



eBay Digital Density in Europe Appendix

November 2026

Data Key

eBay Digital Density

Higher — Lower

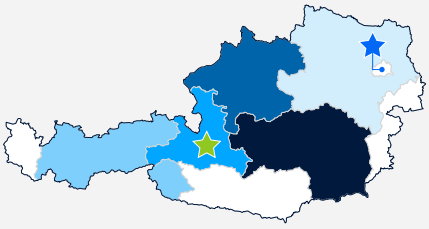
National border

Regional border

Highest population

Highest GDP per capita

Austria (AUT)

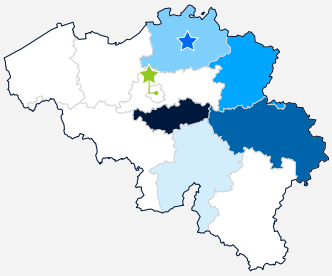


Digital Density regional ranking

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

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

Belgium (BEL)

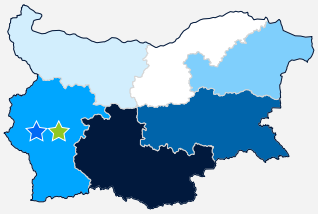


Digital Density regional ranking

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

Brabant wallon leads in eBay Digital Density while sitting 10th in population, and 2nd-ranked Liège is 7th in population.

Bulgaria (BGR)



Digital Density regional ranking

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

The Yuzhen tsentralen region beat the capital region of Yugozapaden in eBay Digital Density despite having a nearly 60 percent lower GDP per capita.

Croatia (HRV)



Digital Density regional ranking

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.

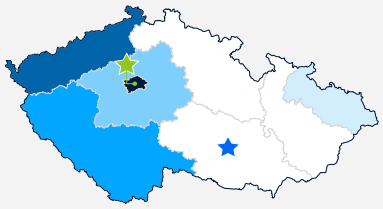
Cyprus



Digital Density regional ranking

1. Κύπρος

Czech Republic (CZE)

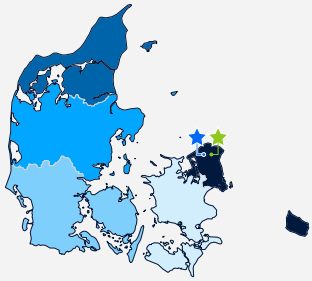


Digital Density regional ranking

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

Severozápad ranks 2nd in eBay Digital Density despite being the region with the lowest GDP per capita.

Denmark (DNK)

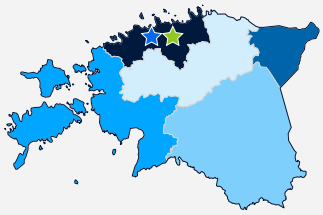


Digital Density regional ranking

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

Rural Nordjylland ranks 2nd in eBay Digital Density, despite having the lowest population density.

Estonia (EST)



Digital Density regional ranking

1. Põhja-Eesti (North Estonia)
2. Kirde-Eesti (Northeastern Estonia)
3. Lääne-Eesti (West Estonia)
4. Lõuna-Eesti (South Estonia)
5. Kesk-Eesti (Central Estonia)

Data Key

eBay Digital Density

Higher — Lower

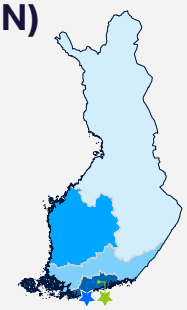
National border

Regional border

Highest population

Highest GDP per capita

Finland (FIN)

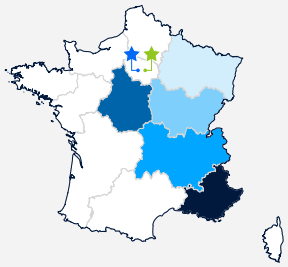


Digital Density regional ranking

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

The remote island region of Åland leads in eBay Digital Density outpacing the Helsinki-Uusimaa region, which ranks 1st in GDP per capita and population density.

France (FRA)

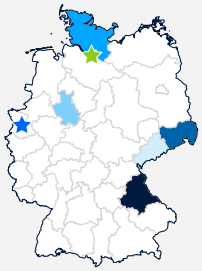


Digital Density regional ranking

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

Provence-Alpes-Côte d'Azur leads in eBay Digital Density while having a GDP per capita 11 percent below the national average.

Germany (DEU)

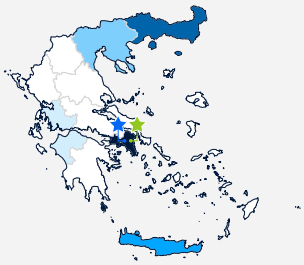


Digital Density regional ranking

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

Oberpfalz and Dresden are the top two eBay Digital Density regions, but rank 9th and 31st in GDP per capita, respectively.

Greece (GRC)

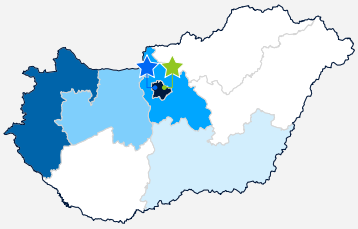


Digital Density regional ranking

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

Anatoliki Makedonia, Thraki ranks 2nd in eBay Digital Density, despite having a GDP per capita more than 50 percent lower than that of the leading region.

Hungary (HUN)

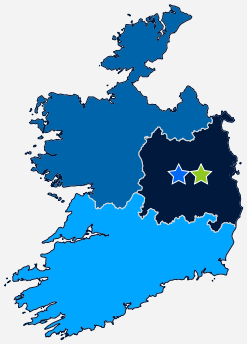


Digital Density regional ranking

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

Rural Nyugat-Dunántúl ranks 2nd in eBay Digital Density, while sitting 7th in population.

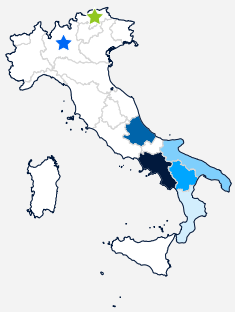
Ireland (IRL)



Digital Density regional ranking

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

Italy (ITA)

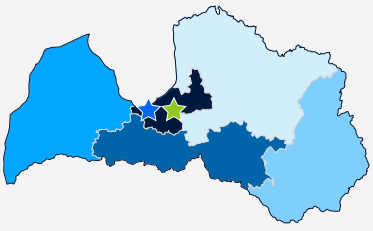


Digital Density regional ranking

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

Campania leads in eBay Digital Density despite having the highest unemployment rate and 3rd lowest GDP per capita.

Latvia (LVA)



Digital Density regional ranking

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

Zemgale ranks 2nd in eBay Digital Density, while having a GDP per capita more than 50 percent lower than that of the leading region.

Data Key

eBay Digital Density

Higher — Lower

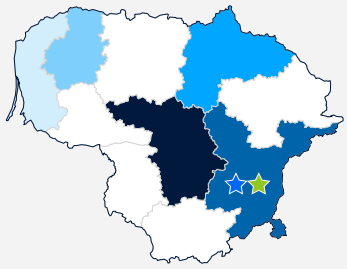
National border

Regional border

Highest population

Highest GDP per capita

Lithuania (LTU)



Digital Density regional ranking

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

Kauno apskritis leads in eBay Digital Density, outpacing the capital region of Vilniaus apskritis.

Luxembourg (LUX)



Digital Density regional ranking

1. Luxembourg

Malta (MLT)

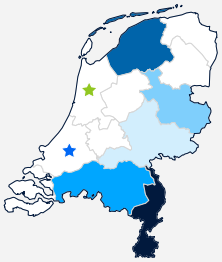


Digital Density regional ranking

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

Gozo and Comino/Għawdex u Kemmuna leads in eBay Digital Density despite the Malta region having more than ten times the population and nearly double the GDP per capita.

Netherlands (NLD)

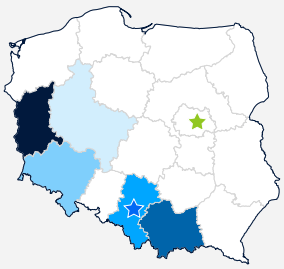


Digital Density regional ranking

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

Limburg leads in eBay Digital Density, despite sitting 7th in population and GDP per capita.

Poland (POL)



Digital Density regional ranking

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

The Lubuskie region, one of the most rural, leads in eBay Digital Density, while Warszawski stołeczny, which is not in the eBay top 5, ranks 1st in GDP per capita. The top six regions in eBay Digital Density are below the national average in GDP per capita.

Portugal (PRT)

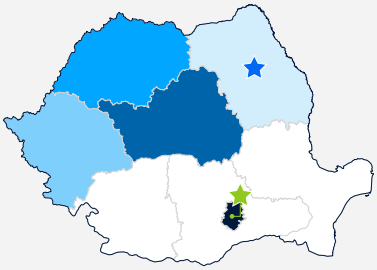


Digital Density regional ranking

1. Algarve
2. Região Autónoma da Madeira
3. Península de Setúbal
4. Grande Lisboa
5. Norte

Rural Algarve leads in eBay Digital Density and Região Autónoma da Madeira sits 2nd - both topping the GDP per capita leader, Grande Lisboa.

Romania (ROU)

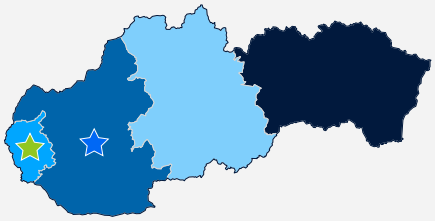


Digital Density regional ranking

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

The Vest region ranks 4th in eBay Digital Density despite being the most rural and having the lowest in population.

Slovakia (SVK)



Digital Density regional ranking

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

Východné Slovensko leads in eBay Digital Density despite having a GDP per capita that is more than 60 percent lower than the capital region of Bratislavský kraj.

Data Key

eBay Digital Density

Higher — Lower

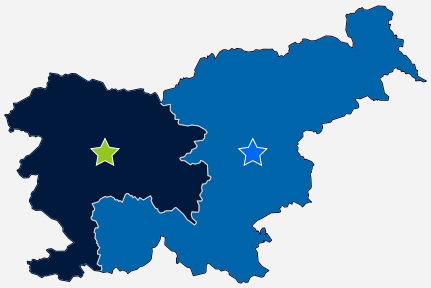
National border

Regional border

Highest population

Highest GDP per capita

Slovenia (SVN)



Digital Density regional ranking

1. Zahodna Slovenija
2. Vzhodna Slovenija

Spain (ESP)

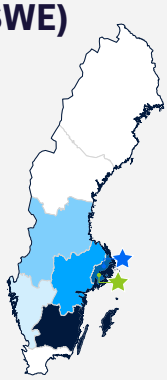


Digital Density regional ranking

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

Comunitat Valenciana leads in eBay Digital Density despite have a GDP per capita that is more than 35 percent lower than the wealthiest region.

Sweden (SWE)

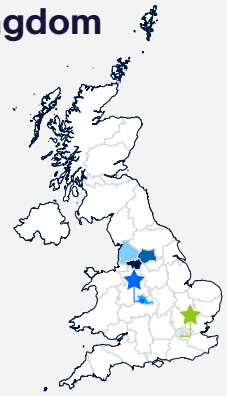


Digital Density regional ranking

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

Rural Småland med öarna leads in eBay Digital Density, outpacing the Stockholm region, which has the highest GDP per capita.

United Kingdom (GBR)



Digital Density regional ranking

1. Greater Manchester
2. West Yorkshire
3. West Midlands
4. Lancashire
5. Outer London - West and North West

Greater Manchester leads in eBay Digital Density, while ranking 17th in GDP per capita.





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