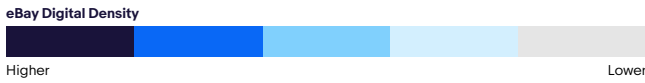# eBay Digital Density in Europe Appendix
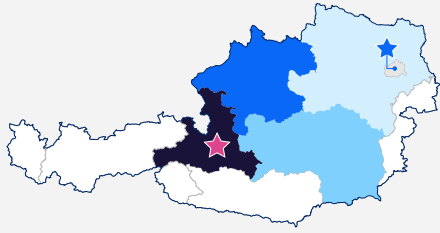
March 2025

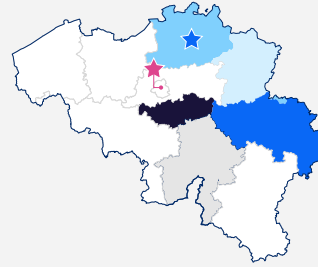## Austria (AUT)

Digital Density regional rank

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

Rural Steiermark leads in eBay Digital Density despite sitting 6th in GDP per capita and 7th in population density.

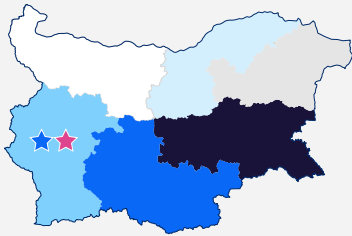## Belgium (BEL)

Digital Density regional rank

1. Prov. Brabant Wallon
2. Prov. Liège
3. Prov. Antwerpen
4. Prov. Limburg (BE)
5. Prov. Namur

Top eBay Digital Density region Brabant Wallon is 10th in population and 6th in population density, while second ranked Liège is 7th in population and 9th in population density.

## Bulgaria (BGR)

Digital Density regional rank

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

The southeast region of Yugoiztochen beat out the capital region Yugozapaden in eBay Digital Density despite a GDP per capita at just 57 percent of the capital.

Croatia (HRV)

Digital Density regional rank
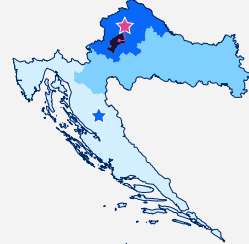
1. Grad Zagreb
2. Sjeverna Hrvatska
3. Panonska Hrvatska
4. Jadranska Hrvatska

In Croatia, eBay small businesses drive economic growth across the country with the Grad Zagreb region leading in eBay Digital Density.
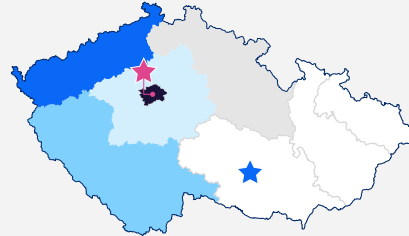
Cyprus

Digital Density regional rank

1. Κύπρος

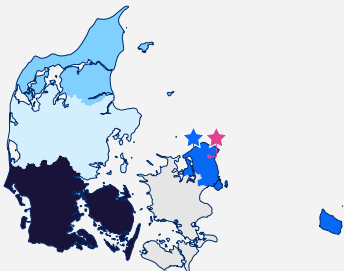## Czech Republic (CZE)

Digital Density regional rank

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

Severozápad, with the lowest GDP per capita, is 2nd to Praha in eBay Digital Density, while Jihozápad, with the lowest population density, is 3rd.

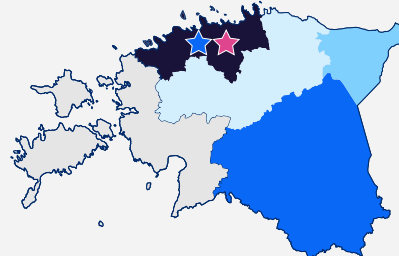## Denmark (DNK)

Digital Density regional rank

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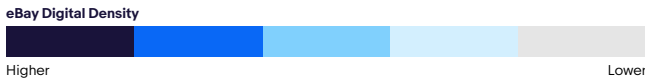3. Nordjylland
4. Midtjylland
5. Sjælland

The capital region Hovenstaden is 1st in population density and GDP per capita, but rural Syddanmark is 1st in eBay Digital Density, and rural Nordjylland, with the smallest population, sits 3rd.
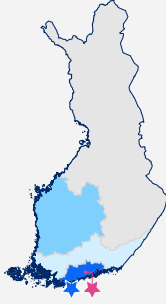
Estonia (EST)

Digital Density regional rank

1. Põhja-Eesti
2. Lõuna-Eesti
3. Kirde-Eesti
4. Kesk-Eesti
5. Lääne-Eesti

Data Key

eBay Digital Density

Higher   Lower

— National border
— Regional border
★ Highest population
★ Highest GDP per capita
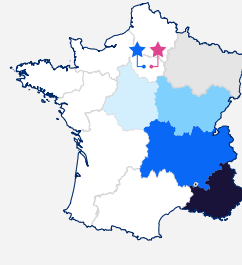
Finland (FIN)

Digital Density regional rank

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

Helsinki tops Finland in GDP per capita and population density, but it is 2nd in eBay Digital Density to the remote island region of Åland, which is last in population.
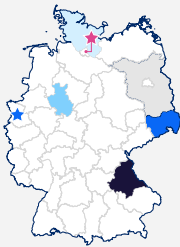
France (FRA)

Digital Density regional rank

1. Provence-Alpes-Côte d'Azur
2. Auvergne-Rhône-Alpes
3. Bourgogne-Franche-Comté
4. Centre — Val de Loire
5. Grand Est

Provence-Alpes-Côte d'Azur tops eBay Digital Density but has a GDP per capita below the national average and less than two-thirds of Ile-de-France, which sits 7th in eBay Digital Density.

Germany (DEU)

Digital Density regional rank

1. Oberpfalz
2. Dresden
3. Detmold
4. Schleswig-Holstein
5. Brandenburg

Oberpfalz and Dresden are the top two in eBay Digital Density in Germany, but rank 10th and 31st in GDP per capita. Hamburg and Oberbayern, the two richest regions, rank just 21st and 35th in eBay Digital Density.

Greece (GRC)

Digital Density regional rank

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

The Attiki region leads in eBay Digital Density and GDP per capita, but rural Anatoliki Makedonia, Thraki, with barely half the GDP per capita, is a close 2nd in eBay Digital Density.
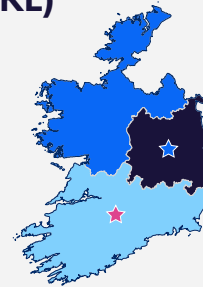
Hungary (HUN)
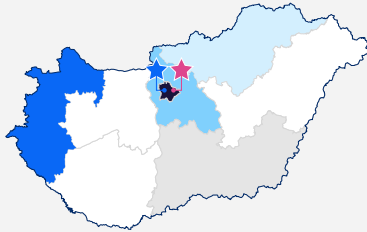
Digital Density regional rank

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

Rural Nyugat-Dunántúl, 7th of 8 in population and 4th in population density sits 2nd to Budapest's capital region in eBay Digital Density.

Ireland (IRL)

Digital Density regional rank

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

The Southern region, with its collection of tech company facilities is 1st in GDP per capita, but the Eastern and Midland region has the highest eBay Digital Density.
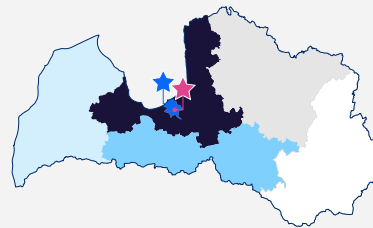
Italy (ITA)

Digital Density regional rank

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

Campania is 1st in eBay Digital Density in Italy despite having the country's highest unemployment rate and 3rd lowest GDP per capita.
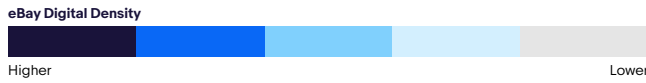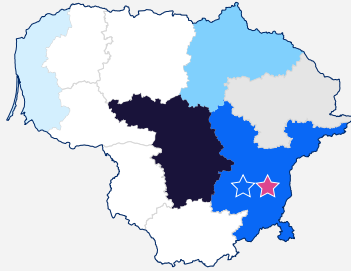
Latvia (LVA)

Digital Density regional rank

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

The NUTS3 region that includes the capital city Riga is the wealthiest and most highly urbanized, but the rural Pieriga region, with less than half the GDP per capita, leads in eBay Digital Density.

Data Key

eBay Digital Density

Higher — Lower

National border
Regional border

★ Highest population

★ Highest GDP per capita

Lithuania (LTU)

Digital Density regional rank

1. Kauno apskritis
2. Vilniaus apskritis
3. Panevėžio apskritis
4. Klaipėdos apskritis
5. Utenos apskritis

The top eBay Digital Density region is not located in the NUTS3 region of capital city Vilnius, but instead Kauno apskritis.
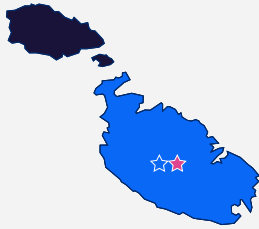
Luxembourg (LUX)

Digital Density regional rank
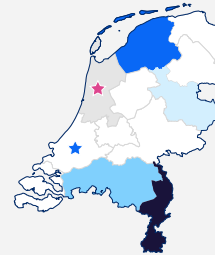
1. Luxembourg

Malta (MLT)

Digital Density regional rank

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

Of Malta's two NUTS3 regions, Gozo and Comino/Għawdex u Kemmuna has the higher eBay Digital Density despite the main island of Malta having the capital, ten times the population, and nearly double the GDP per capita.
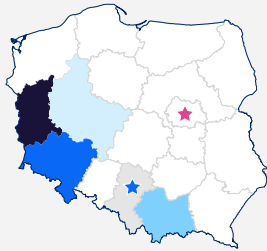
Netherlands (NLD)

Digital Density regional rank

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

Limburg, 7th in population and 8th in GDP per capita, is the eBay Digital Density leader with nearly 3x the eBay small business activity of 5th place Noord-Holland (Amsterdam).
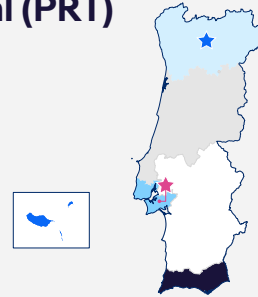
Poland (POL)

Digital Density regional rank

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

Warszawski stołeczny leads the Polish economy, but the Lubuskie region, one of the most rural, is 1st in eBay Digital Density. The top six regions in eBay Digital Density are below the national average in GDP per capita.
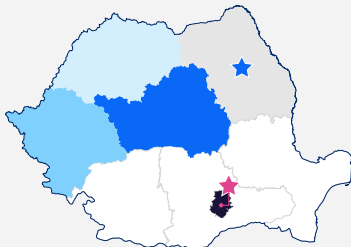
Portugal (PRT)

Digital Density regional rank

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

Rural Algarve is the top eBay Digital Density region in Portugal, and Região Autónoma da Madeira sits 2nd, both topping the Área Metropolitana de Lisboa region, the GDP per capita leader.
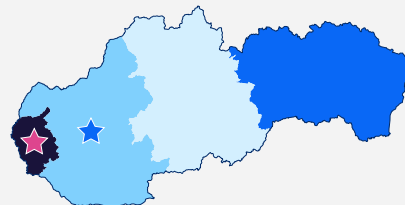
Romania (ROU)

Digital Density regional rank

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

The Vest region, the most rural and lowest in population, is tied for second in eBay Digital Density with the Centru region.
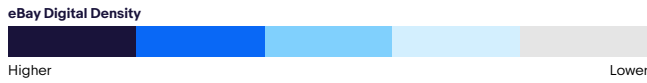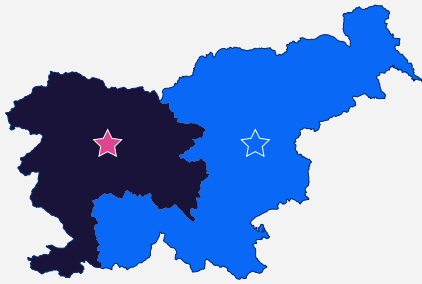
Slovakia (SVK)

Digital Density regional rank

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

Bratislavský kraj is 1st in eBay Digital Density, however Východné Slovensko, with a GDP per capita that is just 36 percent of the capital region, sits a close 2nd.
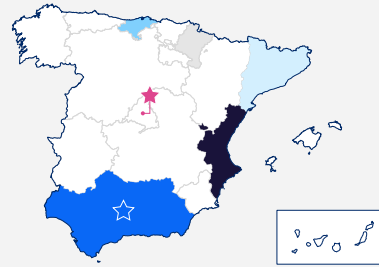
eBay Digital Density

Higher ▮▮▮▮▮ Lower

━━ National border
─── Regional border

★ Highest population

★ Highest GDP per capita

Slovenia (SVN)

Digital Density regional rank

1. Zahodna Slovenija	
2. Vzhodna Slovenija	

Spain (ESP)

Digital Density regional rank

1. Comunitat Valenciana	
2. Andalucía	
3. Cantabria	
4. Cataluña	
5. Comunidad Foral de Navarra	

Sweden (SWE)
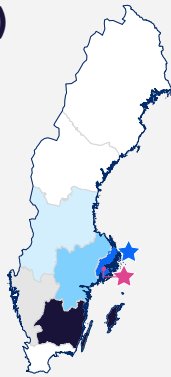
Digital Density regional rank

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

Stockholm is 1st in GDP per capita but in eBay Digital Density it is second to rural Småland med öarna, a region that is 6th in GDP per capita and 5th in both population and population density.

United Kingdom (GBR)
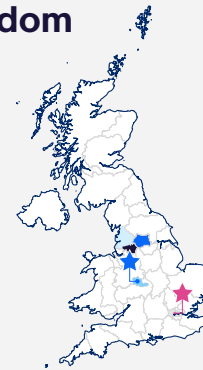
Digital Density regional rank

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.

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