

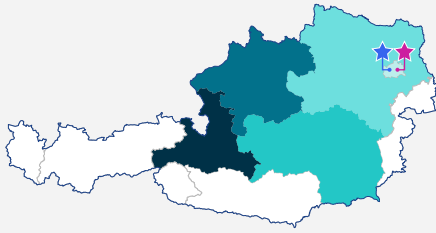


Digital Density in Europe Appendix

October 2022

ebay

Austria (AUT)



Digital density regional rank

1. Salzburg
2. Oberösterreich
3. Steiermark
4. Niederösterreich
5. Wien



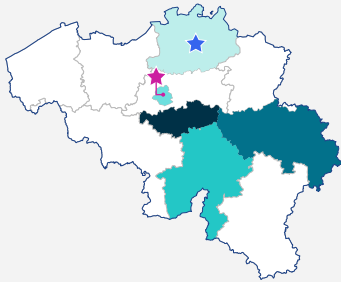
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Home & Garden
2. Photography
3. Auto Parts
4. Business, Office & Industrial
5. Sporting Goods

Belgium (BEL)



Digital density regional rank

1. Prov. Brabant Wallon
2. Prov. Liège
3. Prov. Namur
4. Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest
5. Prov. Antwerpen



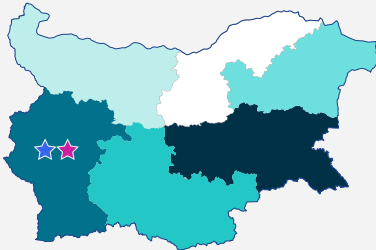
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Stamps
2. Auto Parts
3. Computing
4. Antiques
5. Collectibles

Bulgaria (BGR)



Digital density regional rank

1. Югоизточен (Yugoiztochen)
2. Югозападен (Yugozapaden)
3. Южен централен (Yuzhen tsentralen)
4. Североизточен (Severoiztochen)
5. Северозападен (Severozapaden)



Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Health & Beauty
3. Home & Garden
4. Clothes, Shoes & Accessories
5. Business, Office & Industrial

Croatia (HRV)



Digital density regional rank

1. Grad Zagreb
2. Sjeverna Hrvatska
3. Jadranska Hrvatska
4. Panonska Hrvatska



Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Israel
5. Australia

Top 5 product categories exported

1. Auto Parts
2. Sporting Goods
3. Business, Office & Industrial
4. Coins
5. Computing

Cyprus



Digital density regional rank

1. Κύπρος (Cyprus)



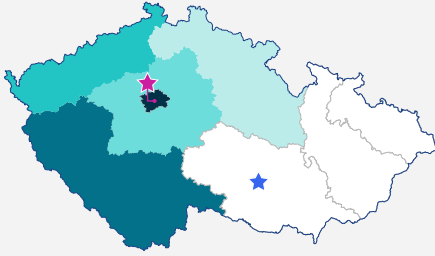
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Health & Beauty
3. Home & Garden
4. Sporting Goods
5. Coins

Czech Republic (CZE)



Digital density regional rank

1. Praha
2. Jihozápad
3. Severozápad
4. Střední Čechy
5. Severovýchod



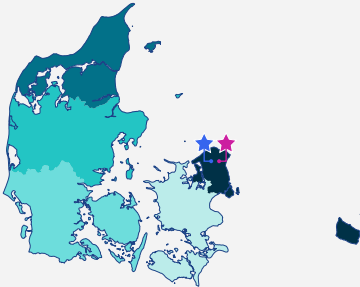
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Auto Parts
2. Business, Office & Industrial
3. Photography
4. Home & Garden
5. Home Furnishing

Denmark (DNK)



Digital density regional rank

1. Hovedstaden
2. Nordjylland
3. Midtjylland
4. Syddanmark
5. Sjælland



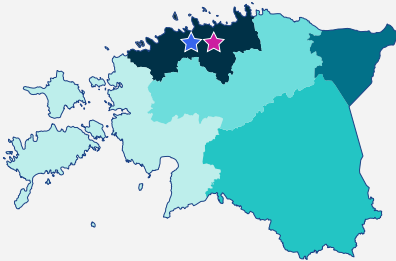
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Japan

Top 5 product categories exported

1. Auto Parts
2. Photography
3. Computing
4. Business, Office & Industrial
5. Jewellery & Watches

Estonia (EST)



Digital density regional rank

1. Põhja-Eesti (North Estonia)
2. Kirde-Eesti (Northeastern Estonia)
3. Lõuna-Eesti (South Estonia)
4. Kesk-Eesti (Central Estonia)
5. Lääne-Eesti (West Estonia)



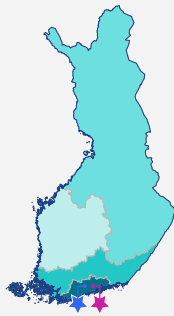
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Auto Parts
2. Computing
3. Jewellery & Watches
4. Business, Office & Industrial
5. Coins

Finland (FIN)



Digital density regional rank

1. Åland
2. Helsinki-Uusimaa
3. Etelä-Suomi
4. Pohjois- ja Itä-Suomi
5. Länsi-Suomi



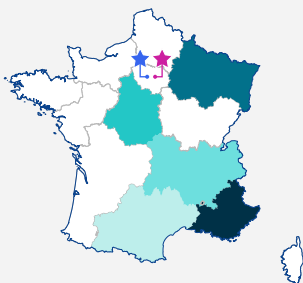
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Australia
5. Japan

Top 5 product categories exported

1. Business, Office & Industrial
2. Auto Parts
3. DVDs, Film & TV
4. Toys & Games
5. Collectibles

France (FRA)



Digital density regional rank

1. Provence-Alpes-Côte d'Azur
2. Grand Est
3. Centre – Val de Loire
4. Auvergne-Rhône-Alpes
5. Occitanie



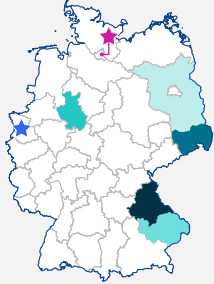
Top 5 extra-EU export markets

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

Top 5 product categories exported

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

Germany (DEU)



Digital density regional rank

1. Oberpfalz
2. Dresden
3. Detmold
4. Niederbayern
5. Brandenburg



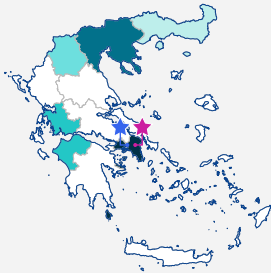
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Business, Office & Industrial
4. Computing
5. Sporting Goods

Greece (GRC)



Digital density regional rank

1. Αττική (Attiki)
2. Κεντρική Μακεδονία (Kentriki Makedonia)
3. Δυτική Ελλάδα (Dytiki Ellada)
4. Δυτική Μακεδονία (Dytiki Makedonia)
5. Ανατολική Μακεδονία, Θράκη (Anatoliki Makedonia, Thraki)



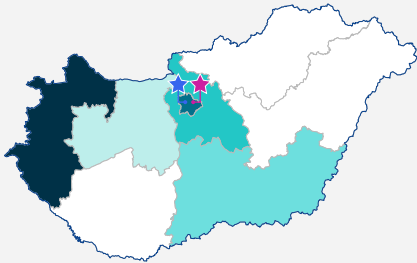
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Health & Beauty
3. Toys & Games
4. Collectibles
5. Home & Garden

Hungary (HUN)



Digital density regional rank

1. Nyugat-Dunántúl
2. Budapest
3. Pest
4. Dél-Alföld
5. Közép-Dunántúl



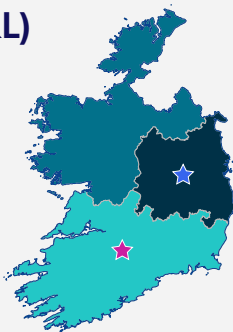
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Japan
5. South Korea

Top 5 product categories exported

1. Home & Garden
2. Auto Parts
3. Clothes, Shoes & Accessories
4. Sporting Goods
5. Home Furnishing

Ireland (IRL)



Digital density regional rank

1. Eastern and Midland
2. Northern and Western
3. Southern



Top 5 extra-EU export markets

1. United Kingdom
2. United States
3. Australia
4. Canada
5. Norway

Top 5 product categories exported

1. Auto Parts
2. Health & Beauty
3. Home & Garden
4. Mobile & Home Phones
5. Business, Office & Industrial

Italy (ITA)



Digital density regional rank

1. Campania
2. Basilicata
3. Abruzzo
4. Puglia
5. Umbria



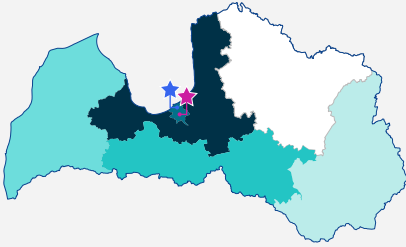
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Clothes, Shoes & Accessories
4. Home Appliances
5. Sporting Goods

Latvia (LVA)



Digital density regional rank

1. Pierīga
2. Rīga
3. Zemgale
4. Kurzeme
5. Latgale



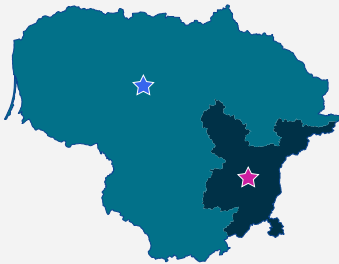
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Israel
5. Australia

Top 5 product categories exported

1. Auto Parts
2. Stamps
3. Computing
4. Business, Office & Industrial
5. Home & Garden

Lithuania (LTU)



Digital density regional rank

1. Sostinės regionas
2. Vidurio ir vakarų Lietuvos regionas



Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Israel
5. Australia

Top 5 product categories exported

1. Auto Parts
2. Clothes, Shoes & Accessories
3. Collectibles
4. Health & Beauty
5. Business, Office & Industrial

Luxembourg (LUX)



Digital density regional rank

1. Luxembourg



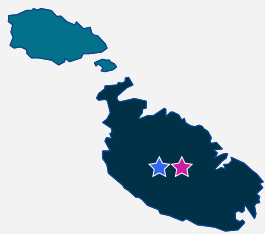
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Home Appliances
4. Business, Office & Industrial
5. Food & Gourmet

Malta (MLT)



Digital density regional rank

1. Malta
2. Gozo and Comino/ Ghawdex u Kemmuna



Top 5 extra-EU export markets

1. United Kingdom
2. United States
3. Australia
4. Hong Kong
5. Canada

Top 5 product categories exported

1. Computing
2. Musical Instruments
3. Toys & Games
4. Jewellery & Watches
5. Home & Garden

Netherlands (NLD)



Digital density regional rank

1. Limburg (NL)
2. Overijssel
3. Noord-Brabant
4. Friesland (NL)
5. Gelderland



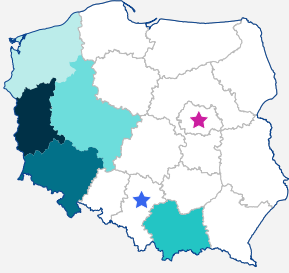
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Home & Garden
2. Auto Parts
3. Home Furnishing
4. Business, Office & Industrial
5. Sporting Goods

Poland (POL)



Digital density regional rank

1. Lubuskie
2. Dolnośląskie
3. Małopolskie
4. Wielkopolskie
5. Zachodniopomorskie



Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Home Furnishing
4. Business, Office & Industrial
5. Clothes, Shoes & Accessories

Portugal (PRT)



Digital density regional rank

1. Algarve
2. Norte
3. Área Metropolitana de Lisboa
4. Região Autónoma da Madeira
5. Centro (PT)



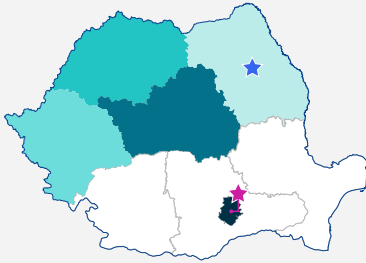
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. South Korea
4. Canada
5. Australia

Top 5 product categories exported

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

Romania (ROU)



Digital density regional rank

1. București-Ilfov
2. Centru
3. Nord-Vest
4. Vest
5. Nord-Est



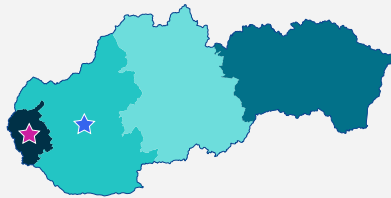
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Books, Comics & Magazines
3. Health & Beauty
4. Jewellery & Watches
5. Home & Garden

Slovakia (SVK)



Digital density regional rank

1. Bratislavský kraj
2. Východné Slovensko
3. Západné Slovensko
4. Stredné Slovensko



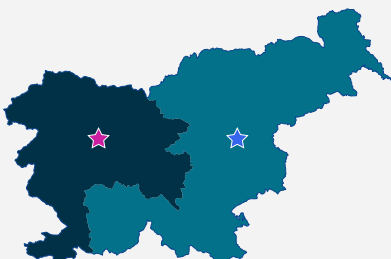
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Auto Parts
2. Photography
3. Health & Beauty
4. Business, Office & Industrial
5. Home & Garden

Slovenia (SVN)



Digital density regional rank

1. Zahodna Slovenija
2. Vzhodna Slovenija



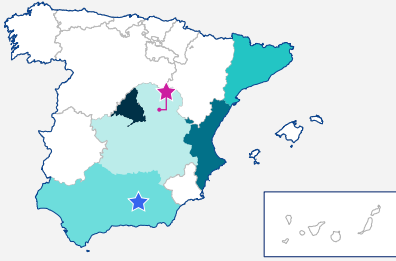
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. South Korea
4. Israel
5. Canada

Top 5 product categories exported

1. Sporting Goods
2. Auto Parts
3. Home & Garden
4. Coins
5. Home Appliances

Spain (ESP)



Digital density regional rank

1. Comunidad de Madrid
2. Comunitat Valenciana
3. Cataluña
4. Andalucía
5. Castilla-La Mancha



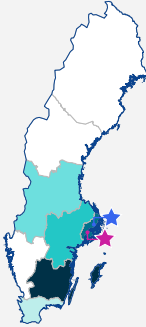
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Mobile & Home Phones
4. Computing
5. Sporting Goods

Sweden (SWE)



Digital density regional rank

1. Småland med öarna
2. Stockholm
3. Östra Mellansverige
4. Norra Mellansverige
5. Sydsverige



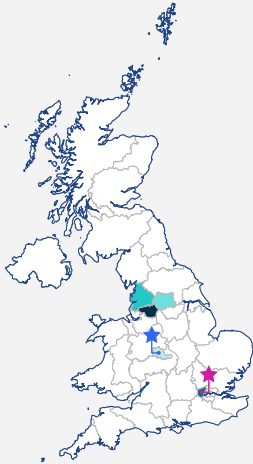
Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Clothes, Shoes & Accessories
2. Auto Parts
3. Jewellery & Watches
4. Pottery & Glass
5. Computing

United Kingdom (GBR)



Digital density regional rank

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



Top 5 extra-EU export markets

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

Top 5 product categories exported

1. Auto Parts
2. Clothes, Shoes & Accessories
3. Home & Garden
4. Computing
5. Sporting Goods



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