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

Financial Growth

- 86% claim selling through online marketplaces gives them confidence or control
- 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

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.