

A large, pixelated map of South Korea is centered in the background of the dark blue section. The map is composed of small, light blue squares that form the outline and internal details of the country's geography.

# Global Marketplace Index: South Korea

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.

# South Korea Country Fact Sheet



## Lifestyle Impact

**85%**

claim selling through online marketplaces gives them freedom or flexibility

**77%**

claim selling through online marketplaces gives them confidence or control

## Financial Growth

**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

## Financial Security

**63%**

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

## 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

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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.



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