses in the region meeting the 10-export market threshold. The eBay-enabled small business communities in Singapore and Malaysia were the leaders, with 86 and 81 percent reaching this export threshold respectively.

Share of eBay-Enabled Small Businesses Exporting to Buyers on Four or More Continents

Though a non-traditional measurement of scale and scope of exporting activity, we have calculated the continental reach of eBay-enabled small businesses to provide a unique perspective on the truly global reach of many eBay-enabled small business exporters.²⁶ **For the purposes of this analysis, sales were designated to buyers on one of six continents: North America, South America, Europe, Asia, Africa, and Australia.** When an eBay-enabled small business exported to a buyer in a market on a continent, they were credited with an export to that continent. Additionally, when an export sale is made to a market on the same continent as the seller, that sale is counted as an export to that continent. (e.g., A sale from a Vietnamese eBay seller to a buyer in Japan is an export to an Asian market).

We classify an eBay-enabled small business with sales to four or more continents in a year to be an “eBay Global Seller”. Once again, 64 percent of eBay-enabled small businesses in the six markets reached this threshold and are appropriately designated eBay Global Sellers for 2020. By comparison, 40 percent of the EU-based eBay-enabled small business sellers reached the eBay Global Seller threshold.²⁷

Share of eBay-Enabled Small Businesses Exporting to Buyers on Four or More Continents



Note: Only exporters are considered.

Virtual Export Giants - Number of Different Export Markets Reached

If one looks to the collective exporting of eBay-enabled small businesses, whether across the region or within each of the six markets being studied, the total number of markets reached globally is staggering. These numbers are even more striking when compared to the reported export market reach of some of the world’s largest consumer brands. For example, Heineken reports exports to 190 countries²⁸, Nike into 170²⁹, and Procter & Gamble is greater than 160.³⁰ Very large and successful regional consumer goods brands are also major exporters. For example, Indofoods exports for over 60 countries³¹ and Monde Nissin to 40.³² By comparison, the eBay-enabled small business community in each of the six countries examined in this report are themselves a virtual global export giant with a reach exceeding many if not most of these traditional global exporters. **As a collective across the region, this community made sales in 214 international markets in 2020.**³³

Top Ten Export Growth Markets for eBay-Enabled Small Businesses in the Southeast Asia Region (2018-2020)³⁴

- | | |
|-------------------|-----------------|
| 1. United States | 6. China |
| 2. Italy | 7. Czechia |
| 3. Japan | 8. Netherlands |
| 4. Switzerland | 9. Bahrain |
| 5. Belgium | 10. Kuwait |



Maria Magnetta “Manette” Calupitan

Beautymagnet
Philippines

Manette has been selling on eBay since 2007 mainly under the category of Health & Beauty and started listing and selling on eBay’s local site. Through the years, they were able to expand their business and reach the global market. She is an active PSAM seller and continuously following the best practices and closely monitors their performance in which they’ve received a Certificate of Excellence on Health & Beauty Category in 2021.

“I started selling locally and worked my way to selling internationally. Instead of just doing eBay on the side, like I originally planned, it became my major source of income and I have decided to retire from Marketing Communications (only after a year of being on eBay) and the rest is history. With eBay, I can take care of my son, provide for his needs and also have full control of my time so we are able to travel for extended periods and enjoy the other things that life has to offer.”

Seller Testimonials



MohdNor Ishak

smtway
Malaysia

“With zero knowledge I start doing eBay as my part time business since 2018 and it allowed me to reach a lot of customers across the globe. With good collaboration between me and my account manager team, I managed to grow my business and income. I decided to quit my current job to make eBay as my full time job and it was the best decision I’ve ever made.”



Lan Le

Tuancrocodile
Vietnam

“eBay allows me to enlarge my income and take care of my family and have time to play with my children. I have tried selling on other eCommerce sites but not as effective as on eBay. I am very grateful to eBay for investing and caring about Vietnamese sellers like us.”



Amit Chilgunde

creationwatches
Singapore

“eBay has been a big part of our journey so far and we hope to continue and grow further with eBay. The ability to access diverse markets and reach customers in different countries has added value to our business.”



Vito Ortiga

Casp215
Philippines

“Selling on eBay gives my side-hustle an edge in profitability by tapping customers worldwide. Being a user since 2007 and a huge fan of the marketplace, eBay has connected me with people I wouldn’t have ever met and has exposed me to an incredible and robust sports card community.”

Multi-Platform Exporting Promotes Diversity and Global Reach

Despite their generally small size, digitally-enabled businesses in the Asia Pacific region have proven themselves adept at operating on multiple ecommerce platforms rather than limiting themselves to one, averaging 3.56 platforms per small business exporter.³⁵ This is an important small business tactic to efficiently expand export reach. While MMNEs across the whole Asia Pacific are global to some degree, research indicates that small business exporters in the region's mature ecommerce markets³⁶ are more heavily focused on exporting to North America and Europe than comparable small business exporters based in Southeast Asia³⁷, where the ecommerce export focus is currently more heavily on their home region.³⁸ **This difference reveals a Southeast Asia growth and diversification opportunity as small businesses in Indonesia, Malaysia, the Philippines, Thailand, and Vietnam are well-positioned to follow the example of ecommerce exporters in larger and more mature Asia Pacific markets by building upon their intra-regional export successes and focusing even greater attention on valuable and large consumer markets such as North America and Europe, through a global platform such as eBay.**

eBay Expands Export Success Beyond Traditional Markets

eBay is a powerful export platform that is especially valuable at growing sales to consumers living outside Southeast Asia, reaching beyond the home territories and comfort zone of regional small businesses. **And, the eBay export data clearly shows that they are primed for success. Comparing the Top 10 export markets overall for the traditional businesses in each of the six countries studied in this report, with the Top 10 export markets for eBay-enabled small businesses in each country, reveals how eBay opens valuable non-traditional markets, expanding export diversity in ways that promise greater growth and resilience, such as in the event of regional economic downturns.** For example, the United States is the top export

market for eBay-enabled small businesses in each country, as well as being one of the top two export markets for traditional businesses in five of the six markets (Singapore being the only exception). However, beyond that, the ability to tap non-traditional export markets through the eBay marketplace is quickly apparent. In Malaysia and Thailand, the Top 10 export markets for eBay-enabled small businesses feature seven that are not in the Top 10 for traditional exporters. In the Philippines, Singapore and Indonesia, the figure is six in the Top 10 for eBay-enabled small businesses, but not in the Top 10 for traditional businesses, and the number for Vietnam stands at five.³⁹

Top 10 Export Markets for eBay-Enabled Small Business That are Not in the Top 10 Export Markets for Traditional Businesses

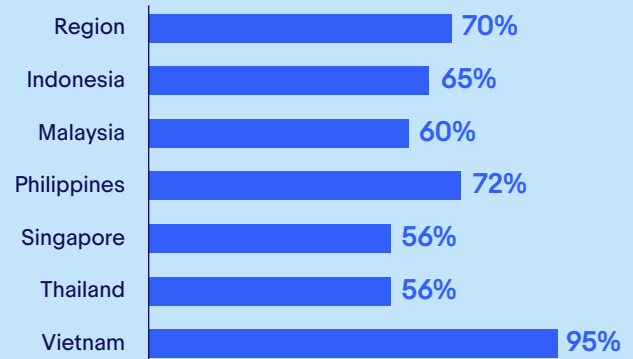
Indonesia	Malaysia	Philippines	Singapore	Thailand	Vietnam
1. Australia	1. Australia	1. United Kingdom	1. Australia	1. United Kingdom	1. Australia
2. Canada	2. United Kingdom	2. Australia	2. United Kingdom	2. France	2. Canada
3. Germany	3. Germany	3. Canada	3. Italy	3. Germany	3. France
4. United Kingdom	4. Canada	4. Italy	4. Canada	4. Canada	4. Italy
5. France	5. Italy	5. France	5. Germany	5. Italy	5. Taiwan
6. Norway	6. France	6. Spain	6. Taiwan	6. Spain	
	7. Spain			7. Norway	

Robust Newcomer Growth Supports Economic Vitality

The ability of new enterprises to enter the market is a key element of economic growth. The OECD has said that the “birth of new enterprises is a key indicator of business dynamism”⁴⁰ and promotes the competitiveness of the overall enterprise population by stimulating efficiency and innovation. Further, new firms have been described as “agents of change in the economy” and that “even small innovations and small differences in growth amount to a lot when multiplied by the number of firms involved.”⁴¹ eBay is an ecommerce marketplace that provides a level playing field triggers such an effect by indiscriminately facilitating market entry and participation.

We classify an eBay-enabled small business as a “Newcomer” in this report when the seller achieved eBay-enabled small business status in 2020 and had sold on eBay for four years or fewer. In other words, the seller must have no sales on eBay in 2016 and break the mark of \$10,000 USD on the marketplace in 2020. Among all the eBay-enabled small businesses in the six regional markets in 2020, 70 percent were newcomers, and more than half were newcomers in each of the six countries. The newcomer rate was highest in Vietnam at 95 percent, followed by 72 percent in the Philippines.

Share of eBay-Enabled Small Businesses That Were Newcomers



Note: Only exporters are considered.



Itti Nana (Soup)

Souppy
Thailand

Mr. Itti Nana, who owns Souppy, is a football trading card seller from Thailand who started his eBay business in 2017. Born into a football family and raised by a real footballer (soccer player), Soup is an enthusiastic football memorabilia collector. He owns several autographed football jerseys from renowned players including Pele and Diego Maradona, and even a signed pair of Cristiano Ronaldo’s boots. After becoming a football trading card collector, Soup opened an eBay account to sell cards to other football fans. Since trading cards have become one of the most popular items on eBay over the past three years, Soup has received orders from his customers globally like Mainland China, Hong Kong, USA, and Canada.

“eBay is the only platform for me to connect to buyers from around the world who share the same passion for football trading cards.”

CONCLUSION



This paper has outlined how eBay, a global ecommerce marketplace leader offering a level playing field for export success, is helping the rapidly growing and digitally proficient SME communities across Southeast Asia succeed on a global stage. Internet-enabled small businesses in Southeast Asia increasingly operate on multiple ecommerce platforms, expanding their reach and sales. The eBay marketplace data from the six markets studied illustrate that eBay's vibrant digital marketplace is enabling significant cross-border trade by enterprises in all the countries studied. **In each of the six markets, more than 95 percent of the eBay-enabled small**

businesses are exporters. While most of these enterprises are small, they serve customers in an average of 25 different countries in a year, which is meaningful global reach even for very large firms. The top export markets for eBay-enabled small businesses in each country include major consumer markets such as the United States, United Kingdom, Australia, Canada, and Germany, many of which are not top export destinations for each country's traditional exporters, highlighting how the eBay marketplace is empowering and promoting regional economic opportunity, diversity, and resilience.

Data Key



Share of eBay-Enabled Small Businesses Exporting



Avg. # of International Destination Markets



Share of eBay-Enabled Small Businesses Exporting to 10+ Markets



Share of eBay-Enabled Small Businesses Exporting to 4+ Continents



Share of eBay-Enabled Small Businesses That Were Newcomers

Indonesia



Population: **274 million**

Top 10 Destinations for Exports for eBay-Enabled Small Businesses

- | | |
|-------------------|----------------|
| 1. United States | 6. South Korea |
| 2. Australia | 7. China |
| 3. Canada | 8. France |
| 4. Germany | 9. Japan |
| 5. United Kingdom | 10. Norway |

Top 10 Destinations for Exports for Traditional Businesses

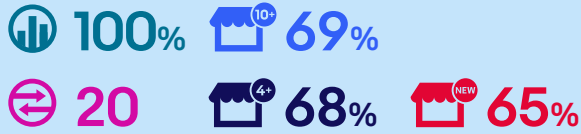
- | | |
|------------------|----------------|
| 1. China | 6. Malaysia |
| 2. United States | 7. South Korea |
| 3. Japan | 8. Philippines |
| 4. Singapore | 9. Thailand |
| 5. India | 10. Vietnam |

Top 10 Export Growth Markets for eBay-Enabled Small Businesses (2018-2020)

- | | |
|------------------|-------------------------|
| 1. United States | 6. United Kingdom |
| 2. Germany | 7. France |
| 3. China | 8. Japan |
| 4. Canada | 9. United Arab Emirates |
| 5. Hong Kong | 10. Qatar |

Top 5 Product Categories Exported by eBay-Enabled Small Businesses

1. Clothes, Shoes & Accessories
2. Auto Parts
3. Health & Beauty
4. Collectibles
5. Sporting Goods



Malaysia



Population: **32 million**

Top 10 Destinations for Exports for eBay-Enabled Small Businesses

- | | |
|-------------------|-----------|
| 1. United States | 6. Italy |
| 2. Australia | 7. France |
| 3. United Kingdom | 8. Japan |
| 4. Germany | 9. China |
| 5. Canada | 10. Spain |

Top 10 Destinations for Exports for Traditional Businesses

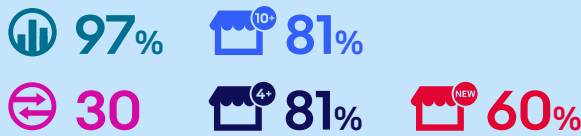
- | | |
|------------------|----------------|
| 1. China | 6. Thailand |
| 2. Singapore | 7. India |
| 3. United States | 8. Vietnam |
| 4. Hong Kong | 9. South Korea |
| 5. Japan | 10. Indonesia |

Top 10 Export Growth Markets for eBay-Enabled Small Businesses (2018-2020)

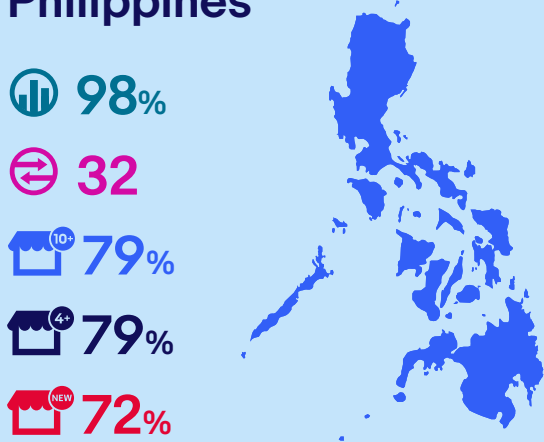
- | | |
|------------------|-------------|
| 1. Germany | 6. Japan |
| 2. Canada | 7. Bahrain |
| 3. Italy | 8. Qatar |
| 4. United States | 9. Macau |
| 5. Hong Kong | 10. Jamaica |

Top 5 Product Categories Exported by eBay-Enabled Small Businesses

1. Auto Parts
2. Home & Garden
3. Health & Beauty
4. Cell Phones & Accessories
5. Collectibles



Philippines



Population: **110 million**

Top 10 Destinations for Exports for eBay-Enabled Small Businesses

- | | |
|-------------------|-----------|
| 1. United States | 6. Japan |
| 2. United Kingdom | 7. Italy |
| 3. Australia | 8. France |
| 4. Germany | 9. China |
| 5. Canada | 10. Spain |

Top 10 Destinations for Exports for Traditional Businesses

- | | |
|------------------|----------------|
| 1. United States | 6. South Korea |
| 2. Japan | 7. Thailand |
| 3. China | 8. Germany |
| 4. Hong Kong | 9. Netherlands |
| 5. Singapore | 10. Malaysia |

Top 10 Export Growth Markets for eBay-Enabled Small Businesses (2018-2020)

- | | |
|-------------------|------------------|
| 1. United Kingdom | 6. South Korea |
| 2. Germany | 7. Belgium |
| 3. Japan | 8. China |
| 4. Taiwan | 9. Austria |
| 5. Italy | 10. Saudi Arabia |

Top 5 Product Categories Exported by eBay-Enabled Small Businesses

1. Jewellery & Watches
2. Cell Phones & Accessories
3. Sporting Goods
4. Collectibles
5. Business, Office & Industrial



Singapore



Population: **6 million**

Top 10 Destinations for Exports for eBay-Enabled Small Businesses

- | | |
|-------------------|----------------|
| 1. United States | 6. Germany |
| 2. Australia | 7. Taiwan |
| 3. United Kingdom | 8. South Korea |
| 4. Italy | 9. Japan |
| 5. Canada | 10. China |

Top 10 Destinations for Exports for Traditional Businesses

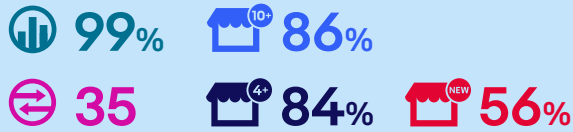
- | | |
|------------------|----------------|
| 1. China | 6. Japan |
| 2. Hong Kong | 7. Thailand |
| 3. Malaysia | 8. South Korea |
| 4. United States | 9. Vietnam |
| 5. Indonesia | 10. India |

Top 10 Export Growth Markets for eBay-Enabled Small Businesses (2018-2020)

- | | |
|------------------|----------------|
| 1. Italy | 6. China |
| 2. United States | 7. Netherlands |
| 3. Australia | 8. Switzerland |
| 4. Taiwan | 9. Denmark |
| 5. Japan | 10. Kuwait |

Top 5 Product Categories Exported by eBay-Enabled Small Businesses

1. Business, Office & Industrial
2. Jewellery & Watches
3. Toys & Games
4. Sporting Goods
5. Collectibles



Thailand



Population: **70 million**

Top 10 Destinations for Exports for eBay-Enabled Small Businesses

- | | |
|-------------------|------------|
| 1. United States | 6. Canada |
| 2. Australia | 7. Japan |
| 3. United Kingdom | 8. Italy |
| 4. France | 9. Spain |
| 5. Germany | 10. Norway |

Top 10 Destinations for Exports for Traditional Businesses

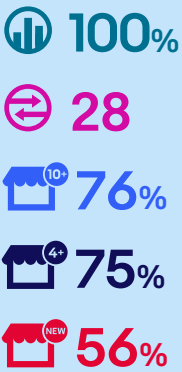
- | | |
|------------------|--------------|
| 1. United States | 6. Malaysia |
| 2. China | 7. Australia |
| 3. Japan | 8. Indonesia |
| 4. Vietnam | 9. Singapore |
| 5. Hong Kong | 10. India |

Top 10 Export Growth Markets for eBay-Enabled Small Businesses (2018-2020)

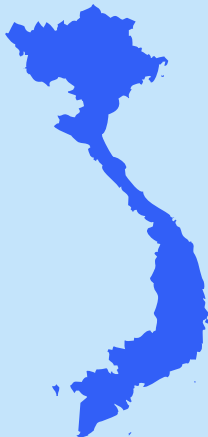
- | | |
|------------|----------------|
| 1. Japan | 6. Poland |
| 2. Germany | 7. Switzerland |
| 3. France | 8. Ukraine |
| 4. Czechia | 9. South Korea |
| 5. Belgium | 10. Ireland |

Top 5 Product Categories Exported by eBay-Enabled Small Businesses

1. Jewellery & Watches
2. Auto Parts
3. Health & Beauty
4. Collectibles
5. Home & Garden



Vietnam



Population: **97 million**

Top 10 Destinations for Exports for eBay-Enabled Small Businesses

- | | |
|-------------------|----------------|
| 1. United States | 6. France |
| 2. Australia | 7. Germany |
| 3. Canada | 8. Italy |
| 4. United Kingdom | 9. South Korea |
| 5. Japan | 10. Taiwan |

Top 10 Destinations for Exports for Traditional Businesses

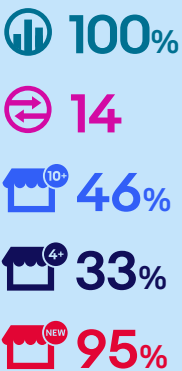
- | | |
|------------------|-------------------|
| 1. United States | 6. Netherlands |
| 2. China | 7. India |
| 3. Japan | 8. Germany |
| 4. South Korea | 9. United Kingdom |
| 5. Hong Kong | 10. Thailand |

Top 10 Export Growth Markets for eBay-Enabled Small Businesses (2018-2020)

- | | |
|------------------|-----------------|
| 1. United States | 6. Belgium |
| 2. Japan | 7. China |
| 3. Taiwan | 8. Latvia |
| 4. Italy | 9. Hungary |
| 5. Canada | 10. South Korea |

Top 5 Product Categories Exported by eBay-Enabled Small Businesses

1. Home & Garden
2. Clothes, Shoes & Accessories
3. Health & Beauty
4. Collectibles
5. Jewellery & Watches



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- ²³ The eBay data reflects the top 10 export destination markets (based on sales) for 2020 eBay-enabled small businesses (those with \$10,000 USD or more in annual sales on eBay) in each location, who exported in that year.


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- ²⁴ The eBay data reflects the share of exporting 2020 eBay-enabled small businesses (those with \$10,000 USD or more in annual sales on eBay) in each location, who exported to ten or more different international markets in that year.
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