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
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.