



# eBay Digital Density in Germany

Empowering vibrant small business  
activity in structurally weak areas

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## EXECUTIVE SUMMARY

Supporting structurally weak economic areas to help them catch up and better balance living standards across Germany is a national priority. Disparities between East and West remain, but relative stagnation in many rural jurisdictions and areas marked by the decline of once-dominant heavy industries are equally challenging. Regional imbalances are regrettably exacerbated as wealthy, dynamic urban hotspots attract more entrepreneurs, younger and higher skilled workers, and financial capital.

This report uses **eBay Digital Density data**, a measurement of per capita eBay small business activity, to refute the conventional wisdom that digitalization is destined to worsen imbalances. Rather, the data reveals that eBay small businesses are an inclusive business phenomenon in Germany. The findings are consistent whether looking at GDP and Income, the Districts qualifying for GRW structural support, or urban/rural breakdowns, with eBay small business communities in “disadvantaged” Districts often outperforming the wealthier and more urban locales.

### GDP and Income:

- The Top 20 Districts for eBay Digital Density have a GDP per capita 13% below the national average, but have three times the eBay small business activity than the Top 20 wealthiest Districts.
- eBay activity in Districts with median salaries below the national median outpaced the higher-income areas by 18%.

### Success in GRW Districts:

- In 72% of structurally weak Districts, eBay small business activity exceeds the national average, and eight GRW Districts are in the eBay Digital Density Top 20.
- The 18 GRW Districts nationwide that qualify for the top level of government funding average an eBay Digital Density 63% above the national average.

### Rural Digital Wins:

- Rural Districts delivered the highest average eBay Digital Density while collectively having the lowest GDP per capita.
- Twelve of the eBay Digital Density Top 20 comes from the least densely populated Districts.

The report offers a definitive counterpoint to the misconception that urban hotspots are destined to dominate digital success and growth. Rather, small businesses in any locale can succeed when they are empowered by eBay’s digital tools and level-playing field marketplace. Policies and public investments that facilitate ecommerce by independent small businesses can disproportionately pay dividends in areas that are otherwise falling behind the top urban centers, spurring more inclusive growth and promoting social cohesion.

## INTRODUCTION

Germany, like advanced economies across Europe and globally, is challenged to provide inclusive economic opportunities that better serve a wide range of areas, communities, and even individuals. While the unification of East and West Germany created a unique set of regional development disparities, the country increasingly faces a broader set of developmental challenges magnified by the economic and social magnetism of urban hotspots and other hubs of productivity and growth. And while the march forward of these centers of activity, entrepreneurship, and culture is generally an attractive development, the prospect that they metaphorically “pull away” from the country’s structurally weaker areas is a recognized problem undermining long-term economic and social progress.

eBay serves as a partner to small businesses in countries across the globe. This is especially true in Germany, where entrepreneurs have thrived on its level-playing field ecommerce platform for more than 25 years, taking advantage of sales opportunities locally, nationally, and across borders. eBay is a proven tool that empowers even very small businesses to reach consumers where they are, which is particularly valuable to small and medium-sized enterprises (SMEs) operating in areas that are less prosperous and more remote.

This paper presents eBay “Digital Density” data, a measurement of eBay small business activity on a per capita basis, across Germany’s 400 Districts (Kreise).<sup>1</sup> The data indicates that eBay is fostering vibrant small business activity in a way that is significantly more balanced than growth in the German economy overall, helping counter the trend of urban hotspot dominance and supporting governmental goals to advance business activity in areas that are structurally weak. Regions and Districts that dominate the traditional German economy generally do not lead in eBay Digital Density. Instead, independent small businesspeople based in a wide range of Districts are providing an inclusive counterbalance to the current urban-centric economic growth trends.

The ecommerce analysis in this report is based on data covering transactions on eBay in 2024 unless otherwise indicated. When analyzing the activities of small businesses on eBay, the data was limited to transactions by sellers who were registered business enterprises in Germany with sales of EUR 9,240 (equivalent to USD 10,000) or more annually on eBay. In this report, these sellers are called “eBay small businesses.”

## Regional challenges expanding beyond “east – west”

Regional economic and social imbalances are not unique to Germany. They have plagued Europe for decades. Germany has, however, been at the forefront of investing in efforts to address them due to the striking developmental challenges brought on by the reunification of East and West. Almost €2 trillion<sup>2</sup> of public investment has been spent over more than 30 years to address regional imbalances and structural weaknesses, and the result has been unquestionable progress.<sup>3</sup> East-West labor productivity<sup>4</sup> and mortality<sup>5</sup> gaps have been reduced and major advances have been made in several eastern cities.<sup>6</sup>

At the same time, even as labor productivity in the East has closed to within 90 percent of the West and largely disappeared between their rural areas, the ranking of the individual states has barely changed, with disparities increasingly driven by the gains of densely populated urban regions with higher productivity levels than rural counterparts, a factor that has increased in significance in the past ten years.<sup>7</sup> This problem is not unique to Germany and similar increases in regional economic disparities occurred inside many European countries over that time.<sup>8</sup> A select number of especially attractive cities draw in workers who are more productive<sup>9</sup>, younger<sup>10</sup>, and more highly educated<sup>11</sup>, leading to “a slow process of geographic sorting, with more highly educated people clustering together.”<sup>12</sup>

Germany’s regional policy to assist structurally disadvantaged areas by promoting business investment and fostering more balanced infrastructure now aims more broadly than East and West, including addressing rural challenges and areas that face structural challenges due to the decline of certain heavy industries such as coal.<sup>13</sup> The country’s highly diverse SME sector accounts for over 99 percent of all businesses and roughly 60 percent of all jobs subject to compulsory social security contributions, and the Federal Government recognizes the important contributions that SMEs can make toward development in structurally disadvantaged areas, including through digitalization, innovation, and engaging in foreign trade opportunities.<sup>14</sup>

In the next section, data will be presented that illustrates how eBay small business activity is contributing to the important goal of balanced regional development. Against the tide of much tech-driven economic activity, more online selling, on a per capita basis, comes from eBay small businesses in structurally disadvantaged and rural areas than from the most well-off urban centers.

# eBay sellers flourishing in disadvantaged Districts

In this section we calculate and use two Indexes to rank Regions and primarily Districts across Germany. One, called **eBay Digital Density**<sup>16</sup>, is a measurement of eBay small business activity on a per capita basis. The second, which we call **Relative Economic Advantage**<sup>16</sup>, measures per capita GDP.<sup>17</sup> In both cases, the figures represent per capita values to allow for more helpful comparisons between Districts with larger and smaller populations. Both Indexes normalize their values by presenting an individual District's performance as a percentage of the national average. A value that is 25 percent above the national average has an Index score of 125. For example, if the national GDP per capita is EUR 48,000, a District with a GDP per capita of EUR 60,000 would result in a Relative Economic Advantage Index score of 125. A District with a GDP per capita of EUR 48,000 has a Relative Economic Advantage score of 100. And a District with a GDP per capita of EUR 36,000 has an Index score of 75. The Relative Economic Advantage Index scores across all the Districts in Germany for the period studied ranged from 34 to 285.<sup>18</sup>

Data backs up the contention that vibrant eBay small business communities (i.e., those with eBay Digital Density scores above 100) come from a very diverse range of Districts across Germany. Rather than following the general trend of the strongest economic growth being heavily concentrated in the wealthiest and most urbanized areas, the most robust eBay selling communities are found in a wide mix of Districts based on geography, population, population density and most importantly, underlying economic conditions, including from the country's structurally weak Districts (See map on page 7).

## eBay activity not tied to economic prosperity

### Comparing the Top 20 Districts nationally based on each Index.

We first compare the Top 20 Districts with the highest Relative Economic Advantage scores<sup>19</sup> and the Top 20 Districts with the highest eBay Digital Density scores.<sup>20</sup> The GDP differences are stark. The average score of the top Districts in Germany based on Relative Economic Advantage is 190, meaning they enjoy, on average, nearly double the per capita GDP as the country as a whole. The comparable Relative Economic Advantage score for the top eBay Digital Density Districts is 87, meaning 13 percent below the national average. Only one District, Ingolstadt, kreisfreie Stadt, appears on both Top 20 lists, coming in second nationwide in both eBay Digital Density and Relative Economic Advantage.

The per capita intensity of eBay small business activity is effectively reversed between the two sets, with the top eBay Digital Density Districts having an average score of 336, while the leaders in Relative Economic Advantage have an average eBay Digital Density score of 106. Finally, this comparison reveals the first of a consistent pattern of the more advantaged Districts being collectively more urban with higher population densities than the group leading in per capita eBay small business activity. The average population density of the Top 20 for Relative Economic Advantage was 1,856 people per sq km, compared to 217 people per sq km in the Top 20 for eBay Digital Density.

**The average per capita GDP in the Top 20 Districts for eBay Digital Density is 13 percent below the national average.**

### Comparing Districts Based on Median Monthly Salary.

Median monthly earnings for full-time workers offers another opportunity to compare eBay small business activity between more prosperous and less prosperous geographies.<sup>21</sup> Unlike per capita GDP, which accounts for the value of all production by all enterprises in a district and presents it as an average based on the full local population, this datapoint only uses employee salary and benefits of full-time workers, a lesser figure, and accounts for commuters working in a facility in one district but living in a neighboring one by crediting the residential district. The presentation of the median salary, rather than an average, also lessens the impact of a relatively small number of very high-earning employees. In 180 of Germany's 400 Districts, the median monthly salary equaled or exceeded the national median of € 4,013, while the median salary was below the national level in 220 Districts. Once again, eBay small business communities overperformed in the lower income districts. The average eBay Digital Density in the 220 Districts below the national average was 108, exceeding by 18 percent the average of 90 for the 180 higher salary Districts.

**A Region-by-Region analysis.** The fact that the Districts that are home to the most vibrant eBay small business seller communities represent a more economically diverse grouping than the overall economic hotspots is not just a national-level phenomenon, but it is also evident at the NUTS2 Regional level. Within each of the 19 Regions located in Germany's Bundesländern ("regional states") we identified the District with the highest Relative Economic Advantage score, as well as the District with the top level of eBay Digital Density. The two are often not the same. The same District tops both rankings in just three Regions.<sup>22</sup> Analyzing the 19 Districts that top their Region for Relative Economic Advantage<sup>23</sup> reveals a well-above-average score of 157, but a slightly above average 110 on the eBay Digital Density Index.



**Mathias Keller**

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**“Without access to a broad online marketplace, I would only be able to reach a very limited local customer base. Selling online allows me to connect with buyers who are actively looking for exactly what I offer.”**

Just two of the Districts in the national Top 20 for eBay Digital Density also lead its Region in Relative Economic Advantage.<sup>24</sup> By comparison, the collection of 19 Districts that are home to their Region's most vibrant eBay small business community<sup>25</sup>, average 98 on the Relative Economic Advantage Index and 232 on the eBay Digital Density Index.

**eBay small business success in structurally disadvantaged Districts.**

As noted earlier, Germany has been engaged in longstanding and widely recognized efforts to address regional economic disparities and foster more balanced growth. The Joint Federal/Länder Task for the Improvement of Regional Economic Structures, otherwise known as the GRW, promotes investment and development in the former East German Districts as well as in disadvantaged rural Districts and those once dominated by traditional heavy industries like coal and steel. 97 Districts nationally are designated as structurally disadvantaged.<sup>26</sup>

Collectively, the 97 GRW Districts average just 67 on the Relative Economic Advantage Index, a not surprising result, but “Structural weakness” does not inhibit eBay success. In fact, collectively, the GRW Districts are a major eBay small business success story. The 97 Districts average 107 for eBay Digital Density, above the national average and a slightly better performance than the level of the 20 wealthiest Districts. In fact, without the unicorn of Ingolstadt<sup>27</sup> dramatically pulling up the eBay selling success of the wealthiest districts, the GRW districts outpace them in eBay per capita selling by more than 20 points.

Eight of the Top 20 Districts nationally for eBay small business activity come from structurally weak Districts, meaning that the 97 GRW Districts, representing just 24 percent of all Districts, accounts for 40 percent of the highest performing eBay small business communities. 42 of the 97 structurally weak Districts have an eBay Digital Density score above 100, but this level of success is even more pronounced among the 18 Districts designated as the weakest and qualifying for

the top level of structural support. Of those 18 Districts, 13 exceed 100 in eBay Digital Density, a remarkable 72 percent, with the group averaging an eBay Digital Density score of 163.<sup>28</sup> Four of the Top 20 for eBay Digital Density come from those 18 most structurally weak Districts, which is 4x the likelihood given such a small number. By comparison, the 18 richest Districts in the country include just 5 with an eBay Digital Density score above 100 and just one, the expected number from a random group of 18, reaching the eBay Digital Density Top 20.

**Structurally weak Districts account for eight of the Top 20 Districts for eBay Digital Density.**



## Urbanization and population density not correlated to eBay seller success

While higher population density and greater urbanization is not always a mark of stronger economic growth, the phenomenon of urban hotspots pulling in growing numbers of people, especially younger, more highly educated, more productive workers, is well understood. Similarly, areas facing economic development challenges often include more remote and rural areas with low population densities and minimal urbanization. Unlike with many traditional indicators of entrepreneurship and technology-led economic activity, higher population density and greater urbanization have not traditionally been tied to eBay seller success. In fact, if anything, it is slightly the opposite in Germany.

**Comparing Districts based on population density.** We grouped the 20 Districts that have the highest population density.<sup>29</sup> Their total population collectively is 13.9 million. We then created an equal size collection of 13.9 million people from the Districts with the lowest levels of population density, starting with the lowest and proceeding to progressively more densely populated Districts. That grouping eventually included the 110 lowest population density Districts.

We calculated average scores for both Indexes for both District groups. The 20 highest population density Districts were wealthier than average, with a Relative Economic Advantage Index average score of 125, and their eBay Digital Density average score was 106, with eight Districts above 100. The group of 110 Districts with the lowest population densities averaged a score of 68 for the Relative Economic Advantage Index and a score of 112 for eBay Digital Density. Twelve of the Top 20 eBay Digital Density Districts are among the least densely populated.

**60 percent of the eBay Digital Density Top 20 comes from Germany's least densely populated Districts.**



**Nina Funk**

Luxe4Less  
Neulußheim

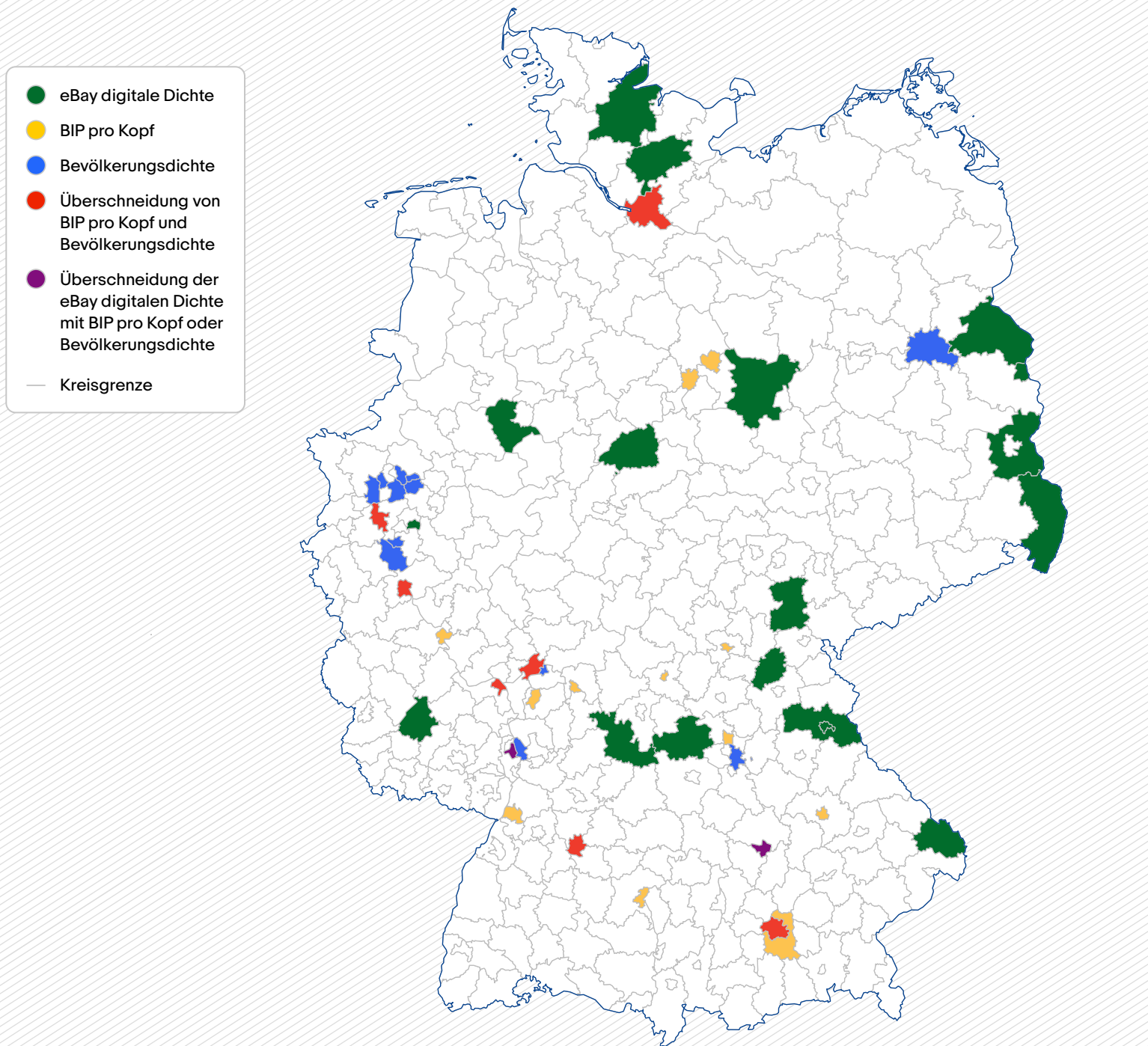


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**“E-commerce allows businesses like mine in smaller towns and rural areas to compete on a much larger stage and build a sustainable business beyond the local market.”**

# Förderung inklusiver wirtschaftlicher Chancen in ganz Deutschland

Diese Karte der 400 Kreise Deutschlands zeigt die Top-20-Kreise bei der eBay digitalen Dichte, beim BIP pro Kopf und bei der Bevölkerungsdichte. Die meisten führenden Kreise bei der eBay digitalen Dichte überschneiden sich nicht mit den führenden Kreisen beim BIP pro Kopf und bei der Bevölkerungsdichte und verdeutlichen damit den Charakter der Plattform sowie ihre Rolle als Treiber wirtschaftlichen Wachstums.



## Top 5 eBay digitale Dichte

1. Neustadt a. d. Waldnaab
2. Ingolstadt
3. Ludwigshafen am Rhein
4. Weiden i. d. Oberpfalz
5. Frankfurt (Oder)

## Top 5 BIP pro Kopf

1. Wolfsburg
2. Ingolstadt
3. München, Landkreis
4. Mainz
5. Coburg

## Top 5 Bevölkerungsdichte

1. München
2. Berlin
3. Herne
4. Frankfurt am Main
5. Offenbach am Main

**Comparing Districts based on the European Commission’s urban-to-rural scale.** Population density is a helpful but inexact indicator of the level of urbanization or rural character. The European Commission classifies all Districts on a 1 to 3 urban-to-rural scale that considers population density, population distribution, and whether a city of a certain size is located in the district, with Category 1 being the predominantly urban Districts, Category 2 being Intermediate Districts, and Category 3 being Predominantly rural Districts.<sup>30</sup> In Germany, 36.4 million people live in the 95 most highly urban Category 1 Districts. There are 196 Category 2 Districts with 34.1 million total residents. The 109 Category 3 Districts are home to 13 million people.<sup>31</sup> An examination of the Relative Economic Advantage and eBay Digital Density scores again reveals that the more rural Districts have more vibrant eBay small business activity.

The most urban Category 1 group had the top average Relative Economic Advantage average score of 96 and an average eBay Digital Density score of 99. Three of the Top 20 eBay Digital Density Districts nationally are Category 1 predominantly urban Districts. The intermediate group, Category 2, had a lower average Relative Economic Advantage score of 80 and an average eBay Digital Density score of 96, slightly lower than Category 1. However, 8 of the Top 20 eBay Digital Density Districts are in this Category. The group of 109 Districts from the predominately rural Category 3 had the lowest Relative Economic Advantage average score at 74, but the highest average eBay Digital Density score at 109. Nine of the Top 20 for eBay Digital Density were classified as predominately rural.

**Rural Districts in Germany collectively score lowest in GDP per capita but highest in eBay Digital Density.**

Comparing the Top 20 districts based on Relative Economic Advantage to those based on eBay Digital Density using the distribution of Districts along this Urban-Rural Index highlights how balanced eBay small business performance is compared to overall economic performance, which is heavily skewed to high-growth urban centers. Nationally, Germany’s 400 Districts include 95 Category 1 Districts, 196 Category 2 Districts, and 109 Category 3 Districts. Looking at overall

economic performance, the Top 20 contains 12 predominantly Urban Districts and 8 Intermediate Districts, but no rural districts. For eBay Digital Density, the distribution of the top performers is far more balanced and reflective of the country, with only 3 predominantly Urban Districts, 8 Intermediate District’s, and 9 Predominantly Rural Districts.

### Distribution of the Top 20 eBay Digital Density Districts on the urban-to-rural scale

#### Category 1: Predominantly urban

1. Ludwigshafen am Rhein, kreisfreie Stadt
2. Gütersloh
3. Remscheid, kreisfreie Stadt

#### Category 2: Intermediate

1. Ingolstadt, kreisfreie Stadt
2. Frankfurt (Oder), kreisfreie Stadt
3. Segeberg
4. Görlitz
5. Rendsburg-Eckernförde
6. Märkisch-Oderland
7. Spree-Neiße
8. Börde

#### Category 3: Predominantly rural

1. Neustadt a. d. Waldnaab
2. Weiden i. d. Opf, kreisfreie Stadt
3. Freyung-Grafenau
4. Birkenfeld
5. Saale-Orla-Kreis
6. Kulmbach
7. Northeim
8. Neustadt a. d. Aisch-Bad Windsheim
9. Main-Tauber-Kreis



**Lutz Gaissmaier**

Studibuch  
Stuttgart

**“As a specialized seller, online marketplaces help me connect directly with customers who need the products I offer, wherever they are.”**



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## CONCLUSION

Supporting structurally weak areas to help them catch up and provide improved standards of living across the country remains an important priority in Germany. This includes addressing disparate development between East and West as well as the challenges of remote rural locales and areas marked by the decline of once-dominant heavy industries. However, achieving these inclusive growth goals faces counter-pressures from the pull that wealthy urban hotspots have on entrepreneurs, workers, and financial capital. Their magnetic ability to concentrate business activity threatens to depress national economic potential and undermine social cohesion.

eBay Digital Density data, a measurement of per capita eBay small business activity, illustrates that eBay small businesses are an inclusive business phenomenon in Germany. There is robust eBay small business activity in areas that are far removed from the economic power centers. These include many rural communities and dozens of structurally disadvantaged Districts. This is true whether you look at the top eBay Digital Density Districts nationwide

or go region-by-region across the country. eBay small business communities in areas with lower incomes often outperform those in wealthier and more urban Districts, often by a significant margin, further enforcing that eBay small business success is a force for balanced growth.

This report therefore offers a counterweight to the suggestion that urban hotspots dominate every measure of digital success and entrepreneurship. Rather, small businesses in any region can succeed when they are empowered by digital tools and a level-playing field marketplace. Policies and public investments that facilitate ecommerce by independent small businesses offer more than just additional economic growth. Instead, they will disproportionately pay dividends in areas that are otherwise falling behind the top urban centers, spurring inclusive growth and promoting social cohesion.



**Carolin Knorr**

LaCaTho  
Öhringen

**“For me, online business offers the advantages that we can reach our customers around the clock, and across Germany. In contrast to the local brick and mortar business, we can present our products better. We can provide pictures or videos to show customers how the plants will look later when they have grown.”**



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- <sup>15</sup> **Calculating eBay Digital Density:** Digital Density is a measurement of the per capita eBay selling activity carried out by registered eBay small businesses in a jurisdiction. Digital Density in this report is calculated at the District level. The level of Digital Density is based on two factors – (1) the number of eBay small businesses per 100,000 inhabitants and (2) the total sales by eBay small businesses per 100,000 inhabitants. These two factors are combined in a weighted average and normalized in an Index based on how the District’s eBay seller community performs in relation to the national average.
- <sup>16</sup> **Calculating Relative Economic Advantage:** Similar to our calculation of Digital Density, the Index of Relative Economic Advantage provides a per capita ranking at the District level, in this case, of GDP per capita. If the per capita GDP in a region is the same as their national GDP per capita, meaning income was perfectly average, the Relative Economic Advantage Index score would be 100. In this report, this Index is based on a national GDP per capita of EUR 51,830 / USD 56,093.
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- <sup>18</sup> The District with the highest Relative Economic Advantage Index score was Wolfsburg, kreisfreie Stadt (DE913). The District with the lowest Index score was Südwestpfalz (DEB3K).
- <sup>19</sup> Top 20 Districts based on Relative Economic Advantage: Wolfsburg, kreisfreie Stadt (DE913), Ingolstadt, kreisfreie Stadt (DE211), München, Landkreis (DE21H), Mainz, kreisfreie Stadt (DEB35), Coburg, kreisfreie Stadt (DE243), Erlangen, kreisfreie Stadt (252), Frankfurt am Main, kreisfreie Stadt (DE712), Schweinfurt, kreisfreie Stadt (DE262), Düssel-dorf, kreisfreie Stadt (DEA11), Regensburg, kreisfreie Stadt (DE232), Stuttgart, Stadtkreis (DE111), München, kreisfreie Stadt (DE212), Ulm, Stadtkreis (DE144), Darmstadt, kreisfreie Stadt (DE711), Bonn, kreisfreie Stadt (DEA22), Braunschweig, kreisfreie Stadt (DE911), Koblenz, kreisfreie Stadt (DEB11), Hamburg (DE600), Karlsruhe, Stadtkreis (DE122), and Aschaffenburg, kreisfreie Stadt (DE261).
- <sup>20</sup> Top 20 Districts based on eBay Digital Density: Neustadt a. d. Waldnaab (DE237), Ingolstadt, kreisfreie Stadt (DE211), Ludwigshafen am Rhein, kreisfreie Stadt (DEB34), Weiden i. d. Opf, kreisfreie Stadt (DE233), Frankfurt (Oder), kreisfreie Stadt (DE403), Segeberg (DEF0D), Görlitz (DED2D), Rendsburg-Eckernförde (DEF0B), Freyung-Grafenau (DE225), Birkenfeld (DEB15), Saale-Orla-Kreis (DEG0K), Märkisch-Oderland (DE409), Kulmbach (DE24B), Spree-Neiße (DE40G), Gütersloh (DEA42), Remscheid, kreisfreie Stadt (DEA18), Northeim (DE918), Neustadt a. d. Aisch-Bad Windsheim (DE25A), Börde (DEE07), and Main-Tauber-Kreis (DE11B).
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- <sup>22</sup> The three Districts that are top in their region for both the Relative Economic Advantage Index and eBay Digital Density are Ulm, Stadtkreis (DE144) in Tübingen, Ingolstadt, kreisfreie Stadt (DE211) in Oberbayern, and Gütersloh (DEA42) in Detmold.

## REFERENCES

- <sup>23</sup> The 19 Districts with the top Relative Economic Advantage Index score for their Region: Stuttgart, Stadtkreis (DE111), Karlsruhe, Stadtkreis (DE122), Freiburg im Breisgau, Stadtkreis (DE131), Ulm, Stadtkreis (DE144), Ingolstadt, kreisfreie Stadt (DE211), Passau, kreisfreie Stadt (DE222), Regensburg, kreisfreie Stadt (DE232), Coburg, kreisfreie Stadt (DE243), Erlangen, kreisfreie Stadt (DE252), Schweinfurt, kreisfreie Stadt (DE262), Memmingen, kreisfreie Stadt (DE274), Frankfurt am Main, kreisfreie Stadt, (DE712), Marburg-Biedenkopf (DE724), Kassel, kreisfreie Stadt (DE731), Düsseldorf, kreisfreie Stadt (DEA11), Bonn, kreisfreie Stadt (DEA22), Münster, kreisfreie Stadt (DEA33), Gütersloh (DEA42), and Olpe (DEA59).
- <sup>24</sup> Ingolstadt, kreisfreie Stadt (DE211) and Gütersloh (DEA42).
- <sup>25</sup> The 19 Districts with the top eBay Digital Density score in their Region: Main-Tauber-Kreis (DE11B), Mannheim, Stadtkreis (DE126), Schwarzwald-Baar-Kreis (DE136), Ulm, Stadtkreis (DE144), Ingolstadt, kreisfreie Stadt (DE211), Freyung-Grafenau (DE225), Neustadt a. d. Waldnaab (DE237), Kulmbach (DE24B), Neustadt a. d. Aisch-Bad Windsheim (DE25A), Aschaffenburg, kreisfreie Stadt (DE261), Günzburg (DE278), Wetteraukreis (DE71E), Gießen, Landkreis (DE721), Werra-Meißner-Kreis (DE737), Remscheid, kreisfreie Stadt (DEA18), Oberbergischer Kreis (DEA2A), Gelsenkirchen, kreisfreie Stadt (DEA32), Gütersloh (DEA42), and Hagen, kreisfreie Stadt (DEA53).
- <sup>26</sup> European Commission, State aid SA.64020 (2021/N) – Germany: regional aid map for Germany (1 January 2022 – 31 December 2027), European Commission, Brussels, 15 December 2021, [https://ec.europa.eu/competition/state\\_aid/cases/1/202215/SA\\_64020\\_30770380-0100-C540-80D4-2C66AF831E31\\_89\\_1.pdf](https://ec.europa.eu/competition/state_aid/cases/1/202215/SA_64020_30770380-0100-C540-80D4-2C66AF831E31_89_1.pdf).
- <sup>27</sup> Ranked 2nd in eBay Digital Density and 2nd in GDP per capita.
- <sup>28</sup> Tirschenreuth (DE23A), Hof, kreisfreie Stadt (DE244), Hof, Landkreis (DE249), Cottbus, kreisfreie Stadt (DE402), Frankfurt (Oder), kreisfreie Stadt (DE403), Märkisch-Oderland (DE409), Spree-Neiße (DE40G), Uckermark (DE40I), Vorpommern-Greifswald (DE80N), Bautzen (DED2C), Görlitz (DED2D), Erzgebirgskreis (DED42), and Mittelsachsen (DED43).
- <sup>29</sup> Eurostat, Population on 1 January by age group, sex and NUTS 3 region, database, European Commission, Luxembourg, 2024, [https://ec.europa.eu/eurostat/databrowser/view/demo\\_r\\_pjangrp3/default/table](https://ec.europa.eu/eurostat/databrowser/view/demo_r_pjangrp3/default/table); Eurostat, Area by NUTS 3 region, database, European Commission, Luxembourg, [https://ec.europa.eu/eurostat/databrowser/view/REG\\_AREA3\\_\\_custom\\_19741117/default/table](https://ec.europa.eu/eurostat/databrowser/view/REG_AREA3__custom_19741117/default/table).
- <sup>30</sup> Eurostat, Territorial typologies manual – urban-rural typology, Statistics Explained, European Commission, Luxembourg, [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Territorial\\_typologies\\_manual\\_-\\_urban-rural\\_typology](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Territorial_typologies_manual_-_urban-rural_typology).
- <sup>31</sup> Eurostat, Urban-rural Europe – introduction, Statistics Explained, European Commission, Luxembourg, July 2024, <https://ec.europa.eu/eurostat/statistics-explained/SEPDF/cache/112336.pdf>.

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