



# EU Small Business Cross-Border Trade Report

Digitalisation & trade promoting growth  
and resilience

March 2026



## INTRODUCTION



The European Union (EU) is home to a vast and digitally proficient population, a huge and productive economy, and one of the most vibrant ecommerce ecosystems in the world. At the same time, promoting more bottom-up growth while reducing disparities in development and opportunity between regions is a major challenge on the path to building a more inclusive, balanced, and sustainable Europe. Successful policies supporting Small and Medium-Sized Enterprises (SMEs), especially in expanding their digitalisation and international trade, are key to achieving success.

This report uses eBay marketplace data to confirm that its global platform is helping Europe reach these important goals. Entrepreneurial small businesses in every Member State are using eBay to successfully reach over 130 million consumers in over two hundred international export markets.<sup>1</sup> Their export success dramatically exceeds that of traditional businesses, benefiting the individual companies, their local communities, and national economies by promoting growth and resilience. All analysis in the report is based on transactions by sellers who were registered business enterprises in one of the 27 Member States of the EU with sales of EUR 9,240 (equivalent to USD 10,000) or more annually on the eBay marketplace.<sup>2</sup> These sellers are called “eBay small businesses” herein.

This report should also be viewed and analysed within the context of the renewed competitiveness push by the EU in support of

SMEs. The European Commission’s renewed competitiveness and Single Market agenda increasingly recognises that **fragmentation is not a marginal friction, but a macroeconomic constraint** on EU productivity and firm scaling. This is especially acute for SMEs, where fixed costs of legal and regulatory compliance absorb a disproportionate share of managerial time and turnover, limiting cross-border expansion despite digital channels and strong consumer demand.

Against this backdrop, a “**28th regime**” (a single EU-wide set of rules that firms can choose to operate under across Member States) has been announced by the European Commission.<sup>3</sup> The Commission has confirmed that the initiative—announced under the **Competitiveness Compass**—would establish an EU corporate legal framework built on **digital-by-default** solutions to help firms **set up, scale up and operate** across the Single Market, with a proposal planned for **Q1 2026**.<sup>4</sup> This direction aligns with the Commission’s **Single Market Strategy (May 2025)**, which aims to make the Single Market “simpler, seamless and strong”, including targeted action to remove the most harmful barriers (“Terrible Ten”), support SMEs and mid-caps, and strengthen enforcement.<sup>5</sup> The European Economic and Social Committee has also publicly supported the Commission’s approach to an optional 28th regime, while stressing that it must deliver practical simplification without enabling circumvention of labour, social, or competition rules.<sup>6</sup>



**European SMEs at a glance: 26 million | 99% of EU enterprises | Nearly 90 million employees | 71.4% at basic digital level | 23.6% sell via ecommerce**

## Digitalisation and trade – Reinforcing European SME strategies

There are more than 26 million SMEs in the EU, accounting for 99 percent of all business enterprises and employing nearly 90 million people.<sup>7</sup> Promoting greater SME internationalisation so that firms benefit more from the Single Market’s 450 million consumers and can access high-growth global markets is a longstanding EU policy, going back at least to the Small Business Act of 2008. It is increasingly clear, however, that SME adoption of digital technologies provides a valuable “double dividend” by improving overall business operations and helping to overcome traditional barriers to cross-border trade.<sup>8</sup>

Evidence shows that the nature of barriers to SME internationalisation have not changed significantly over time. Firms continue to encounter “internal challenges” such as financial constraints, knowledge barriers, and their level of digitalisation, as well as “external challenges” such as regulatory and logistical complexity and global instability.<sup>9</sup> However, a growing body of research has confirmed that interconnected enablers such as broadband access and digital platforms allow SMEs to reach international markets more easily and showcase their products and services to a global audience without the need for a physical presence.<sup>10</sup> The results further confirm the value of pursuing internationalisation and digitalisation together as two top EU strategies to foster sustainable small business productivity gains and growth.<sup>11</sup>

Digitalisation, like internationalisation, involves real challenges for European SMEs but offers great opportunities.<sup>12</sup> The European Commission has been tracking the “digital intensity” of businesses of different sizes across the EU since 2014 through the Digital Intensity Index (DII) and set a target of 90 percent of businesses

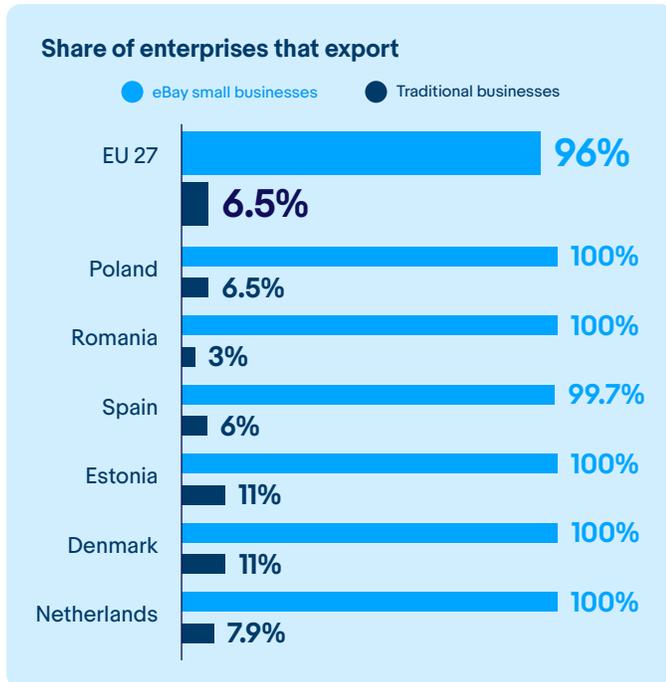
having a “Basic Level” of digital operations by 2030. While the share of EU SMEs achieving that level has been growing consistently, reaching 71.4 percent in 2025, it remains well below the 96.4 percent of large businesses.<sup>13</sup> Making ecommerce sales has consistently been one of the components of the DII, and it has also been showing growth. In 2025, 23.6 percent of SMEs made ecommerce sales, although this remains roughly half the 48.5 percent rate for large enterprises.<sup>14</sup> It is noteworthy that given the dual prioritisation of internationalisation and digitalisation by the European Commission that Eurostat stopped tracking ecommerce sales made across borders as a stand-alone component of the DII after 2022.<sup>15</sup>

As SME progress on both digitalisation and internationalisation has advanced, EU micro-enterprises - firms with fewer than 10 employees - have defied growth expectations in ways that cannot be ignored. Traditionally, firm-level productivity, growth, and employment have tracked with firm size, with larger firms as a group outdistancing smaller enterprises, and micro-firms tending to lag all others. In recent years, that has not been the case. From 2018 to 2025, micro-firm employment across the EU is projected to have grown by 12.1 percent, while real value added is set to surge by 23.8 percent. These growth rates double those expected of larger classes of SMEs and even exceed the forecast for large enterprises.<sup>16</sup> This micro-enterprise trend is supported by OECD findings that the smallest firms are now the most likely to “scale up”, an increasingly important SME phenomenon.<sup>17</sup>

The next sections will show how eBay small business ecosystems across the entire EU, which empower enterprises of all sizes, including micro-businesses, are having tremendous export success.

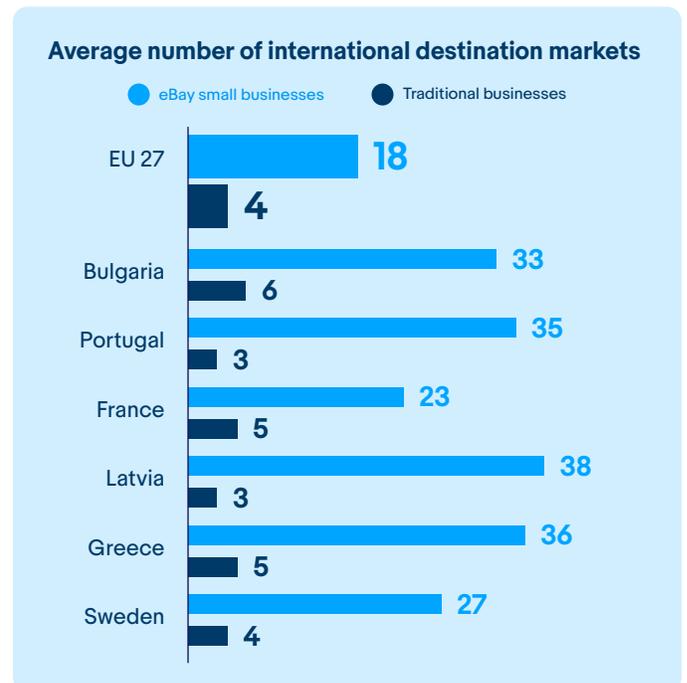
## Share of eBay small businesses exporting

Nearly all European-based small businesses selling on eBay are exporting.<sup>18</sup> This remarkable export success far exceeds that of traditional businesses. Across the 27 EU Member States, 96 percent of eBay small businesses export.<sup>19</sup> In 22 Member States, 100 percent of eBay small businesses are exporters, and the lowest national export rate on eBay in Europe is 94 percent (in Italy). The comparable export rate of traditional companies in the EU is 6.5 percent.<sup>20</sup>



## Average number of international destination markets

Exporting to a new international market usually imposes substantial new costs of entry, leading to smaller companies with smaller budgets exporting to fewer markets than larger companies with more financial resources.<sup>21</sup> eBay's leveling of the playing field has largely ended that relationship between size and ability to export to more markets. eBay small business exporters in the EU average 18 different export markets per year.<sup>22</sup> The comparable market reach for traditional EU exporters lags far behind at only 4 markets.<sup>23</sup> The eBay small business communities in 9 Member States averaged 30 or more markets per exporter, with Lithuania leading the pack at 44.



### Albertine Ravensbergen

Global Watch Straps  
Sassenheim, Netherlands

**“eBay provides small niche businesses like mine with a global stage. It allows me to list products internationally, reach new markets, and build a reputation that extends beyond my local area. eBay truly levels the playing field and makes scalable growth a real possibility.”**

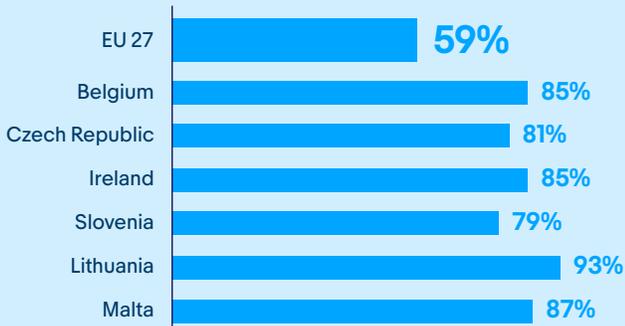


Visit Albertine's store

## Share of eBay small businesses that reach 10 or more different international markets

The OECD reports that companies that manage to export to more than 10 countries are also those dominating trade.<sup>24</sup> With traditional exporters, that usually means large companies, but on eBay, it is commonplace for small companies. A remarkable 59 percent of eBay small businesses in the EU reached or exceeded the 10-export market threshold, with 80 percent or more of the small businesses hitting the mark in 15 Member States.<sup>25</sup>

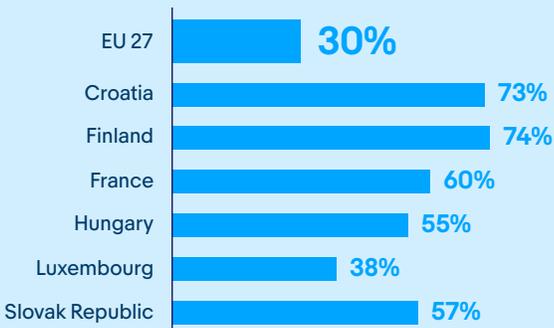
### Share of eBay small businesses that reach 10 or more different international markets



## EU small business “global sellers” on eBay

Although a non-traditional measurement of the scale of a business’s exporting, we have calculated the continental reach of eBay small businesses.<sup>26</sup> We classify a business with sales to four or more continents in a year as a “Global Seller”. Nearly one-third of eBay small businesses across the EU reached this threshold in 2022.<sup>27</sup> In 21 Member States, more than half of the eBay small businesses were Global Sellers.

### Share of eBay small businesses exporting to buyers on four or more continents



## eBay small business communities are virtual export giants

If one looks at the collective exports of eBay small businesses, whether across Europe or within each individual market, the total number of markets reached is staggering. These numbers are similar to the export reach of some of the world’s largest consumer brands.<sup>28</sup> Among eBay small businesses, Germany collectively led the way, making sales to consumers in 213 markets in 2024.<sup>29</sup> Together, the community of eBay small businesses across the EU exhibit the reach of a truly global export giant.

### Number of export markets collectively reached by eBay small businesses



# Seller Testimonials



**Ian Naughton**

Naughtons Car Dismantlers  
Castlebar, Rep. of Ireland



**“The global reach provided by eBay has totally transformed our business. It’s great and exciting and we are also contributing actively to the circular economy by selling secondhand goods.”**



Visit Ian's store



**Michelina Romano**

Rubik Elettronica  
Rimini, Italy



**“eBay has allowed me to transform what was a passion into a real thriving business, reaching new customers and markets throughout Italy and the world.”**



Visit Michelina's store



**Gerardo Foglia**

Stilus Aurea  
Paris, France



**“eBay has always been our main selling platform. They put me in contact with collectors that otherwise I would never have connected with in person.”**



Visit Gerardo's store



**Konstantinos Spiliadis**

YouHerbit  
Patras, Greece



**“eBay’s integrated tools for payments, shipping, and seller protection simplify cross-border trade and reduce the barriers to exporting. As a result, I’m able to reach new buyers, test demand in different markets, and grow revenue more efficiently.”**



Visit Konstantinos' store

# Diversity in top export markets promotes greater resilience and growth

Greater diversity in top export destinations carries benefits that extend from the individual exporting businesses to the overall national economy. Sending exports to more markets reduces vulnerability to local and regional downturns in top export destinations.<sup>30</sup> At the national level, increased export diversification has been positively correlated to greater growth and reduced export volatility, with greater benefits accruing to smaller states.<sup>31</sup> Export market diversification is also beneficial at the enterprise level, including for small businesses.<sup>32</sup> When enterprises expand their export reach by adding ecommerce platform channels that open new markets, an increasingly common small business tactic globally<sup>33</sup>, there are additional diversification benefits by reducing dependence on any single digital service provider.<sup>34</sup>

eBay is expanding export diversity in every EU Member State. We measure export market diversity in each Member State by comparing the Top 10 export markets for traditional businesses<sup>35</sup> with the Top 10 export markets for the eBay small businesses.<sup>36</sup> On average across the 27 EU Member States, four of eBay small businesses' Top 10 export markets fall outside the Top 10 destinations for traditional businesses. The greatest difference was eight top destinations in Latvia, followed by seven in Lithuania and Cyprus.<sup>37</sup>

**On average across the 27 EU Member States, four of eBay small businesses' Top 10 export markets fall outside the Top 10 destinations for traditional businesses.**

Although not always the case, eBay small business exports from smaller Member States did contribute a somewhat greater boost to export diversity. For the 14 EU Member States that rank outside the top 35 for global exporters, the Top 10 markets for eBay small business exports averaged nearly 5 new top destinations when compared to the Top 10 for traditional businesses.<sup>38</sup>

## Newcomers, “scalers” and economic vitality

The birth of new enterprises has long been seen as a key determinant of job creation and economic growth. Enterprise births “increase the competitiveness of a country’s enterprise population” by stimulating innovation and facilitating the adoption of new technologies.<sup>39</sup> A 2022 study from the European Central Bank found that productivity growth is higher in young firms compared to mature incumbents, while a small percentage of “young superstar” firms drive the majority of aggregate productivity growth through innovative business models.<sup>40</sup>

The importance of new firms to overall productivity growth further highlights the phenomenon of “scalers” or “scale-ups”, terms used to describe often small, fast-growing firms increasingly seen as central to EU policy around growth and innovation.<sup>41</sup> Their success is often rooted in high innovation and digital intensity across all size categories. They are leaders in labor productivity, profitability, and investment, and they disproportionately drive job creation, often exceeding the contributions of large enterprises.<sup>42</sup> Exporting businesses scale more frequently, and scalers export more often, with this trend most evident in smaller EU member states where exporting is necessary to reach larger markets.<sup>43</sup>

The OECD found that 38 percent of SMEs under five years old went on to become scalers, compared to only 22 percent of mature firms.<sup>44</sup> We classify an eBay small business as a “Newcomer” when the seller achieved small business status in 2024 and had sold on eBay for four years or fewer. Looking at the EU Member States, the percentage of eBay small businesses that are newcomers averaged 29 percent, topping out at 45 percent in Estonia and 44 percent in Lithuania.

# eBay small businesses are countering economic imbalances

Regional economic disparities remain important in several parts of Europe. While policymakers have had some meaningful successes addressing the issue at the country-level<sup>45</sup>, imbalances inside many EU Member States are getting worse.<sup>46</sup> National capital regions are important economic and cultural growth hubs, and they nearly always rank first nationally for key regional measures including GDP per capita and urban density. However, there is a downside to their dominance as their “magnetic” ability to attract entrepreneurs, skilled workers, and financial capital can further regional imbalances and depress overall national economic potential.<sup>47</sup>

eBay small business activity is often a counterweight to in-country geographic imbalance. The most robust eBay selling community in a Member State can be found from among a wide mix of regions whether viewed through the lens of GDP per capita, population, or population density. For example, in 23 EU Member States national capital regions sit atop their country’s GDP per capita ranking 19 of 23 times.<sup>48</sup> However, those national capital regions are the leader for per capita eBay small business activity only 9 times. Additionally, in these 23 EU Member States, national capital regions are far more urbanized, averaging 1,911 people per square kilometer. By contrast, the regions that lead in per capita eBay small business activity average just 644 people per square kilometer. The findings demonstrate that regional economic performance and wealth do not determine the capacity for digitalisation.<sup>49</sup>

## eBay small business activity is often a counterweight to in-country geographic imbalance

- While national capital regions top their country’s GDP per capita ranking 19 of 23 times, **they only top the eBay Digital Density ranking 9 times.**
- **In 23 EU Member States** (with more than one NUTS 2 level region) **eBay Digital Density leading regions average just 644 people per square kilometer**, compared to 1911 for the 23 national capital regions.



### Triantafillos Ktenidis

Slap Auction  
Solingen, Germany

**“eBay has a great support system for our business and we can reach out to them at any time. It is a true collaboration and it helps us sell to shoppers locally, across Germany and around the world.”**



Visit Triantafillos’ store

## CONCLUSION



The data shared in this report show that eBay, a global ecommerce marketplace leader that is leveling the playing field for export success, is helping internet-enabled small businesses across Europe succeed on a global stage. Digitalisation and cross-border trade are key EU SME growth and development strategies, and eBay data is proof that its digital marketplace is delivering results. eBay small businesses across the EU are engaging in trade at levels that are unprecedented among traditional small businesses. At least 94 percent of eBay small businesses are exporters in all 27 EU Member States, and the export rate is fully 100 percent in 22 of them. The vast majority are small businesses, including many micro-enterprises. Yet they serve customers in an average of 18 different countries in a year, which is meaningful global reach even for large companies.

Collectively, the eBay small businesses community in each Member State has a global export reach comparable to multinational corporate giants. These international sales diversify markets and customers far beyond the norm for small businesses. Market diversity increases the resilience of enterprises that are then less dependent on their local economy and less vulnerable

to regional downturns. eBay-driven exports also promote greater diversity in national export markets, as the top export markets for eBay small businesses are often different from a country's top traditional exporters. Finally, eBay small business success in Europe is not centralized in the highest growth tech or business hubs, but instead is spread much more broadly, proving that digitalisation of small business can support inclusive opportunities and sustainable economic growth.

Maintaining a well-functioning, accessible European Single Market remains a fundamental contributor allowing SMEs to continue to grow internationally and thereby prosper.

## RESOURCES

- <sup>1</sup> Includes countries and territories.
- <sup>2</sup> 2024 exchange rate.
- <sup>3</sup> Flynn, Anna. "What is the 28th regime, and is the Parliament supporting it?" European Parliament, Directorate-General for Parliamentary Research Services. January 2, 2026. Available at: [https://epthinktank.eu/2026/01/02/what-is-the-28th-regime-and-is-the-parliament-supporting-it/?utm\\_source=chatgpt.com](https://epthinktank.eu/2026/01/02/what-is-the-28th-regime-and-is-the-parliament-supporting-it/?utm_source=chatgpt.com).
- <sup>4</sup> European Commission. "A Competitiveness Compass for the EU." Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions. January 29, 2025. Available at: [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52025DC0030&utm\\_source=chatgpt.com](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52025DC0030&utm_source=chatgpt.com).
- <sup>5</sup> European Commission. "The single market strategy." Available at: [https://single-market-economy.ec.europa.eu/single-market/strategy\\_en?utm\\_source=chatgpt.com](https://single-market-economy.ec.europa.eu/single-market/strategy_en?utm_source=chatgpt.com).
- <sup>6</sup> Thomadakis, Apostolos; Arnal, Judith; Diestre, Pol; Jimenez, José Salcedo; Marcus, J. Scott. "Establishing the 28th regime in Europe: A unified legal framework to support growth and business." Study for The European Economic and Social Committee. January 10, 2025. Available at: [https://www.eesc.europa.eu/en/our-work/publications-other-work/publications/establishing-28th-regime-europe?utm\\_source=chatgpt.com](https://www.eesc.europa.eu/en/our-work/publications-other-work/publications/establishing-28th-regime-europe?utm_source=chatgpt.com).
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- <sup>9</sup> Izsak, Kincsö; Strauka, Orestas; Borbon, Yari; Zegel, Stijn; Konstantynova, Anastasiia; Technopolis Group. "Study of the European Union SME Internationalisation Strategy: Final Report." Prepared for the European Commission, January 2025, p. 65. Available at: [https://single-market-economy.ec.europa.eu/document/download/67fdeffd-6c80-45ff-8b60-75ca57e96289\\_en](https://single-market-economy.ec.europa.eu/document/download/67fdeffd-6c80-45ff-8b60-75ca57e96289_en).
- <sup>10</sup> Izsak, Kincsö; Strauka, Orestas; Borbon, Yari; Zegel, Stijn; Konstantynova, Anastasiia; Technopolis Group. "Study of the European Union SME Internationalisation Strategy: Final Report." Prepared for the European Commission, January 2025, p. 62. Available at: [https://single-market-economy.ec.europa.eu/document/download/67fdeffd-6c80-45ff-8b60-75ca57e96289\\_en](https://single-market-economy.ec.europa.eu/document/download/67fdeffd-6c80-45ff-8b60-75ca57e96289_en).
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- <sup>13</sup> Eurostat. "Digital Intensity by Size Class of Enterprise." Eurostat Data Browser. Last Updated December 11, 2025. Available at: [https://ec.europa.eu/eurostat/databrowser/view/isoc\\_e\\_dii/default/table?lang=en](https://ec.europa.eu/eurostat/databrowser/view/isoc_e_dii/default/table?lang=en).
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- <sup>17</sup> Organisation for Economic Co-operation and Development (OECD). "Unleashing SME Potential to Scale Up: Helping SMEs Scale Up." OECD Studies on SMEs and Entrepreneurship. OECD Publishing. Paris. 2025. Available at: [https://www.oecd.org/content/dam/oecd/en/publications/reports/2025/11/unleashing-sme-potential-to-scale-up\\_a7869b94/ea948a58-en.pdf](https://www.oecd.org/content/dam/oecd/en/publications/reports/2025/11/unleashing-sme-potential-to-scale-up_a7869b94/ea948a58-en.pdf).
- <sup>18</sup> Please see the Appendix for data covering all 27 EU Member States.
- <sup>19</sup> 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 the EU, who exported in that year.
- <sup>20</sup> 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\\_l\\_form/default/table?lang=en&category=bsd.bd](https://ec.europa.eu/eurostat/databrowser/view/bd_l_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](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).
- <sup>21</sup> Roberts, Mark J.; Tybout, James R. "Directions in Development: What Makes Exports Boom?" World Bank, 1997; Bernard, Andrew; Wagner, Joachim. "Export Entry and Exit by German Firms." Review of World Economics, 2001; Bernard, Andrew; Jensen, J. Bradford. "Entry, Expansion, and Intensity in the U.S. Export Boom, 1987-1992." Review of International Economics, 2004.

## RESOURCES

- <sup>22</sup> The eBay data reflects the average number of international markets reached by 2024 eBay small businesses (those with EUR 9,240 / USD 10,000 or more in sales on eBay) in the EU, who exported in that year.
- <sup>23</sup> 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](https://stats.oecd.org/Index.aspx?DataSetCode=TEC4_REV4).
- <sup>24</sup> Organisation for Economic Co-operation and Development (OECD). “Entrepreneurship at a Glance 2016.” OECD Publishing, Paris, September 2016. Available at: [https://www.oecd-ilibrary.org/industry-and-services/entrepreneurship-at-a-glance-2016/trade-concentration\\_entrepreneur\\_aag-2016-25-en](https://www.oecd-ilibrary.org/industry-and-services/entrepreneurship-at-a-glance-2016/trade-concentration_entrepreneur_aag-2016-25-en).
- <sup>25</sup> 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 the EU, who exported to 10 or more international markets in that year.
- <sup>26</sup> 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 Lithuanian eBay seller to a buyer in Spain is an export to a European market).
- <sup>27</sup> The eBay data reflects the share of exporting 2024 eBay small businesses (those with EUR 9,240 / USD 10,000 or more in annual sales on eBay) in the EU who exported to four or more continents in that year.
- <sup>28</sup> 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](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>.
- <sup>29</sup> 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 annual sales on eBay) in the EU, who exported in that year.
- <sup>30</sup> OECD; World Trade Organization. “Aid for Trade at a Glance 2019: Economic Diversification and Empowerment.” Chapter 5, 2019. Available at: [https://www.wto.org/english/res\\_e/booksp\\_e/aid4trade19\\_chap5\\_e.pdf](https://www.wto.org/english/res_e/booksp_e/aid4trade19_chap5_e.pdf).
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- <sup>34</sup> Schiglinski, Vitaly. “Dangerous Dependence on One Supplier.” instinctools, June 2016. Available at: <https://www.instinctools.com/blog/dangerous-dependence-on-one-supplier/>.
- <sup>35</sup> GlobalEdge (2026) “Global Insights.” Available at: <https://globaledge.msu.edu>. Note: This is a portal created by the International Business Center and the Eli Broad College of Business at Michigan State University.
- <sup>36</sup> 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 annual sales on eBay) in the EU, who exported in that year.
- <sup>37</sup> Please see the Report Appendix for a full EU country-by-country breakdown of the top eBay export markets that are not in the Top 10 for traditional businesses.
- <sup>38</sup> The 14 EU member states that are not in the top 35 exporters globally are Bulgaria (55), Croatia (66), Cyprus (102), Estonia (64), Finland (41), Greece (50), Latvia (67), Lithuania (57), Luxembourg (70), Malta (105), Portugal (43), Romania (39), Slovak Republic (37), and Slovenia (52).
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