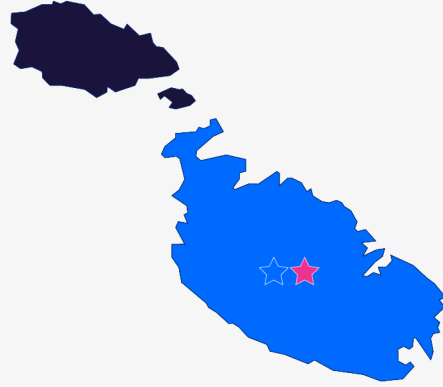


# eBay in Malta

Helping small businesses succeed

## eBay Digital Density in Malta

-  Highest population
-  Highest GDP per capita



### eBay Digital Density regional ranking

1. Gozo and Comino/ Ghawdex u Kemmuna

2. Malta

Of Malta's two NUTS3 regions, Gozo and Comino/Ghawdex u Kemmuna has the higher eBay Digital Density despite the main island of Malta having the capital, ten times the population, and nearly double the GDP per capita.

## eBay is facilitating small business exports



Share of enterprises exporting

**100%** eBay-enabled small businesses

— compared to only —

**1.7%** Traditional businesses



Average number of destination markets

**37** eBay-enabled small businesses

— compared to only —

**9** Traditional businesses



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

**85%**



Total number of markets reached\*

**155**

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

#### In the EU

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

#### Outside the EU

1. United States
2. United Kingdom
3. Australia
4. Canada
5. South Korea

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

1. Computing
2. Toys & Games
3. Coins
4. Jewellery & Watches
5. Collectibles