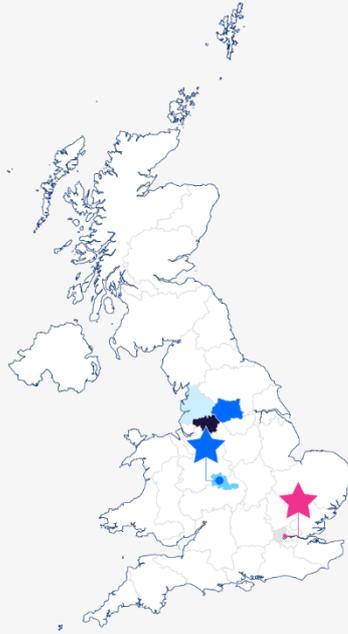


eBay in the United Kingdom

Helping small businesses succeed

eBay Digital Density in the United Kingdom

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Greater Manchester
2. West Yorkshire
3. West Midlands
4. Lancashire
5. Outer London – West and North West

Manchester's eBay small business community ranks 1st in eBay Digital Density in the UK and Europe as a whole. Neighboring Lancashire and West Yorkshire respectively rank 2nd and 4th in UK eBay Digital Density.

eBay is facilitating small business exports



Share of enterprises exporting

96%

eBay-enabled small businesses

— compared to only —

5.6%

Traditional businesses



Average number of destination markets

19

eBay-enabled small businesses

— compared to only —

6

Traditional businesses



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

65%



Total number of markets reached*

214

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

In The EU

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

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

1. Auto Parts
2. Clothes, Shoes & Accessories
3. Collectibles
4. Home & Garden
5. Toys & Games

*Includes countries and territories.

