



Baltics Small Business Export Report

Promoting Growth and Resilience

September 2026



INTRODUCTION

Digital technology, combined with ecommerce marketplace models, is expanding economic opportunities for independent small businesses and entrepreneurs. These opportunities are growing in markets around the world. This is especially true in the Baltics, which has an increasingly digitally connected population, a growing tech base powered by entrepreneurial firms and highly skilled workers, vibrant micro and small enterprises that are proving receptive to online opportunities, and products that are proving valuable to consumers all over the world.

eBay, a global commerce leader, is leveling the playing field and empowering small businesses across Lithuania, Latvia, and Estonia to reach 136 million active buyers¹ in markets worldwide.

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 export businesses in the Baltics. 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 Lithuania, Latvia, and Estonia 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.”

The Digital Economy in the Baltics

A region known for its highly digital societies and public services, the Baltics also stand out for their entrepreneurial dynamism and high levels of business creation. Yet that activity is concentrated in very small firms: **SMEs account for around 99 percent of the region’s businesses, most of them microenterprises.**³ In economies with limited domestic demand, the challenge is therefore to turn this entrepreneurial activity into sustainable growth, making **access to international markets essential for many firms looking to scale.**⁴

Digitalisation has advanced significantly alongside the region’s **deep integration into European and international markets.**⁵ Between 2015 and 2025, household internet access rose from around **88 percent to 95 percent in Estonia, 76 percent to 94 percent in Latvia, and around 70 percent to 89 percent in Lithuania.**⁶ Digital habits have deepened too: by 2025, more than four in five Estonians and around two-thirds of Latvians and Lithuanians were buying or ordering goods and services online, substantially higher than five years earlier.⁷

Despite this progress, there remains room to turn the Baltics’ highly digital societies into a more broadly digitalised business economy. The picture differs across the three countries. Estonia has a strong digital business ecosystem and rapidly rising adoption of technologies such as AI; Latvia continues to face gaps in SME digitalisation, particularly in more advanced technologies; while Lithuania has made notable

recent progress, with SME digital intensity now above the EU average.⁸ **Despite these different starting points, the challenge is shared:** translating digital capabilities into greater competitiveness and growth for smaller firms, and improving their ability to compete in wider markets.

This ambition is also beginning to translate into practical cooperation. In May 2026, **Lithuanian Post and eBay signed an agreement aimed at supporting the international expansion of Lithuanian businesses, simplifying export processes and strengthening logistics solutions across the Baltics.**⁹ The partnership offers one example of how the region’s digital ambitions are increasingly being connected with the need to help small businesses reach international markets.



Ecommerce driving small business exports

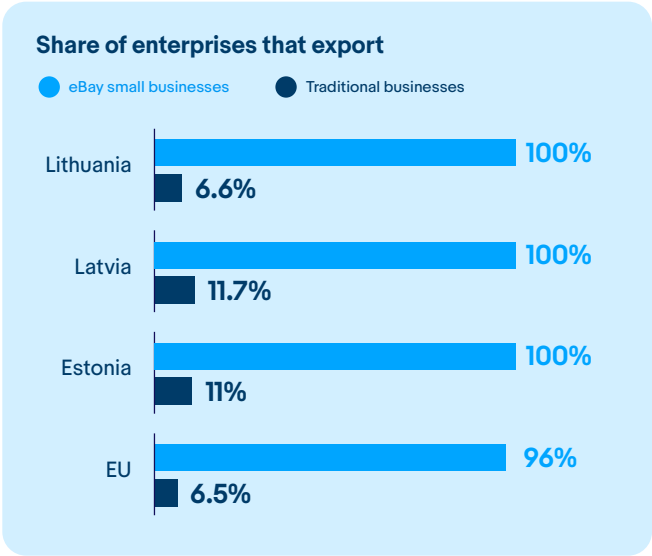
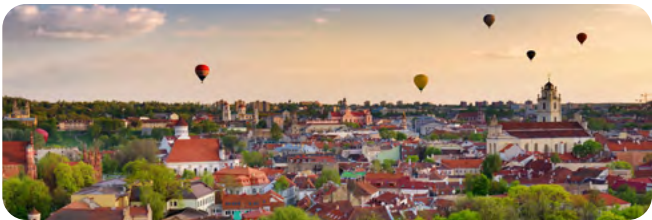
On eBay, entrepreneurial small businesses in Lithuania, Latvia, and Estonia are operating as “Micro Multinational Enterprises” that supply a diversified range of products to global buyers. The remainder of this section will present findings from the latest available eBay marketplace trade data to illustrate the level of export activity by eBay small businesses in the Baltics.

Share of eBay small businesses exporting

Since its inception, eBay has helped revolutionize international trade by reducing the cost of doing business across borders, enabling even very small businesses to export at unprecedented rates. In Lithuania, Latvia, and Estonia, every eBay small business was an exporter in 2024.¹⁰ 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 6.6 percent, 11.7 percent, 11 percent, and 6.5 percent of traditional businesses in Lithuania, Latvia, Estonia, and the EU, respectively, are exporters.¹¹

Average number of international destination markets

The average number of international markets reached by a single small business on an annual basis provides a key measurement of export activity and reach. Exporting to a new international market traditionally imposed new “costs of entry”, leading to smaller firms with smaller budgets exporting to fewer markets than larger firms with more financial resources.¹² eBay largely breaks this long-held link between enterprise size and export reach. eBay small businesses in the Baltics averaged between 32 and 44 export markets in 2024.¹³ That far exceeded the average of two to three markets for traditional Baltic businesses and four markets for traditional businesses across the EU as a whole.¹⁴ This export performance for eBay small businesses in the Baltics again exceeded the overall EU average for eBay small businesses, which was 18 export markets.



Deimantė Sejonaitė

Poppri Fashion Auctions
Lithuania

“eBay is a global platform that generates a very large flow of visitors, so its reputation creates a special sense of security for buyers, and as a result, strengthens our reliability and sales.”



Visit the store

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

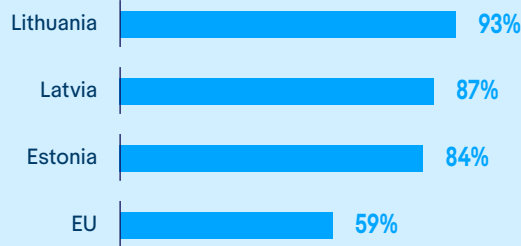
To provide another measurement of the scale of eBay small business exporting activity, we calculated the share that exported to ten or more international markets. Similar to the previous data point, our findings show that small businesses on eBay defy the traditional export model, with more than 80 percent of eBay small businesses in Latvia and Estonia, and more than 90 percent in Lithuania reaching the 10-export market threshold.¹⁵ Once again, these levels for small businesses on eBay exceeded that for those in the EU overall (59 percent).

Small businesses in the Baltics are “Global Sellers” on eBay

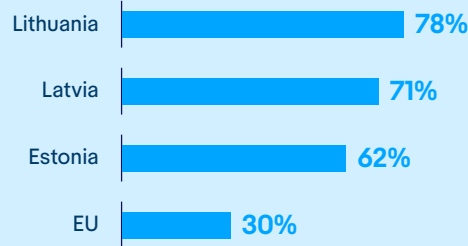
Although a non-traditional measurement of scale and scope of exporting activity, we have calculated the continental reach of eBay small businesses.¹⁶ We classify a business with sales to four or more continents in a year as a “Global Seller.” A striking 78 percent of eBay small businesses in Lithuania, 71 percent in Latvia, and 62 percent in Estonia reached the Global Seller threshold in 2024.¹⁷ By comparison, 30 percent of eBay small businesses based in the EU reached the Global Seller threshold. If one looks at the collective exporting of eBay small businesses in the Baltics, the total number of markets reached globally is significant. Collectively, this eBay community made sales into more than 200 different international markets¹⁸ in 2024.¹⁹ The data further demonstrates that the eBay global marketplace, a level playing field for exporting, bridges distance for small enterprises and provides access to markets that have often been unreachable.



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



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



Top product categories exported by eBay small businesses²⁰

Lithuania

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

Latvia

1. Auto Parts
2. Stamps
3. Business, Office & Industrial
4. Home & Garden
5. Health & Beauty
6. Clothes, Shoes & Accessories
7. Sporting Goods
8. Jewellery & Watches
9. Consumer Electronics
10. Home Furnishing

Estonia

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

Diversity in export markets and marketplaces promotes resilient 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.²¹ 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.²² Export market diversification is also beneficial at the enterprise level, including for small businesses.²³ When enterprises expand their export reach by adding ecommerce platform channels that open new markets—an increasingly common tactic among small businesses globally²⁴—they also gain diversification benefits by reducing their dependence on any single digital service provider.²⁵

eBay export data shows how small businesses across the Baltics are using our marketplace to grow sales beyond the top export markets for each country’s traditional businesses. eBay brings greater geographic diversity to the leading export markets of small businesses in Lithuania, Latvia, and Estonia. In each country, at least half of the Top 10 export markets for eBay small businesses²⁶ are not among the Top 10 markets for traditional exporters.²⁷ The ability of eBay’s global level-playing field marketplace to grow exports outside of the Baltics’ traditional European export base is highlighted by strong growth on eBay to Australia, the United Arab Emirates, Brazil, Mexico and Chile.²⁸

Top 10 export markets for eBay small businesses

Lithuania

- 1. Germany
- 2. United States
- 3. United Kingdom
- 4. **France**
- 5. **Italy**
- 6. **Australia**
- 7. **Spain**
- 8. **Canada**
- 9. **Austria**
- 10. **Ireland**

Latvia

- 1. **United States**
- 2. Germany
- 3. United Kingdom
- 4. **France**
- 5. **Italy**
- 6. **Spain**
- 7. **Canada**
- 8. **Austria**
- 9. **Australia**
- 10. **Israel**

Estonia

- 1. Germany
- 2. United States
- 3. France
- 4. United Kingdom
- 5. **Italy**
- 6. **Spain**
- 7. **Australia**
- 8. **Austria**
- 9. **Canada**
- 10. Sweden

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



Pavels Spiridovskis

AutoBodyShop
Latvia

“eBay lets us work with millions of buyers from all over the world because every country knows about eBay. eBay offers great opportunities for growth, and it is one of the most reliable partners.”



Visit the store



Robust newcomer growth supports 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.²⁹ 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.³⁰

The importance of new firms to overall productivity growth increasingly highlights the phenomenon of “scalers” or “scaleups,” terms used to describe often small, fast-growing firms.³¹ Their success is generally rooted in high innovation and digital intensity. They are leaders in labor productivity,

profitability, and investment, and they disproportionately drive job creation, often exceeding the contributions of large enterprises.³² Additionally, exporting businesses scale more frequently, and scalers export more often.³³

The OECD found that 38 percent of SMEs under five years old went on to become scalers. By comparison, only 22 percent of mature firms did so.³⁴ 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. At least one-third of eBay small businesses in the Baltics were newcomers, with 44 percent in Lithuania, 45 percent in Estonia and 32 percent in Latvia in this cohort.

CONCLUSION

eBay is leveling the playing field for export success and helping the Baltics’ increasingly digitally proficient SMEs to succeed on a global stage. Platforms are central to Lithuania, Latvia, and Estonia’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 the Baltics is an exporter, with many making sales to shoppers

in dozens of valuable markets each year. Together, they exported to over 200 markets, a global reach exceeding many of the largest multinational corporations. Finally, more than half of the Top 10 export markets on eBay add diversity to the list of the Baltics’ 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 regional economy overall.

RESOURCES

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- ² 2024 exchange rate.
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- ⁴ Ibid.
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- ¹⁰ 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 each location, who exported in that year.
- ¹¹ Source for total number of enterprises: Eurostat, “Business Demography Data – Industry, Construction and Market Services (Except Public Administration and Defence; Compulsory Social Security; Activities of Membership Organisations)” (includes zero-employment enterprises). 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, “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.
- ¹² Mark J. Roberts and James R. Tybout, “Directions in Development: What Makes Exports Boom?”, World Bank, 1997; Andrew Bernard and Joachim Wagner, “Export Entry and Exit by German Firms”, Review of World Economics, 2001; Andrew Bernard and J. Bradford Jensen, “Entry, Expansion, and Intensity in the U.S. Export Boom, 1987–1992”, Review of International Economics, 2004.
- ¹³ 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 each location, who exported in that year.
- ¹⁴ 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.
- ¹⁵ 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 each location, who exported to 10 or more international markets in that year.
- ¹⁶ 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 Baltics eBay seller to a buyer in Romania is an export to a European market).
- ¹⁷ 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 each location, who exported to four or more continents in that year.
- ¹⁸ Countries and Territories.
- ¹⁹ 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 Lithuania (204), Latvia (195) and Estonia (167), who exported in that year.
- ²⁰ The eBay data reflects the Top 10 product categories exported (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 each location, who exported in that year.
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- ²⁷ GlobalEdge, “Global Insights”, 2026. Available at: <https://globaledge.msu.edu/global-insights/by/country>. Note: GlobalEdge is a portal created by the International Business Center and the Eli Broad College of Business at Michigan State University.
- ²⁸ The eBay data is a selection of the Top 10 extra-EU export growth market 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 Lithuania, Latvia, and Estonia, who exported during those years.
- ²⁹ Eurostat, “Business Demography Statistics”, October 2025. Available at: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Business_demography_statistics.
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