

## EXECUTIVE SUMMARY

Supporting structurally weak economic areas to help them catch up and provide improved standards of living across Germany remains an important priority. This includes disparities between East and West as well as the challenges of remote rural jurisdictions and areas marked by the decline of once-dominant heavy industries. However, as wealthier, and more urban hotspots attract more entrepreneurs, younger and higher skilled workers, and financial capital, it pushes against a more balanced national economy.

This report uses eBay Digital Density data, a measurement of the per capita eBay selling activity carried out by registered businesses, to illustrate that eBay small businesses are an inclusive business phenomenon in Germany. There is robust eBay seller activity in communities far removed from the economic elites. These include many rural and structurally disadvantaged Districts and holds true whether you look at the top Districts nationwide or look Region-by-Region across the country.

More intense selling activity is coming from eBay small businesses in Germany's structurally disadvantaged and rural areas than from the most well-off urban centers.

## Highlights of inclusive economic impacts include:

- The Top 20 Digital Density Districts have a per capita GDP 20 percent below the national average.
- Half of the eBay Top 20 are among Germany's least densely populated Districts.
- Collectively, structurally disadvantaged Districts average an Index score of 108 for eBay Digital Density, beating Germany's wealthy Districts by almost 20 percent.

eBay allows a small business to access consumer demand across the country, Europe more broadly, and globally. This is especially valuable if the local economy is weaker. The ability to sell to remote markets is clearly visible in eBay cross-border trade success that defies traditional small business expectations.

- 96 percent of Germany's eBay small businesses are exporters.
- eBay small business exporters average 16 different export markets per year.
- eBay small businesses in 45 structurally disadvantaged Districts and 42 rural Districts exceeded the overall national eBay trade averages.

eBay is a force for balanced growth in Germany. Its entrepreneurs have thrived on its level-playing field ecommerce platform for nearly 25 years. The ability to take advantage of sales opportunities, locally, nationally, and across borders, continues to be particularly valuable to small and mid-size enterprises operating in areas that are among Germany's less prosperous and more remote.