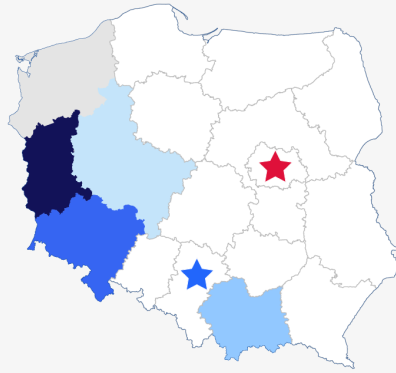


# eBay in Poland

Helping small businesses succeed

## eBay Digital Density in Poland

-  Highest population
-  Highest GDP per capita



### Top five eBay Digital Density regions

1. Lubuskie
2. Dolnośląskie
3. Małopolskie
4. Wielkopolskie
5. Zachodniopomorskie

Warsaw dominates the Polish economy, but the Lubuskie region, with a third of the population, is tops on eBay. Three of the top five in eBay Digital Density are below the national average in GDP per capita.

## eBay is facilitating small business exports



Share of enterprises exporting

**100%** eBay-enabled small businesses

— compared to only —

**5.1%** Traditional businesses



Average number of destination markets

**26** eBay-enabled small businesses

— compared to only —

**5** Traditional businesses



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

**76%**



Total number of markets reached\*

**207**

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

#### In the EU

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

#### Outside the EU

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

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

1. Auto Parts
2. Home & Garden
3. Business, Office & Industrial
4. Home furnishing
5. Clothes, shoes & accessories

\*Includes countries and territories.



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