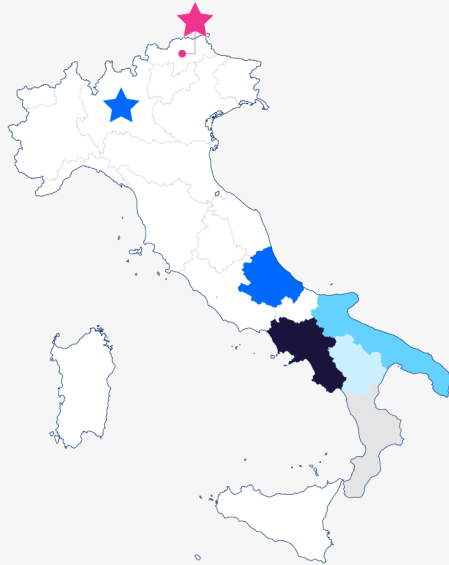


# eBay in Italy

Helping small businesses succeed

## eBay Digital Density in Italy

-  Highest population
-  Highest GDP per capita



### Top 5 eBay Digital Density regions

1. Campania
2. Abruzzo
3. Puglia
4. Basilicata
5. Calabria

Campania is 1st in eBay Digital Density in Italy despite having the country's highest unemployment rate and 3rd lowest GDP per capita.

## eBay is facilitating small business exports



Share of enterprises exporting

**95%** eBay-enabled small businesses

— compared to only —

**4.2%** Traditional businesses



Average number of destination markets

**15** eBay-enabled small businesses

— compared to only —

**6** Traditional businesses



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

**51%**



Total number of markets reached\*

**211**

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

#### In the EU

1. Germany
2. France
3. Spain
4. Austria
5. Belgium

#### Outside the EU

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

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

1. Auto parts
2. Clothes, shoes & accessories
3. Home & Garden
4. Toys & Games
5. Home appliances

\*Includes countries and territories.



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