

EXECUTIVE SUMMARY

The eBay marketplace helps sellers of all sizes and levels of experience succeed. eBay works to jumpstart ecommerce by new entrepreneurs, small retailers, and established firms just stepping out onto the global internet. Additionally, we are equally committed to helping established sellers continue their growth journey, continually investing in improved marketplace processes, seller data and performance analytics, shipping tools and partnerships, support on key tax and regulatory issues, and site policies and security practices that help maintain a safe community. Finally, eBay, a true marketplace for 25+ years that never competes with its sellers, empowers them to craft online stores with unique logos, branded shops, and custom packaging and shipping supplies, to build a presence that is truly their own.

This report, based on data covering transactions on the eBay marketplace in 2020 unless otherwise indicated, reveals tremendous export success by small businesses using eBay in 18 markets globally, running the trade gamut from Net Importers to Net Exporters, and the development spectrum from Advanced to Emerging Economies. It provides further evidence that eBay's level-playing field marketplace is breaking the traditional link between firm size and the ability to be a successful exporter, which is a clear step forward to a more balanced and inclusive economy.

Top Findings Include

- **Nearly Every eBay Small Business in Every Country is an Exporter.** Across the 18 markets studied, at least 93 percent of the small businesses on eBay in each country exported. In 10 markets, the export rate was fully 100 percent! In the traditional economy across the 18 countries, the overall business export rate ranged from 1 to 31 percent.
- **eBay Sellers Export to Far More Countries Than Traditional Businesses.** Offline, exporting is hard and smaller businesses export to fewer countries than larger businesses. This is not the case on eBay. Country-by-country, eBay small business exporters averaged sales into 13 to 35 international markets, which is three to six times greater than the comparable offline trade performance.
- **eBay Micro-Multinationals are Collectively Virtual Export Giants.** Country-by-country, the share of eBay small businesses selling into ten or more export markets ranged from 42 to 93 percent, while the share reaching "Global Seller" status by exporting to four or more continents ran from 29 to 91 percent. And, looked at collectively, each country's eBay small business community exported like a virtual multinational giant, with 13 seller communities making sales into 200 or more different international markets in a single year.
- **Expanding Export Diversity for Greater Growth and Resilience.** Top eBay export markets often add to, rather than overlap, traditional national export markets. Country-by-country, the Top 10 export markets for eBay small businesses included an average of 5.7 target markets that are not in their country's overall Top 10 export destinations.

While each datapoint in the report reinforces that eBay's level-playing field marketplace has largely severed the traditional link between firm size and the ability to be a highly successful exporter, the inclusive nature of eBay-based trade goes farther.

Export success on the platform is not contingent on the overall trade balance in a small business's national economy, or the level of economic development of their domestic market. In fact, eBay small businesses in countries that are otherwise Net Importers, or are based in Emerging Markets, are not just trade equals; As a group they slightly outperform the averages of those operating from countries that are Net Exporters and Advanced Markets.