

# CHINA

## COMMERCIAL SELLER CROSS BORDER TRADE DATA (2014)



**100%**

Share of eBay - Enabled SMEs Exporting

**94%**

Share of eBay-Enabled SMEs Selling to 4+ Continents

**97%**

Share of eBay - Enabled SMEs Exporting To 10+ Markets

**63**

Avg. # of Foreign Destinations Markets

### TOP 5 DESTINATIONS FOR EXPORTS



1 - UNITED STATES



2 - UNITED KINGDOM



3 - AUSTRALIA



4 - GERMANY



5 - CANADA

## COMMERCIAL SELLER COMMERCE DATA (2014)

**45%**

Compound Annual Growth Rate for Continuous Commercial Sellers (2010-2014)



**25%**

Average Annual Growth In The Number of Commercial Sellers (2010-2014)



**28%**

Third-Year Sales Growth of Newcomers



**70%**

Newcomer Share of Commercial Sellers