

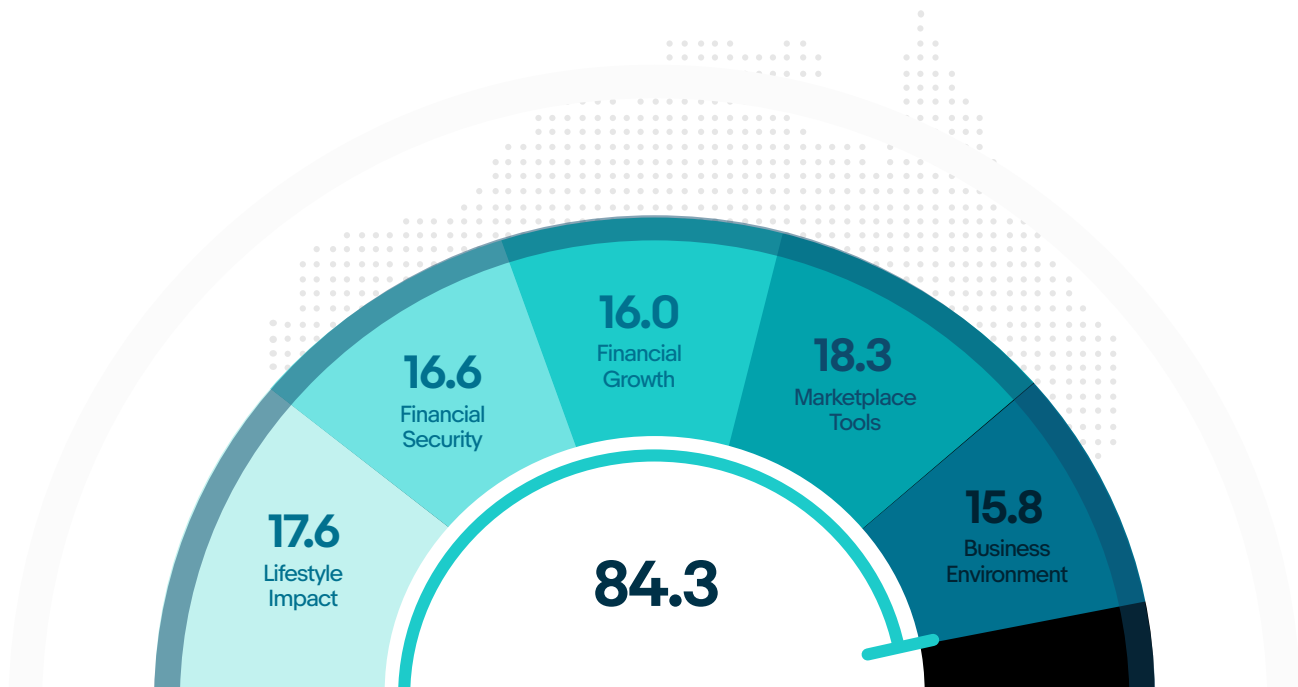
A large, dark blue graphic of a world map is centered on the page. The map is composed of a grid of small squares, with the squares in the landmasses being a lighter shade of blue than the surrounding ocean, creating a dotted or pixelated effect. The map is oriented with North at the top.

# 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.

# Australia Country Fact Sheet



## Lifestyle Impact

**95%**

claim selling through online marketplaces gives them freedom or flexibility

**82%**

claim selling through online marketplaces gives them confidence or control

## Financial Growth

**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

# Australia: Highlights

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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.



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