

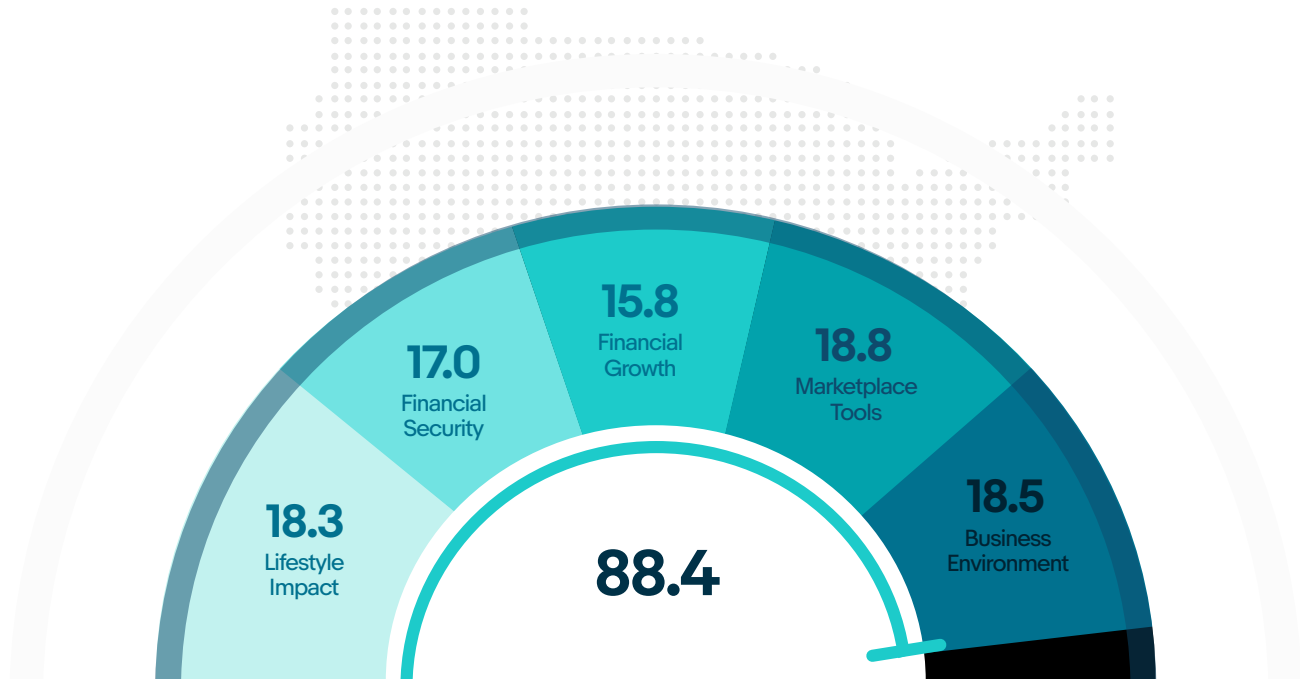
A large, stylized world map graphic is composed of a grid of small, light blue squares. The map is centered on the Atlantic Ocean and covers most of the page's background. The squares are more densely packed in some areas, creating a textured effect.

# Global Marketplace Index: United States

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 States Country Fact Sheet



## Lifestyle Impact

**97%**

claim selling through online marketplaces gives them freedom or flexibility

**86%**

claim selling through online marketplaces gives them confidence or control

## Financial Growth

**69%**

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

**61%**

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

## Financial Security

**77%**

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

## Marketplace Tools

**91%**

agree marketplaces provide tools and support they need to succeed

## Business Environment

**80%**

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

**76%**

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

# United States: Highlights

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The income from marketplaces has helped 48% of American small business owners get out of debt.



Being their own boss is viewed as extremely important to 72% of American marketplace sellers.



The ability to set their own schedule is viewed as extremely important by 73% of women, compared to only 59% of men.



**Thirty-three percent of small businesses with annual marketplace sales greater than \$200,000 USD use this income to reinvest in their community.**



Starting a business that does not require a large financial investment is the reason 52% of American small business owners began selling through online marketplaces.



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