

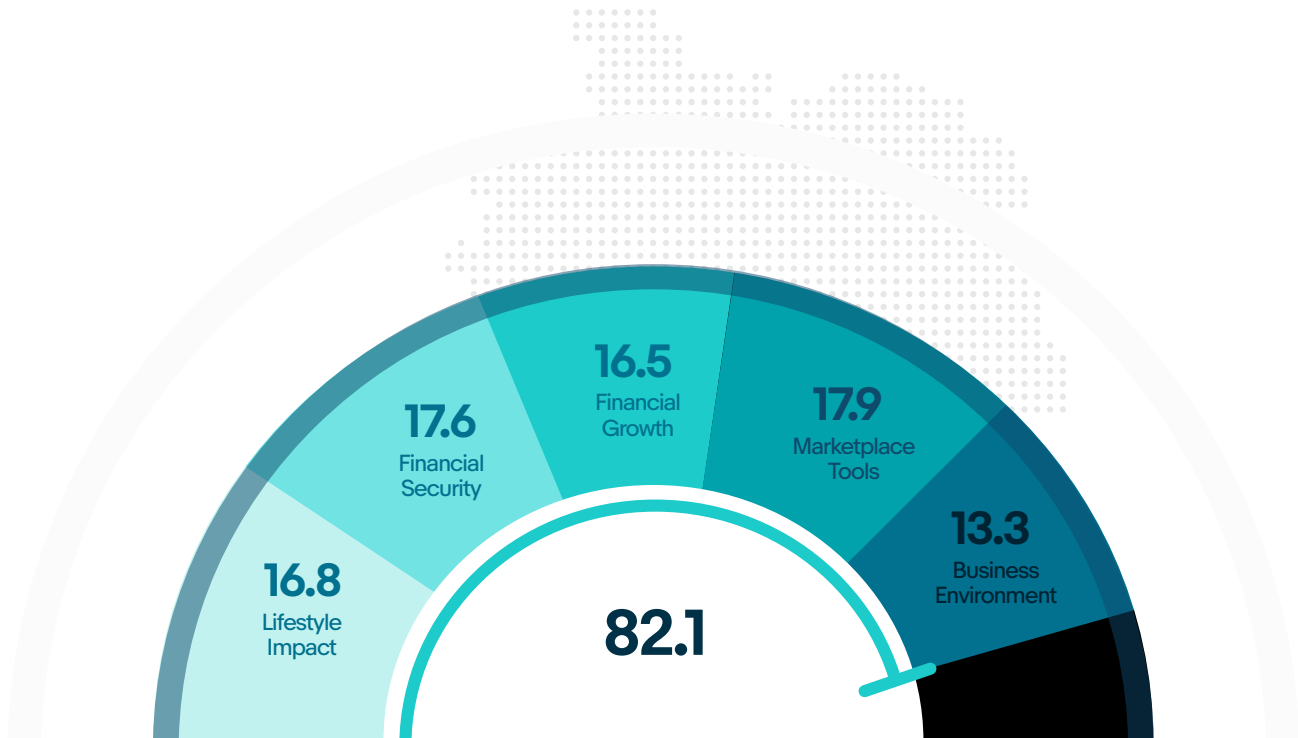
A large, stylized world map is centered in the background of the dark blue section. The map is composed of a grid of small, light blue squares, with the density of the squares varying to create the shape of continents. The map is centered on the Atlantic Ocean.

# Global Marketplace Index: Germany

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.

# Germany Country Fact Sheet



## Lifestyle Impact

**92%**

claim selling through online marketplaces gives them freedom or flexibility

**77%**

claim selling through online marketplaces gives them confidence or control

## Financial Growth

**72%**

claim their current annual income is higher than before selling through online marketplaces

**62%**

claim their current sales from online marketplaces is higher than last year

## Financial Security

**80%**

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

## Marketplace Tools

**83%**

agree marketplaces provide tools and support they need to succeed

## Business Environment

**77%**

agree the economic conditions in their country are favorable to their online business

**70%**

agree the regulatory conditions in their country are favorable to their online business

# Germany: Highlights

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Eighty-one percent of German small online businesses have employees, 64% operate a physical store, and nearly two out of three (65%) are male.



Without the possibility of selling online, 14% of small business owners would need to ask their family or friends for financial assistance.



Twenty percent of small businesses with annual marketplace sales greater than €200,000 EUR use this income to reinvest in their community.



Thirty-four percent of German small business owners have rebuilt their savings after an economic downturn using the money they make from marketplaces.



The ability to set their own schedule is extremely important to 45% of online sellers 18 to 34 years old, compared to 40% of those 35 to 54 years old.



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