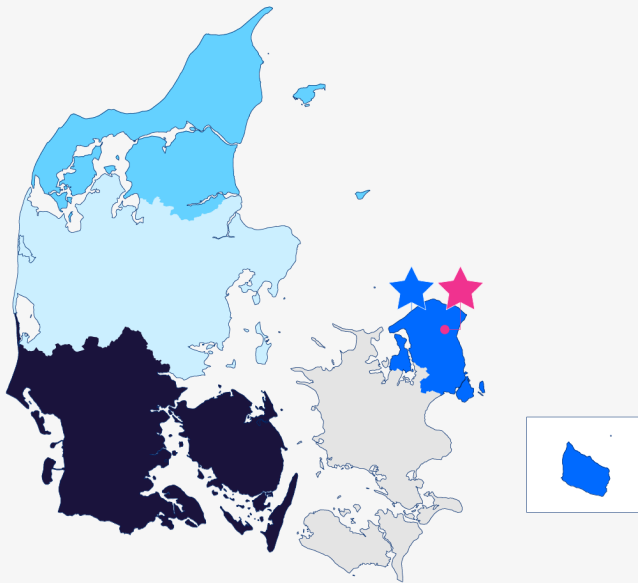


eBay in Denmark

Helping small businesses succeed

eBay Digital Density in Denmark

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Syddanmark
2. Hovedstaden
3. Nordjylland
4. Midtjylland
5. Sjælland

The capital region Hovedstaden is 1st in population density and GDP per capita, but rural Syddanmark is 1st in Digital Density, and rural Nordjylland, with the smallest population, sits 3rd.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

7.2% Traditional businesses



Average number of destination markets

28 eBay-enabled small businesses

— compared to only —

7 Traditional businesses



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

86%



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. Austria

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

1. Auto parts
2. Business, Office & Industrial
3. Computing
4. Photography
5. Jewellery & Watches

*Includes countries and territories.



www.ebaypolicy.eu



@ebaymainstreet



/ebaymainstreet



/ebaymainstreet