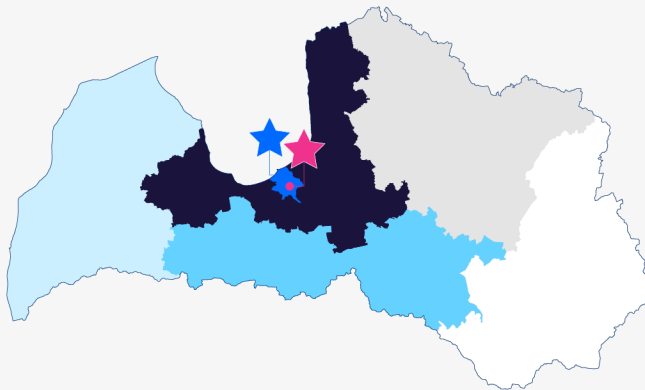


eBay in Latvia

Helping small businesses succeed

eBay Digital Density in Latvia

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Pierīga
2. Rīga
3. Zemgale
4. Kurzeme
5. Vidzeme

The NUTS3 region that includes the capital city Riga is the wealthiest and most highly urbanized, but the rural Pierīga region, with less than half the GDP per capita, leads in eBay Digital Density.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

8.7% Traditional businesses



Average number of destination markets

45 eBay-enabled small businesses

— compared to only —

3 Traditional businesses



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

95%



Total number of markets reached*

193

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. Canada
4. Australia
5. Israel

Top product categories exported by eBay-enabled small businesses

1. Auto parts
2. Stamps
3. Business, Office & Industrial
4. Jewellery & Watches
5. Home & Garden



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*Includes countries and territories.