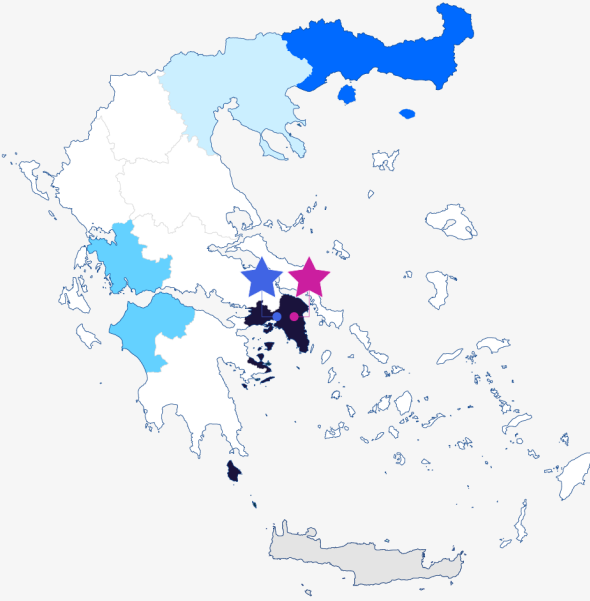


# eBay in Greece

Helping small businesses succeed

## eBay Digital Density in Greece

-  Highest population
-  Highest GDP per capita



### Top 5 eBay Digital Density regions

1. Αττική (Attiki)
2. Ανατολική Μακεδονία, Θράκη (Anatoliki Makedonia, Thraki)
3. Δυτική Ελλάδα (Dytiki Ellada)
4. Κεντρική Μακεδονία (Kentriki Makedonia)
5. Κρήτη (Kriti)

The Attiki region leads in eBay Digital Density and GDP per capita, but rural Anatoliki Makedonia, Thraki, with barely half the GDP per capita, is a close 2nd in eBay Digital Density.

## eBay is facilitating small business exports



Share of enterprises exporting

**100%** eBay-enabled small businesses

— compared to only —

**2.1%** Traditional businesses



Average number of destination markets

**38** eBay-enabled small businesses

— compared to only —

**5** Traditional businesses



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

**93%**



Total number of markets reached\*

**174**

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

#### In the EU

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

#### Outside the EU

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

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

1. Auto parts
2. Collectibles
3. Toys & Games
4. Health & Beauty
5. Business, Office & Industrial

\*Includes countries and territories.



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