Global Marketplace Index: South Korea

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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.
South Korea Country Fact Sheet

Lifestyle Impact
- **85%** claim selling through online marketplaces gives them freedom or flexibility

Financial Security
- **63%** agree the income from building an online business gives them financial security

Financial Growth
- **77%** claim selling through online marketplaces gives them confidence or control
- **65%** claim their current annual income is higher than before selling through online marketplaces
- **52%** claim their current sales from online marketplaces is higher than last year

Marketplace Tools
- **71%** agree marketplaces provide tools and support they need to succeed

Business Environment
- **53%** agree the economic conditions in their country are favorable to their online business
- **50%** agree the regulatory conditions in their country are favorable to their online business
South Korea: Highlights

- Ninety-two percent of South Korean marketplace sellers live in cities, 81% have paid employees, and 64% operate a brick-and-mortar store.

- Seventeen percent of marketplace small business owners in South Korea are retired on a fixed income.

- Without the possibility of selling online, 19% of small business owners would need to ask their family or friends for financial assistance.

- The ability to set their own schedule is extremely important to only 29% of online sellers 35 to 54 years old, compared to 35% of those 18 to 34 years old.

- Forty percent of small businesses with annual marketplace sales greater than ₩200 million KRW use this income to reinvest in their community.