

EXECUTIVE SUMMARY

Two top European Union strategies to foster balanced, sustainable, and resilient economic growth are to expand Small and Medium-Sized Enterprise (SME) digitalisation and international trade activity. Our new report uses eBay marketplace data to confirm that its global ecommerce marketplace is helping achieve these important goals in every EU Member State.

eBay is a global ecommerce marketplace leader that is using digital technology to level the playing field for export success, helping small businesses succeed globally. A staggering 97 percent of eBay small businesses in the EU export, far exceeding the 4.8 percent of traditional EU businesses selling across borders. In all 27 EU Member States, at least 94 percent of the eBay small businesses are exporters, and the eBay small business export rate is fully 100 percent in 22 of them.

The majority of eBay exporters in the EU are small businesses, and yet they serve customers in an average of 18 different countries in a year. That level of global reach is meaningful even for large companies. Collectively, the eBay small business community in each Member State has a global export reach comparable to multinational corporate giants.

International selling is occurring thanks to eBay expanding available consumer markets far beyond the norm for small businesses. Expanding market diversity, selling goods into more distinct markets, increases the resilience of enterprises because they are less dependent on their local economy and less vulnerable to regional downturns. eBay-driven exports are also promoting greater export market diversity across the EU: the top export markets for eBay small businesses often diverge from their country's top traditional export destinations. Across the EU's 27 Member States, the Top 10 eBay Export Markets average 4.37 destinations are not the usual top 10 markets for the country's traditional businesses.

eBay small business activity in Europe is also often a counterweight to regional economic imbalances which are worsening in many EU Member States. Although digitalisation is sometimes thought of as contributing to "magnetic" urban growth hubs pulling in human and financial capital that can further regional disparities, that's not true with digitally capable SMEs on eBay. Country-by-country, top eBay selling communities can be found in a wide mix of regions whether viewed through the lens of GDP per capita, population, or population density.

Key Learnings

eBay is a global ecommerce marketplace leader that is using digital technology to level the playing field for export success, helping small businesses succeed globally:

- 97 percent of eBay small businesses in the EU export. This compares to just 4.8 percent of traditional enterprises.
- eBay small business exporters in the EU sell into an average of 18 international markets per year. Traditional EU exporters only average 4 markets.
- eBay exports promote resilience by expanding export diversity in every EU Member State.
- In most Member States, the leading eBay selling community is not in the national capital, top income region, or an elite tech "Hot Spot".

