

eBay in Romania

Helping small businesses succeed

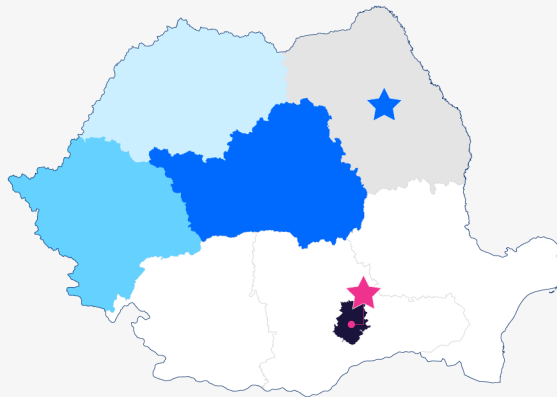
eBay Digital Density in Romania



Highest population



Highest GDP per capita



Top 5 eBay Digital Density regions

1. București-Ilfov

2. Centru

3. Vest

4. Nord-Vest

5. Nord-Est

The Vest region, the most rural and lowest in population, is tied for second in eBay Digital Density with the Centru region.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

2.7% Traditional businesses



Average number of destination markets

29 eBay-enabled small businesses

— compared to only —

3 Traditional businesses



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

85%



Total number of markets reached*

167

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

In the EU

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

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. Health & Beauty
3. Books, comics & magazines
4. Business, Office & Industrial
5. Jewellery & Watches



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*Includes countries and territories.