

EXECUTIVE SUMMARY

The COVID-19 pandemic continues to create unexpected and unprecedented challenges for small businesses and entrepreneurs across India and around the world. We at eBay remain deeply committed to supporting our vibrant seller community during these difficult times and are unwavering in our mission to empower people and creating economic opportunities for all.

Digital technology and the ecommerce marketplace model continue to expand export opportunities available to independent small businesses and entrepreneurs the world over. This is especially the case in India, where an immense and capable micro and small business ecosystem, and vast pool of technologically savvy and innovative entrepreneurs, provides striking growth potential. This report, based on 2019 eBay marketplace transaction data, details how small online businesses across India are using the eBay marketplace to successfully sell to consumers in hundreds of export markets each year, contributing to national and state efforts to foster balanced and inclusive growth through exports.

eBay provides a vibrant digital marketplace that is a level playing field enabling cross border trade by small businesses across India. **While only 8.8 percent of traditional Indian firms export, all eBay-enabled small businesses in India are exporters and they serve customers in an average of 42 different countries.** An astounding 92 percent of eBay-enabled small businesses export to 10 or more markets, 93 percent export to four or more continents and as a collective they made sales in 210 markets. Finally, the top export destinations were the United States, the United Kingdom, Australia, Canada, and Germany.

Balanced and inclusive growth is an economic and social priority in India and globally, so this report provides aggregated eBay small business data using the HRA Indian cities ranking system of Tiers X, Y, and Z to inform readers to the level of success for enterprises across various city population sizes. The data confirms that eBay-enabled small businesses in Indian cities of all sizes are exporting at very similar rates, with sellers coming from the smaller Tier Z metropolitan areas even outperforming the largest cities in some metrics.

The second part of the report focuses on the phenomenon of new enterprise creation and establishment, a key indicator of business and economic dynamism. Among the eBay-enabled small businesses in India, 32 percent were “Newcomers.” Tier Z cities led the way with a 37 percent Newcomer rate, higher than in Tier X or Tier Y, revealing a robust entrepreneurial environment and willingness to exploit ecommerce marketplace exporting from smaller cities.

Finally, with the growth in exports of small business, an important component of India’s state-level “Export Hub” strategy, the alignment between ecommerce marketplace exports and development is increasingly clear. The final section of the report highlights some state-level export development priorities that eBay-enabled small business sellers are helping to achieve in states and union territories such as Rajasthan, Delhi, Maharashtra, Haryana, Gujarat, and Madhya Pradesh.

Opportunities for increased growth that is balanced and inclusive can be further supported by policies that encourage trade through ecommerce marketplaces like eBay, which provide a level playing field and access to consumers around the world. eBay is committed to contributing to the evolution of ecommerce and improving the lives of millions through Internet-enabled trade.

Key Data Highlights

Share of Enterprises That Export



eBay-Enabled Small Businesses



Traditional Businesses

eBay-Enabled Small Businesses



Average Number of Foreign Destination Markets



Share That Export to 10+ Markets



Share That Export to 4+ Continents



Share That Were Newcomers

We greatly appreciate your interest in this report. If you have any questions, comments or feedback - please do not hesitate to contact us at:

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Thank you!