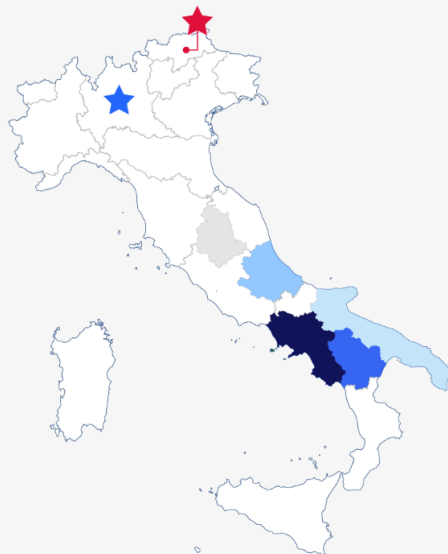


# eBay in Italy

Helping small businesses succeed

## eBay Digital Density in Italy

-  Highest population
-  Highest GDP per capita



### Top five eBay Digital Density regions

1. Campania
2. Basilicata
3. Abruzzo
4. Puglia
5. Umbria

eBay Digital Density leader Campania, home of Naples, is the 18th of 21 in GDP per capita, a level that is just 65 percent of the national average, and half of Milan's.

## eBay is facilitating small business exports



Share of enterprises exporting

**94%** eBay-enabled small businesses

— compared to only —

**4.4%** Traditional businesses



Average number of destination markets

**15** eBay-enabled small businesses

— compared to only —

**6** Traditional businesses



Share of eBay-enabled small businesses exporting to 10+ markets

**51%**



Total number of markets reached\*

**211**

### Top cross-border destination markets for eBay-enabled small businesses

#### In the EU

1. Germany
2. France
3. Spain
4. Austria
5. Belgium

#### Outside the EU

1. United States
2. United Kingdom
3. Australia
4. Switzerland
5. Canada

### Top product categories exported by eBay-enabled small businesses

1. Auto parts
2. Clothes, shoes & accessories
3. Home & Garden
4. Home appliances
5. Toys & Games

\*Includes countries and territories.



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