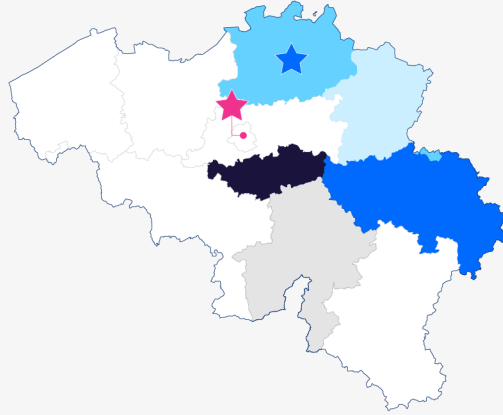


eBay in Belgium

Helping small businesses succeed

eBay Digital Density in Belgium

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Prov. Brabant Wallon
2. Prov. Liège
3. Prov. Antwerpen
4. Prov. Limburg (BE)
5. Prov. Namur

Top eBay Digital Density region Brabant Wallon is 10th in population and 6th in population density, while second ranked Liège is 7th in population and 9th in population density.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

8.5% Traditional businesses



Average number of destination markets

25 eBay-enabled small businesses

— compared to only —

3 Traditional businesses



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

84%



Total number of markets reached*

157

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

In the EU

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

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

1. Stamps
2. Auto parts
3. Business, Office & Industrial
4. Collectibles
5. Computing

*Includes countries and territories.



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