Global Marketplace Index: Australia

February 2020

eBay commissioned Euromonitor International to interview and survey small business owners that sell through any online marketplace. The Global Marketplace Index was developed through in-depth analysis of the results.
Country Fact Sheets

Australia Country Fact Sheet

Lifestyle Impact

- 95% claim selling through online marketplaces gives them freedom or flexibility

Financial Growth

- 82% claim selling through online marketplaces gives them confidence or control
- 69% claim their current annual income is higher than before selling through online marketplaces
- 60% claim their current sales from online marketplaces is higher than last year

Financial Security

- 73% agree the income from building an online business gives them financial security

Marketplace Tools

- 87% agree marketplaces provide tools and support they need to succeed

Business Environment

- 75% agree the economic conditions in their country are favorable to their online business
- 72% agree the regulatory conditions in their country are favorable to their online business
Sixty-seven percent of Australian marketplace sellers have employees, 56% operate a brick-and-mortar store, and 45% live in the suburbs.

Starting a business that does not require a large financial investment is the reason 47% of Australian small business owners began selling through online marketplaces.

Without the possibility of selling online, 18% of small business owners would need financial assistance from the government.

The ability to set their own schedule is extremely important to 72% of online sellers 35 to 54 years old, versus 61% of sellers 18 to 34.

Twenty-one percent of small businesses, with annual marketplace sales greater than $200,000 AUD, use this income to reinvest in their community.