

# eBay in Slovenia

Helping small businesses succeed

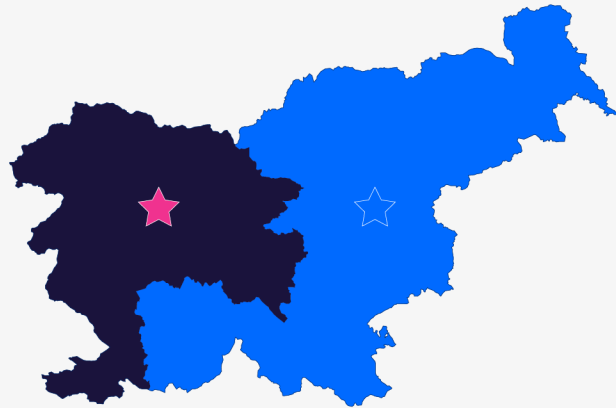
## eBay Digital Density in Slovenia



Highest population



Highest GDP per capita



### eBay Digital Density regional ranking

1. Zahodna Slovenija

2. Vzhodna Slovenija

## eBay is facilitating small business exports



Share of enterprises exporting

**100%** eBay-enabled small businesses

— compared to only —

**12.6%** Traditional businesses



Average number of destination markets

**24** eBay-enabled small businesses

— compared to only —

**3** Traditional businesses



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

**83%**



Total number of markets reached\*

**136**

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

#### In the EU

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

#### Outside the EU

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

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

1. Home appliances
2. Auto parts
3. Home & Garden
4. Coins
5. Health & Beauty



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\*Includes countries and territories.