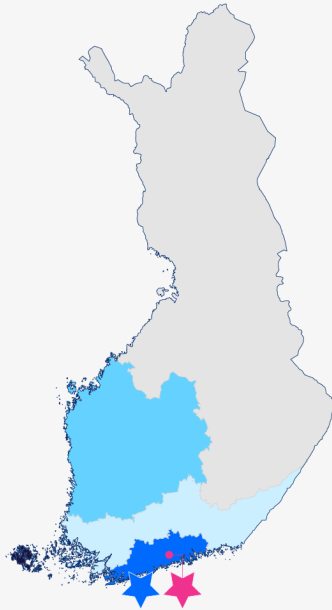


# eBay in Finland

Helping small businesses succeed

## eBay Digital Density in Finland

-  Highest population
-  Highest GDP per capita



### Top 5 eBay Digital Density regions

1. Åland
2. Helsinki-Uusimaa
3. Länsi-Suomi
4. Etelä-Suomi
5. Pohjois- ja Itä-Suomi

Helsinki tops Finland in GDP per capita and population density, but it is 2nd in eBay Digital Density to the remote island region of Åland, which is last in population.

## eBay is facilitating small business exports



Share of enterprises exporting

**100%** eBay-enabled small businesses

— compared to only —

**4.6%** Traditional businesses



Average number of destination markets

**27** eBay-enabled small businesses

— compared to only —

**4** Traditional businesses



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

**82%**



Total number of markets reached\*

**117**

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

#### In the EU

1. Germany
2. France
3. Italy
4. Poland
5. Denmark

#### Outside the EU

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

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

1. Business, Office & Industrial
2. Auto parts
3. DVDs, Film & TV
4. Toys & Games
5. Collectibles

\*Includes countries and territories.



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