



Poland Small Business Export Report

Promoting Growth and Resilience

February 2026



INTRODUCTION

Digital technology, combined with ecommerce marketplace models, is expanding economic opportunities available to independent small businesses and entrepreneurs in markets globally. This is especially true in Poland, which has Europe's sixth largest and increasingly digitally connected population, a growing tech base powered by entrepreneurial firms and highly skilled workers, vibrant small and medium-sized enterprises (SMEs) that are proving receptive to online opportunities, and products that are proving valuable to consumers the world over.

eBay, a global commerce leader, is leveling the playing field and empowering small businesses across Poland to collectively reach

consumers in over two hundred international export markets.¹ It is increasingly proving its worth for entrepreneurial SMEs, helping them export more, including to valuable consumer markets that are not normally prime territory for traditional Polish export businesses.

The cross-border trade analysis in this report is based on data covering transactions on the eBay marketplace in 2024 unless otherwise indicated. When analyzing the activities of small businesses on eBay, the data was limited to transactions by registered businesses in Poland with sales of EUR 9,240 (equivalent to USD 10,000) or more annually on the eBay marketplace.² In this report, these sellers are called "eBay small businesses."

Poland's digital economy continues to grow

Poland has undergone rapid digitalization over the past decade. The percentage of households with Internet access rose from 75.8 percent in 2015 to 96.2 percent by 2025.³ The share of Internet users that have reported engaging in online shopping has surged from 55 percent to 100 percent of respondents over the same ten-year period.⁴ However, while Poland has made very large gains on digital connectivity, benefiting from boosts in public investment in infrastructure to exceed EU averages in many cases, the country continues to trail behind on the level of basic digital skills among its population, 5G rollout, and the adoption of advanced digital technologies by SMEs, indicating continued opportunity for digital growth.⁵ A key asset in Poland's ongoing digital growth is its impressive talent pool of skilled and motivated software developers. This talent pool is the largest among all Central and Eastern European countries and was recently ranked third globally by HackerRank for developers' ability to solve coding challenges across different languages—the highest ranking for any European country.⁶

As digitalization in Poland has accelerated, so has ecommerce. Over 150,000 Polish companies sell online, with Business to Consumer (B2C) ecommerce increasing fivefold from 2012 to 2022, the share of retail sales occurring online growing threefold, and registered online stores increasing 2.5-fold.⁷ In terms of productivity, Poland's retail business sector is on par with Western Europe and can progress even further through increased digitalization of end-to-end processes.⁸ Looking forward, ecommerce in Poland is expected to continue to grow, led by the retail categories of fashion, electronics, and health & beauty.⁹

Online marketplace platforms are a particularly prevalent and noteworthy part of ecommerce in Poland. Sales occurring over online marketplaces are approaching 60 percent of ecommerce¹⁰ and account for most of the growth.¹¹ Given the proven value of digital marketplace platforms in enabling smaller firms to succeed online¹², and the fact that over 99 percent of firms in Poland are SMEs with a majority being micro firms with fewer than 10 employees¹³, this level of comfort with digital marketplace platforms points toward continued online progress for Poland's SMEs.



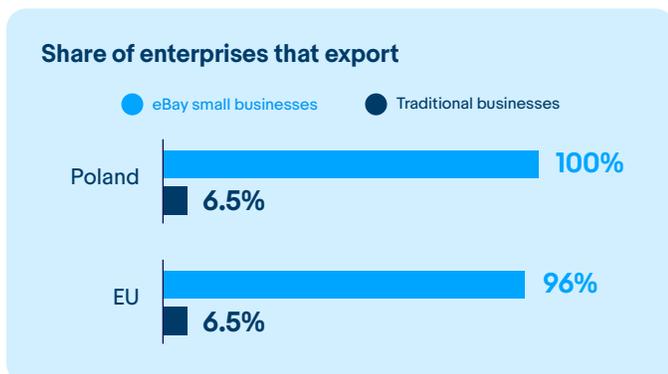


Ecommerce driving small business exports

Not only is ecommerce growing inside Poland, but cross-border ecommerce sales are also expanding, with small businesses as an important contributor. A survey conducted by e-Izba (Chamber of Digital Economy) revealed that 100% of company representatives polled agreed that expanding cross-border ecommerce is more cost-effective than domestic digital sales and provides greater revenue stability.¹⁴ Not surprisingly, digital marketplace platforms, including eBay with its global reach, are central to this phenomenon. On eBay, entrepreneurial Polish small businesses are operating as “Micro Multinational Enterprises” that supply a diversified range of products to global buyers. The remainder of this section will present findings from the latest available eBay marketplace trade data to illustrate the level of export activity by eBay small businesses in Poland.

Share of eBay small businesses exporting

In Poland, every eBay small business was an exporter in 2024.¹⁵ This export rate exceeded that of eBay small businesses situated across the entire European Union (EU). Also noteworthy is how this extreme export success compares with firms in the traditional economy, where 6.5 percent of traditional Polish businesses and 6.5 percent of traditional EU businesses are exporters.¹⁶



Average number of international destination markets

The average number of international markets reached by a single firm on an annual basis provides a key measurement of export activity and reach. Exporting to a new international market traditionally imposes new “costs of entry”, leading to smaller firms with smaller budgets exporting to fewer markets than larger firms with more financial resources.¹⁷ eBay largely breaks this long-held link between size and reach and dramatically opens more export markets to small businesses. eBay small businesses in Poland averaged 23 different export markets each in 2024¹⁸, drastically exceeding the average of 5 export markets for traditional Polish exporters and 4 export markets for traditional EU exporters.¹⁹ The Polish export performance on eBay again exceeded the overall EU average for eBay small businesses, which was 18 export markets.



Share of eBay small businesses that reach ten or more different international markets

As another measurement of the scale of eBay small business exporting activity, we calculated the share that exported to ten or more international markets. Similar to the previous data point, our findings show that small businesses on eBay defy the traditional export model, with 72 percent of eBay small businesses in Poland reaching the 10-export market threshold.²⁰ Once again, the mark for Polish small businesses on eBay exceeded that for those in the EU overall (59 percent).

Poland's small businesses are "Global Sellers" on eBay

Although a non-traditional measurement of scale and scope of exporting activity, we have calculated the continental reach of eBay small businesses.²¹ We classify a business with sales to four or more continents in a year to be a "Global Seller". A striking 39 percent of eBay small businesses in Poland reached the Global Seller threshold in 2024.²² By comparison, 30 percent of eBay small businesses based across the EU as a whole reached the Global Seller threshold.

eBay's small business community is a virtual export giant

If one looks at the collective exporting of eBay small businesses in Poland, the total number of international markets reached is a staggering 204 markets.²³ These numbers stand up favorably to the export reach of the world's largest consumer brands.²⁴ Together, the community of eBay small businesses in Poland exhibit the reach of a truly global export giant.



Top product categories exported by eBay small businesses in Poland²⁵

1. Auto Parts
2. Home & Garden
3. Business, Office and Industrial
4. Home Furnishings
5. Health & Beauty
6. Computing
7. Clothes, Shoes & Accessories
8. Sporting Goods
9. Home Appliances
10. Toys & Games



Mariusz Fiałkowski

Amadi
Grudziądz, Poland

Inspired by his grandfather's business, Mariusz and his wife started a small leatherwear shop that makes handmade leather phone cases. Each product is different and unique, crafted with Mariusz's passion and careful attention to detail. These high-quality, handmade-in-Poland items make up the majority of his business and are shipped to shoppers worldwide.



Visit Mariusz's store

"eBay has opened a window onto the world for my business. The growth opportunities are tremendous!"



Diversity in export markets and marketplaces promotes resilient growth

Diversification is a well-understood business and economic policy strategy to reduce risk, promote stability, and better weather a wide range of external shocks.²⁶ Facilitating sales into more markets expands export reach diversity. This diversity brings multiple benefits including reducing vulnerability to external economic downturns and adverse terms of trade shocks.²⁷ Nationally, increasing the diversity of exports has been positively correlated to greater economic growth and reduced export volatility.²⁸

Operating on several ecommerce platforms, rather than one or two, is another diversification strategy to reduce risk and expand growth. Operating on multiple platforms reduces the risk that a business finds a critical market or region that is serviced by their only online platform provider suffering an economic downturn²⁹, as well as reducing a business’s vulnerability to the policies, infrastructure, or capabilities of a single marketplace service provider.³⁰ Importantly, marketplace diversity is an achievable risk reduction and growth strategy for businesses of all sizes, with even very small enterprises proving adept at operating on multiple ecommerce platforms simultaneously.³¹

eBay export data shows how Polish small businesses are using the platform to grow sales beyond the top markets for the country’s traditional exporters. Comparing Poland’s Top 10 export markets for traditional businesses³² and the Top 10 export markets for Poland’s eBay small businesses³³ reveals that half of the top eBay export markets supplement the overall Top 10 markets, including adding a major Pacific region trade partner in Australia. The ability of eBay’s

global level-playing-field marketplace to grow exports outside of Poland’s traditional base in Europe is highlighted by strong export growth to a geographically diverse collection of markets including Mexico, Argentina, the United Arab Emirates, Algeria, and the Dominican Republic.³⁴

Poland's top traditional business export markets vs. top eBay export markets

Top 10 export markets for traditional businesses

- | | |
|-------------------|------------------|
| 1. Germany | 6. Netherlands |
| 2. Czech Republic | 7. Russia |
| 3. France | 8. Sweden |
| 4. United Kingdom | 9. United States |
| 5. Italy | 10. Slovakia |

Top 10 export markets for eBay small businesses

- | | |
|-------------------|-----------------------|
| 1. Germany | 6. Austria |
| 2. France | 7. Spain |
| 3. Italy | 8. Switzerland |
| 4. United States | 9. Belgium |
| 5. United Kingdom | 10. Australia |

Note: The export markets for eBay small businesses in bold are those not in the Top 10 for traditional businesses.



Robust newcomer growth supports economic vitality

The birth of new enterprises is often seen as a key determinant of job creation and economic growth. Enterprise births in particular “increase the competitiveness of a country’s enterprise population” by stimulating innovation and facilitating the adoption of new technologies.³⁵ A 2022 study from the European Central Bank found productivity growth is significantly higher in young firms compared to mature incumbents, with annual productivity growth for firms younger than six years of around 8 percent, vs. only 2.5 percent for firms older than 20 years. They also found that a small percentage of “young superstar” firms drive the majority of aggregate productivity growth through innovative business models and implementing breakthrough ideas that older firms fail to adopt.³⁶

The greater willingness of newcomer firms to adopt digital tools and business models is confirmed with Polish entrepreneurs. A 2024 survey of the Polish Agency for Enterprise Development (PARP) found that entrepreneurs with enterprises less than 3.5 years old were more likely than established counterparts to believe that adopting digital technologies was important, and a majority believed that using digital tools to sell products and services was “necessary” for a successful business.³⁷

An ecommerce marketplace that provides a level playing field triggers such an effect by indiscriminately facilitating market entry and participation. We classify an eBay small business as a “Newcomer” in this report when the seller achieved small business status in 2024 and had sold on eBay for four years or fewer. A robust 32 percent of Polish eBay small businesses were newcomers.

CONCLUSION

eBay is leveling the playing field for export success and helping Poland’s increasingly digitally proficient SMEs to succeed on a global stage. Platforms are central to Poland’s ecommerce ecosystem, and even the smallest businesses are recognizing that operating on multiple platforms can expand growth opportunities and reduce risk through diversification. eBay’s value as an export growth and diversification platform is clear. Every eBay small business in Poland is an exporter, with many making sales to

shoppers in dozens of valuable markets each year. Together, they exported to a remarkable 204 markets, a global reach exceeding most of the largest multinational corporations. Finally, a full half of the Top 10 export markets on eBay add diversity to the list of Poland’s traditional top export markets, highlighting how the eBay marketplace is creating new opportunities for small business growth and promoting export diversity and resilience for the Polish economy overall.

RESOURCES

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- ² 2024 exchange rate.
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- ¹³ European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). "2025 SME Country Fact Sheet: Poland." 2025. Available at: <https://webgate.ec.europa.eu/circabc-ewpp/d/d/workspace/SpacesStore/ba82fea0-c292-4940-af2c-2e3dfbf01711/download>.
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- ¹⁵ The eBay data reflects the share of 2024 eBay small businesses (those with EUR 9,240 / USD 10,000 or more in sales on eBay) in Poland, who exported in that year.
- ¹⁶ Source for total number of enterprises: Eurostat Business Demography Data (includes zero employment enterprises) - Industry, construction and market services (except public administration and defence; compulsory social security; activities of membership organisations). Available at: https://ec.europa.eu/eurostat/databrowser/view/bd_1_form/default/table?lang=en&category=bsd.bd; Source for total number of enterprises that export: Eurostat Data (Trade by number of partner countries and NACE Rev. 2 activity). Available at: https://ec.europa.eu/eurostat/databrowser/view/ext_tec04/default/table?lang=en&category=ext_go.ext_tec; Share = (total number of enterprises that export) / (total number of enterprises).
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- ¹⁹ Average number of international destination markets reached by exporters = ((number of enterprises that trade with 1 country)*1 + (number of enterprises that trade with 2 countries)*2 + (number of enterprises that trade with 3 to 5 countries)*4 + (number of enterprises that trade with 6 to 9 countries)*7.5 + (number of enterprises that trade with 10 to 14 countries)*12 + (number of enterprises that trade with 15 to 19 countries)*17 + (number of enterprises that trade with 20 or more countries)*25) / ((number of enterprises that trade with 1 country) + (number of enterprises that trade with 2 countries) + (number of enterprises that trade with 3 to 5 countries) + (number of enterprises that trade with 6 to 9 countries) + (number of enterprises that trade with 10 to 14 countries) + (number of enterprises that trade with 15 to 19 countries) + (number of enterprises that trade with 20 or more countries)). Source for (i) Number of enterprises that trade with 1 country; (ii) Number of enterprises that trade with 2 countries; (iii) Number of enterprises that trade with 3 to 5 countries; (iv) Number of enterprises that trade with 6 to 9 countries; (v) Number of enterprises that trade with 10 to 14 countries; (vi) Number of enterprises that trade with 15 to 19 countries; (vii) Number of enterprises that trade with 20 or more countries, using most recent available country data: OECD Trade by enterprise characteristics (TEC) data: Dataset IV - TEC by number of partner countries. Available at: https://stats.oecd.org/Index.aspx?DataSetCode=TEC4_REV4.

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- ²⁰ The eBay data reflects the share of exporting 2024 eBay small businesses (those with EUR 9,240 / USD 10,000 or more in sales on eBay) in Poland, who exported to 10 or more international markets in that year.
- ²¹ For the purposes of this analysis, sales were designated to buyers on one of six continents: North America, South America, Europe, Asia, Africa, and Australia. When an eBay small business exported to a buyer in a country on a continent, they were credited with an export to that continent. Additionally, when an export sale is made to a country on the same continent as the seller, that sale is counted as an export to that continent. (e.g., A sale from a Polish eBay seller to a buyer in Spain is an export to a European market).
- ²² The eBay data reflects the share of exporting 2024 eBay small businesses (those with EUR 9,240 / USD 10,000 or more in sales on eBay) in Poland, who exported to four or more continents in that year.
- ²³ The eBay data reflects the total number of different international markets (countries and territories) collectively reached by 2024 eBay small businesses (those with EUR 9,240 / USD 10,000 or more in sales on eBay) in Poland, who exported in that year.
- ²⁴ See: Heineken. "Our Global Presence." January 2026. Available at: <https://www.theheinekencompany.com/our-global-presence>; Tefi Alonso. "How Diageo Became One of the World's Largest Alcohol Producers." Strategy Factory by Cascade, November 2022. Available at: <https://www.cascade.app/strategy-factory/studies/diageo-strategy-study>; Nike, Inc. "We Are Global." January 2026. Available at: https://media.corporate-ir.net/media_files/IROL/10/100529/nike-gs09/global.html; Volkswagen Group. "Green Finance Framework." October 2022. Available at: <https://www.volkswagen-group.com/en/publications/corporate/volkswagen-group-green-finance-framework-2022-2112>.
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- ³³ The eBay data reflects the top 10 export market (countries and territories) destinations (based on sales) for 2024 eBay small businesses (those with EUR 9,240 / USD 10,000 or more in sales annually on the eBay marketplace) in Poland, who exported in that year.
- ³⁴ The eBay data reflects the top 5 extra-EU export growth market (countries and territories) destinations (based on the absolute growth in sales over the time period 2020-2024) for eBay small businesses (those with EUR 9,240 / USD 10,000 or more in sales annually on the eBay marketplace) in Poland, who exported during those years.
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