

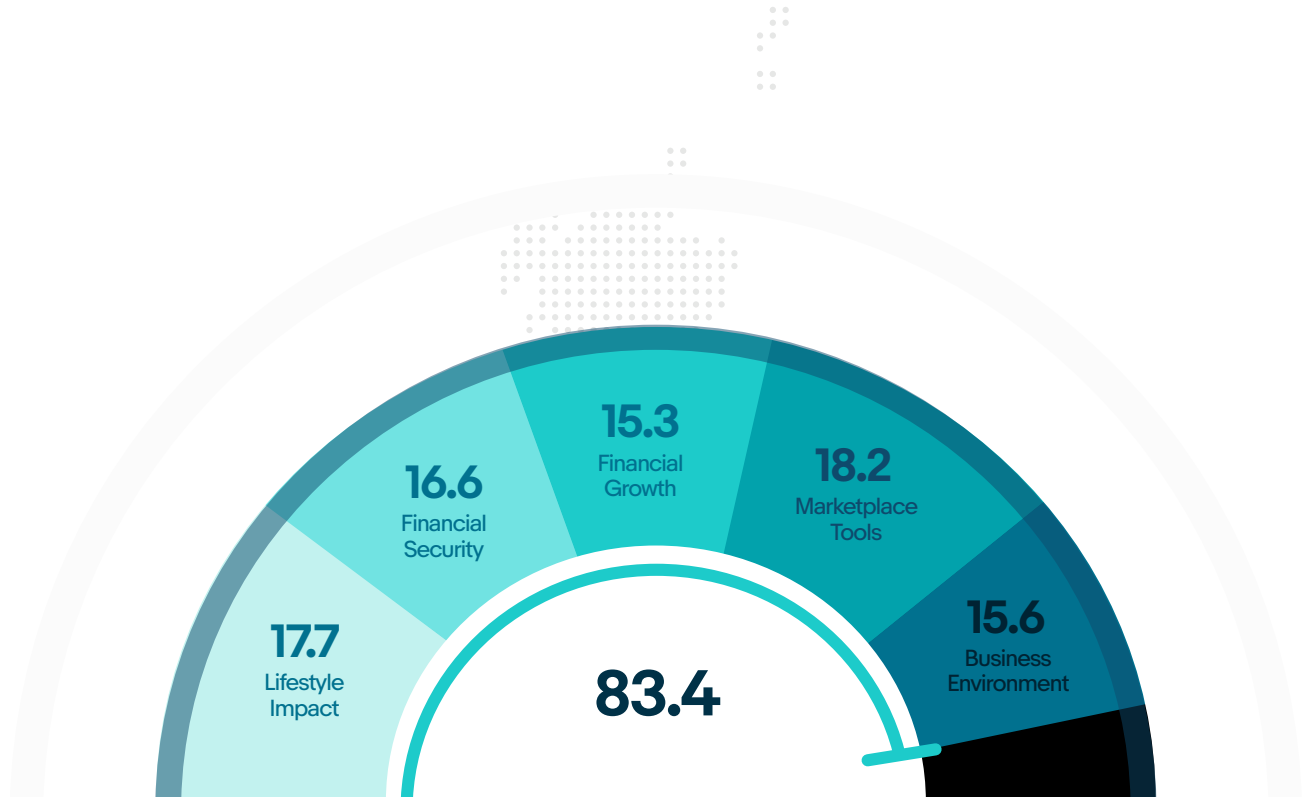
A large, stylized map of the United Kingdom is centered in the background of the dark blue section. The map is composed of a grid of small, light blue squares, creating a pixelated or dot-matrix effect. The text of the title is overlaid on the left side of this map.

Global Marketplace Index: United Kingdom

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.

United Kingdom Country Fact Sheet



Lifestyle Impact

92%

claim selling through online marketplaces gives them freedom or flexibility

85%

claim selling through online marketplaces gives them confidence or control

Financial Growth

64%

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

55%

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

Financial Security

74%

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

Marketplace Tools

84%

agree marketplaces provide tools and support they need to succeed

Business Environment

70%

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

71%

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

United Kingdom: Highlights



Sixty-four percent of British marketplace sellers are between 25 and 44 years old, 62% have employees, and 47% operate a brick-and-mortar store.



Without the possibility of selling online, 16% of small business owners would need to take a lower-paying job to avoid relocation.



The ability to set their own schedule is extremely important to 56% of online sellers 35 to 54 years old, compared to 48% of sellers 18 to 34 years old.



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



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



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