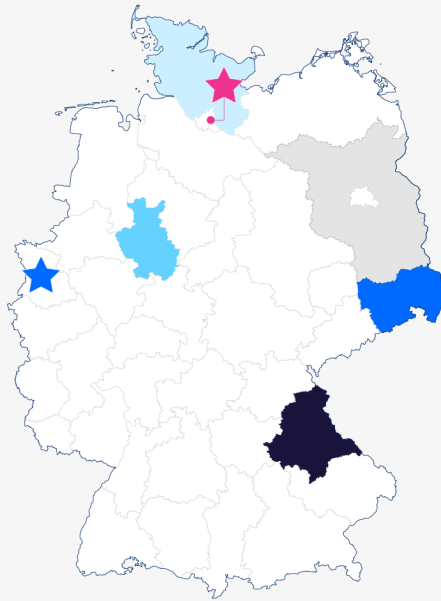


# eBay in Germany

Helping small businesses succeed

## eBay Digital Density in Germany

-  Highest population
-  Highest GDP per capita



### Top 5 eBay Digital Density regions

1. Oberpfalz
2. Dresden
3. Detmold
4. Schleswig-Holstein
5. Brandenburg

Oberpfalz and Dresden are the top two in eBay Digital Density in Germany, but rank 10th and 31st in GDP per capita. Hamburg and Oberbayern, the two richest regions, rank just 21st and 35th in eBay Digital Density.

## eBay is facilitating small business exports



Share of enterprises exporting

**96%** eBay-enabled small businesses

— compared to only —

**8.4%** Traditional businesses



Average number of destination markets

**16** eBay-enabled small businesses

— compared to only —

**5** Traditional businesses



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

**55%**



Total number of markets reached\*

**215**

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

#### In the EU

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

#### Outside the EU

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

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

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

\*Includes countries and territories.



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