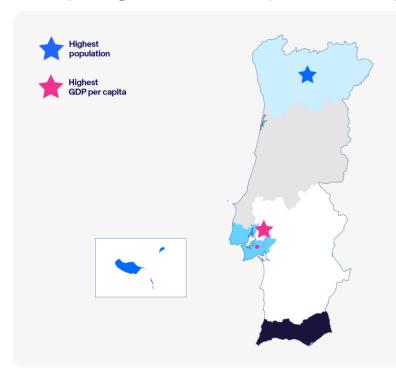
eBay in Portugal

Helping small businesses succeed

eBay Digital Density in Portugal



Top 5 eBay Digital **Density regions**

- 1. Algarve
- 2. Região Autónoma da Madeira
- 3. Área Metropolitana de Lisboa
- 4. Norte
- 5. Centro (PT)

Rural Algarve is the top eBay Digital Density region in Portugal, and Região Autónoma da Madeira sits 2nd, both topping the Área Metropolitana de Lisboa region, the GDP per capita leader.

eBay is facilitating small business exports



Share of enterprises exporting

eBay-enabled 100% small businesses

compared to only –

3.6%

Traditional businesses



Average number of destination markets

eBay-enabled small businesses

compared to only -

Traditional businesses



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

96%



Total number of markets reached*

182

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

In the EU

- Germany
- 2. France
- 3. Italy
- 4. Spain
- 5. Austria

Outside the EU

- 1. United States
- 2. United Kingdom
- 3. Canada
- 4. Australia
- 5. China

Top product categories exported by eBay-enabled small businesses

- 1. Auto parts
- 2. Coins
- 3. Collectibles
- 4. Health & Beauty
- 5. Toys & Games







