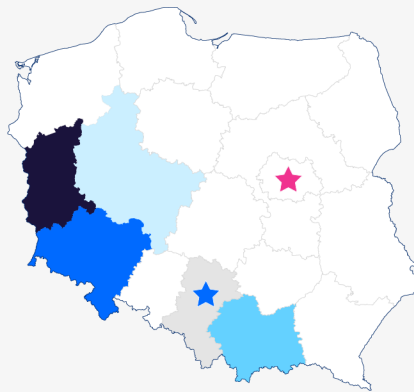


# eBay in Poland

Helping small businesses succeed

## eBay Digital Density in Poland

-  Highest population
-  Highest GDP per capita



### Top 5 eBay Digital Density regions

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.

## eBay is facilitating small business exports



Share of enterprises exporting

**100%** eBay-enabled small businesses

— compared to only —

**5.4%** Traditional businesses



Average number of destination markets

**25** eBay-enabled small businesses

— compared to only —

**5** Traditional businesses



Share of eBay-enabled small businesses exporting to 10+ markets

**74%**



Total number of markets reached\*

**208**

### Top cross-border destination markets for eBay-enabled small businesses

#### In the EU

1. Germany
2. France
3. Italy
4. Austria
5. Spain

#### Outside the EU

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

### Top product categories exported by eBay-enabled small businesses

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



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\*Includes countries and territories.