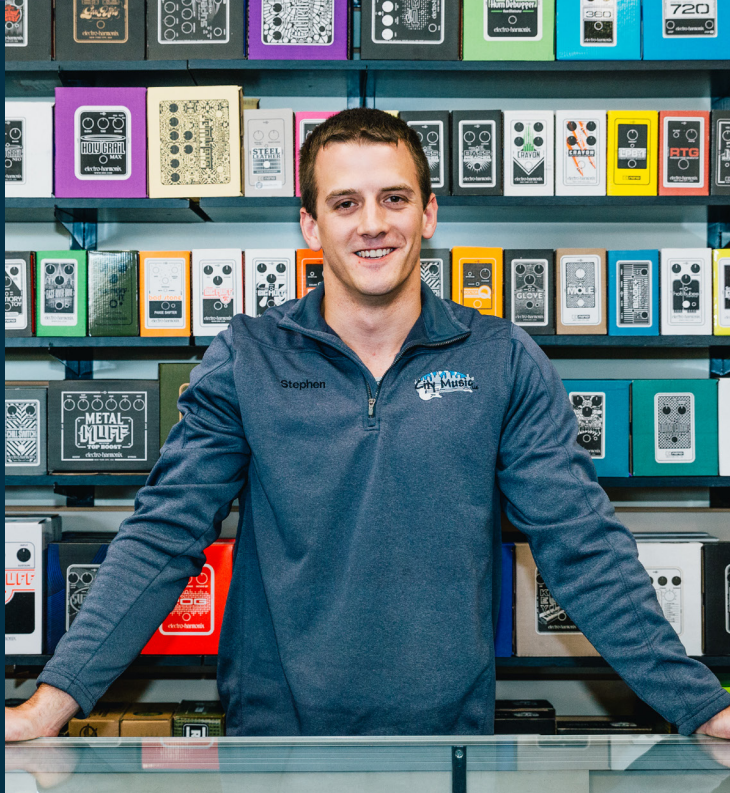




Global Marketplace Index

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.



Message from eBay

eBay exists in the world to empower people and create economic opportunity. In 2019, more than \$90 billion USD worth of goods and services were bought and sold on our marketplace, with third-party sellers ranging from individual consumers selling a single item to some of the world's largest consumer brands. Our online marketplace is also home to small businesses, with rare finds, unique inventory and top trending items.

We have created an inclusive and equitable economy for all of our customers. Shoppers have access to a truly global marketplace where they can find exactly what they're looking for. Entrepreneurs learn skills and gain access to new markets where they can turn their dreams and ideas into business success. We believe it's the world's best platform for our customers – buyers and sellers alike.

eBay is Main Street.

On the 25th anniversary of the launch of this groundbreaking online marketplace, we're more committed to our purpose than ever. The good that emerges from the opportunities created by our marketplace is impactful for millions of people around the world. That's what we deliver every day.

From the first sale of a laser pointer to the millions of transactions that happen on our platform today, each connection with an eBay seller helps someone start or grow

their own business, support themselves and their families, create jobs, and contribute to their local economy.

Between pioneering ecommerce and creating the world's first mobile shopping app, our story is one of technological advances, cultural phenomena and transformative industry milestones that paved the way for modern ecommerce. There's no denying that technology has changed economies and societies across the globe, delivering exciting and innovative products, services, and conveniences.

That's why we believe there are ways to partner with physical businesses in a meaningful way to continue propelling their growth. eBay is the global storefront of small businesses from around the world, whether the physical store is in New York City or Baton Rouge, Berlin or the Australian Outback. Ecommerce plays a critical role in strengthening small businesses and their communities. With that spirit in mind, we wanted to gain a deeper understanding of our small business sellers and what makes them feel empowered.

To support that goal, we commissioned Euromonitor International to uncover how small business owners define empowerment and understand the conditions necessary for small businesses to pursue the economic opportunities that online marketplaces like eBay provide.

Dimensions of the Global Marketplace Index

The Global Marketplace Index (GMI) measures how online marketplaces such as eBay create economic opportunities to empower small business owners. Through in-depth interviews with 75 small business owners in the United States, South Korea, Australia, Germany, and the United Kingdom, five universal dimensions were identified as drivers of empowerment.

To quantify performance within the dimensions, more than 2,500 small online business owners were surveyed¹ across these countries, and sharp external data points² were leveraged. Each of the following dimensions is equally weighed at 20 points, resulting in a maximum index score of 100.



Lifestyle Impact

Quantifies how selling through online marketplaces gives small business owners a sense of flexibility or freedom and control or confidence, enhancing their quality of life



Financial Security

Quantifies the sense of financial security small business owners get from selling through online marketplaces



Financial Growth

Quantifies small business owners' income growth since they started selling through marketplaces, and how their marketplace sales have grown over the past 12 months



Marketplace Tools

Quantifies the extent to which online marketplaces provide the tools and support small business owners need to be successful



Business Environment

Quantifies survey data and external sharp data points that reflect the economic and regulatory conditions in each country

1. The Global Marketplace Index Survey

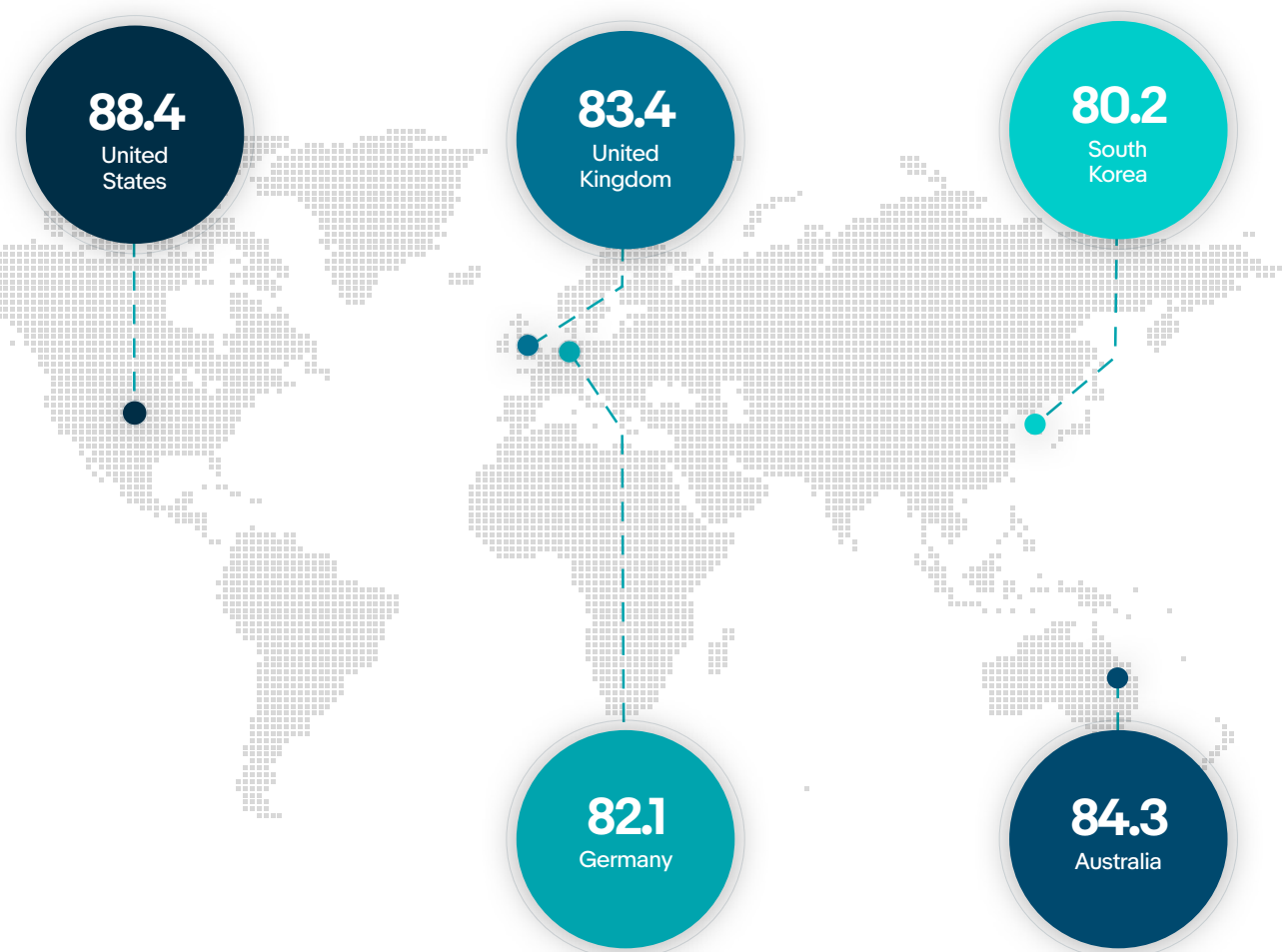
2. Euromonitor Passport; World Bank Ease of Doing Business Index 2019

Global Marketplace Index Scores

Marketplaces are empowering small businesses around the world.

Marketplaces such as eBay are succeeding in empowering small business owners by creating economic opportunity while also making a positive impact on their lives and communities. In 2019, Australia, Germany, South Korea, the United Kingdom, and the United States each scored above 80 on the Global Marketplace Index, demonstrating that small businesses are greatly empowered by selling through marketplaces.

Table 1 Global Marketplace Index scores



Dimension Scores of the Global Marketplace Index

	Lifestyle Impact	Financial Security	Financial Growth	Marketplace Tools	Business Environment
United States 	18.3	17.0	15.8	18.8	18.5
United Kingdom 	17.7	16.6	15.3	18.2	15.6
Germany 	16.8	17.6	16.5	17.9	13.3
Australia 	17.6	16.6	16.0	18.3	15.8
South Korea 	16.2	15.3	15.4	16.6	16.8

Dimension scores are equally rated at 20 points, resulting in a maximum score of 100. Due to rounding, numbers presented through this report may not add up precisely to the totals indicated

Key Findings Across Nations



British business owners love the lifestyle impacts marketplaces provide.



German business owners see the most financial benefits from marketplaces.



Having an online business is fulfilling American small business owners' expectations.



The South Korean landscape is competitive and demanding.



Australian small business owners find value in the tools and support marketplaces offer.



Brexit uncertainty leads to pessimism about the UK's national economy.



Online retailing can be an ally to physical store owners.

Small Business Owners Experience Empowerment Across All Dimensions

Looking beyond these topline scores, analyzing empowerment through five key dimensions reveals further insights about how small business owners around the world experience empowerment. First, small business owners need to feel financially secure in their venture, but also feel it's having a positive impact on their lifestyle. More than 85% of small business owners across all five countries say selling on marketplaces gives them freedom or flexibility.

Next, entrepreneurs would need to make more money with their new online business than they did before they started, and that income should continue to grow each year. To accomplish these goals, small business owners need to operate in a business environment where the economic and regulatory conditions are favorable to their success – and at the same time, they need the right tools and support from the marketplaces.

91% of American small business owners agree that marketplaces offer the tools and support they need to run a successful business

80% of German small business owners agree their online business brings them financial security

Online marketplaces extend these opportunities equitably to facilitate universal empowerment. People who have limited resources are able to start a business selling online without the large investments that most other businesses require. Likewise, individuals who are in personal situations that would otherwise limit their ability to make money have been able to build thriving businesses with the help of marketplaces. For example, 13% of American small business owners selling on marketplaces have a disability or medical condition that prevents them from traditional employment.



A man with curly brown hair, glasses, and a red and white striped button-down shirt is smiling at the camera. He is standing in what appears to be a workshop or a small business space, with various tools and equipment visible in the background. The lighting is warm and focused on him.

“

eBay supplied me
with the opportunity
of pursuing an
entrepreneurial dream
and the flexibility
to keep up with my
academic requirements.

— Dov Schreiber, US small business owner

50% of American small business owners started a business to follow their passion or make money

US

Having an online business is fulfilling American small business owners' expectations

The United States has the highest overall Global Marketplace Index score, and leads in the Lifestyle Impact, Marketplace Tools and Business Environment dimensions.

For small business owners in the US, the impact of business on their lifestyle is very important. The top lifestyle dimension scores include the importance of being their own boss (93%), setting their own schedule (94%), and working from wherever they want (90%). Furthermore, 84% feel it is important to convert their hobby or passion into a way to make money and 50% were motivated to start their business for this reason. An online business allows American entrepreneurs to achieve the lifestyle benefits that matter to them, with 97% saying their venture gives them freedom or flexibility.

With internet retail sales growing by 16% annually, American marketplace sellers have a positive view of the nation's business environment. This fact is further supported by the World Bank's Ease of Doing Business Index, which ranks the US 8th out of 190 countries. Online marketplaces have a long history in this country, and they have used this time to develop tools and offer support that more than 91% of small business owners feel is necessary for success. Likewise, 77% of business owners in the US agree that marketplaces bring them financial security, which is second only to the German market.

DE

German business owners see the most financial benefit from marketplaces

Omnichannel strategies are essential for retail growth in Germany, so many store owners turn to marketplaces to boost their overall revenue. Germany, along with South Korea, has a significantly higher percentage of online business owners with a physical store (64%) compared to countries like the US (45%) or the UK (47%).

The desire to expand sales beyond brick-and-mortar stores has paid off for many of these store owners. In fact, 78% of German store owners say their current annual income is greater than it was before they began selling through marketplaces, helping to explain why the country has the highest score in the Financial Growth dimension. German store owners have also been very successful in seeing their marketplace sales increase each year, with 70% saying their 2019 sales improved over the previous year.

The country also leads other markets in the Financial Security dimension, with 80% of German small business owners agreeing their online business brings them financial security. In contrast, the German business environment is less conducive to starting a business than other countries studied. In the World Bank's Ease of Doing Business Index, Germany ranks 24th, the lowest of all countries studied. Analyzing this metric further, Germany ranks 114th in the index's Starting a Business indicator set – a much lower rank than any of the other countries in this study.

UK

British business owners love the lifestyle impacts marketplaces provide

By starting an online business, British entrepreneurs have found a healthier work-life balance, evidenced by the fact that this nation scored second highest in the Lifestyle Impact dimension. In fact, 92% of British small business owners agree that their venture has given



Ali Rezazadeh

Germany

Ali came to Germany in 2001 as an Iranian refugee. While supporting his family with temporary work, he had the idea to repair and sell sewing machines on eBay. In 2010, he turned his hobby into an online business. It soon became the main source of income for Rezazadeh and his family.

"I found a market niche that I could fill perfectly with my skills," he recalled. "Right from the start, eBay was the platform that enabled me to take my first steps towards independence. I owe my current business model to eBay. Without this platform I would not be where I am today."

Ali sells its sewing machines and all accessories through two eBay shops, sewing machine mechanic and sewing machine needle. "In my two eBay shops, the customer gets everything they need for sewing, no matter whether you use professional or hobby tailor," he explained.

Born in Iran, he now even ships his goods worldwide. About 8-10% of his total sales are sent abroad. Around 60% of these are destined for the European market. In 2013, the seller from Norderstedt near Hamburg decided to open up a brick and mortar store with an integrated workshop.

The secret of his success? Easy accessibility for his customers. True to his motto "Change is the only constant," Ali is currently working on the expansion of his store. His next goal is to expand his product range to include industrial sewing machines.

them freedom or flexibility and 85% agree they derive a sense of confidence or control from their online business. When asked about their experience selling through marketplaces, 90% of British business owners feel it is important to set their own schedule and 87% say it's important to be their own boss.

AU

Marketplaces fuel Australian small business owners' financial growth

By leveraging new tools and insights, online marketplaces are fueling the financial success of Australian small business owners. Sixty-nine percent of Australian online small business owners indicated that their income has increased since they have started selling through marketplaces. eBay plays a strong role in this success with 81% of eBay sellers agreeing that the platform's tools and support significantly increase their sales and revenue.

Australian online small business owners found that access to new tools and data insights via marketplaces were key drivers in improving their operations and ultimately their bottom line. Globally, Australia scored second highest in the Marketplace Tools dimension with 87% of Australian small business owners indicating that marketplaces provide the tools and support they need to be successful and 88% saying that it's important to have the ability to target customers more precisely.

Given the size of Australia and the number of remote areas, the benefit to store owners isn't surprising. In fact, 51% of Australian store owners claim marketplaces have expanded their reach so a majority of their sales now come from outside of their local community.

KR

The South Korean landscape is competitive and demanding

The strong business environment in South Korea is a double-edged sword. With internet retail sales growing at 20% in 2019 and an Ease of Doing Business Index rank of 5th out of 190 nations, it's tempting to think that the nation's marketplace sellers would be not be the lowest scoring nation on the GMI. However, the business environment in South Korea is extremely competitive and small business owners face increasing pressure to differentiate in a market that is constantly innovating. So much so that only 53% of South Korean small businesses agree that economic conditions are favorable to business success. This falls considerably below all other countries surveyed.

Although more than 71% of South Korean small business owners agree marketplaces provide the tools and support they need to be successful, there exists an opportunity for marketplaces to provide further support considering the growing competition. One strategy could be providing extra support in advertising, as 77% of Korean small business owners feel the ability to target customers more precisely is important to their success.

Despite the competition, selling through marketplaces has been financially beneficial for many South Korean business



Mark Chapman

Australia

Mark and his wife Melanie set up Clean and Pure on eBay in 2010 shortly after living in Greece, where Melanie treated her eczema with natural and local products. After moving back to Queensland, they were unable to find the same ingredients and saw an opportunity to come up with their own fix.

They started creating their own skincare products using natural and unprocessed ingredients, with their popular lip balms containing six or fewer components.

With 70% of his total sales coming from eBay and other online channels, Mark credits eBay for growing his business and making it as successful as it is today.

Mark said, "eBay has been fundamental to our business success. Not only is it a user-friendly platform, ideal for small businesses, but its unrivalled reach has enabled us to really get our products and brand out there."

Clean and Pure now sells a lip balm every minute and has made more than \$1 million AUD in sales on eBay to date, with the company exporting to eight countries.

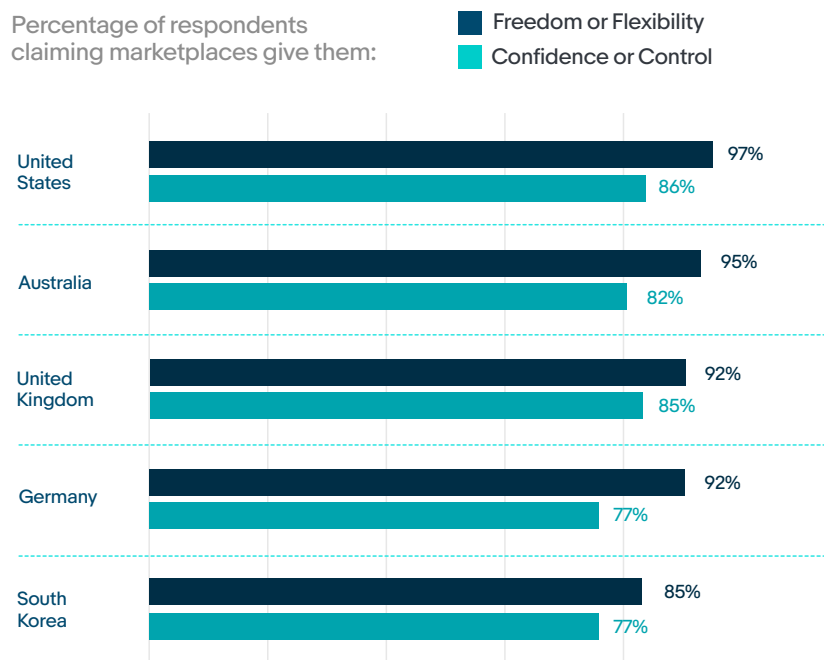
owners. For example, 65% of small business owners are making more money now than they did before they started selling through marketplaces. The financial benefits are even more impressive to South Korean small business owners that also sell through physical stores, with 73% boasting a higher income now compared to before they expanded into marketplaces. In fact, 45% of South Korean store owners say that selling through marketplaces allows them to keep their physical store open.

Lifestyle Impact

During in-depth interviews, small online business owners discussed the big advantage of achieving work-life balance through elements like freedom, flexibility, confidence, and control.

Marketplace Impact on Lifestyle

Percentage of respondents claiming marketplaces give them:



More than 85% of small business owners across all countries feel their online business gives them freedom or flexibility. In the US, 97% of business owners claim this benefit, and over 77% of surveyed small business owners across the five countries say their online business gives them confidence or control.

Countries where entrepreneurial lifestyles are important motivators score better in the Lifestyle Impact dimension. For example, the US has the highest score in Lifestyle Impact, and 90% or more of American small business owners consider it a priority to: set their own schedule (94%), work from wherever they want (90%), and be their own boss (93%). In contrast, South Korea has the lowest score, but also places the least importance on entrepreneurial lifestyle motivations like being their own boss (64%).



Having my business allows me to have control of my life. I can set and accomplish my own objectives.

— US SMALL BUSINESS OWNER



Clara Jeanne LaCelle
United States

In 2002, when California resident Clara Jeanne LaCelle was left with makeup products worth several thousands of dollars after a failed business attempt, a friend recommended eBay to her as another potential marketplace to sell her inventory.

Clara grew her small business online over the years, using the same grit, resilience and resourcefulness she had while growing up in foster care. Through her business, she was able to support her four children through college—completely debt-free.

“Our four children were all born in a three-year period, and before we could blink, we had four children in college,” she said. “We suddenly needed a new source of income. eBay became our solution. I cannot imagine another career where we would have been able to increase our income so rapidly.”

Clara also is committed to giving back and supporting charities through her small business. She has donated over \$150,000 USD to girls in the foster care system and provides training for them on life and business skills to thrive.

Importance of Entrepreneurial Lifestyle Motivations to Marketplace Sellers



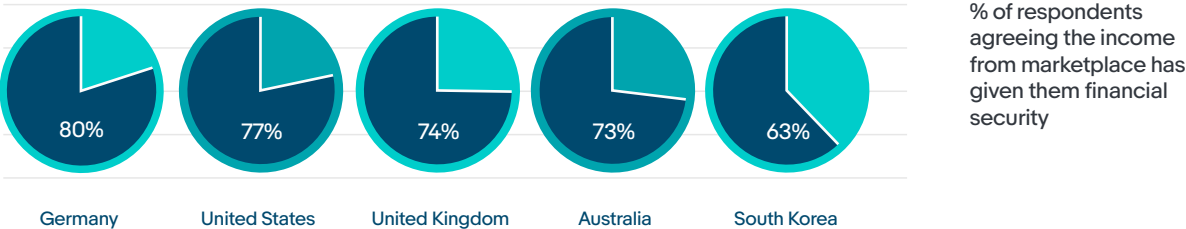
Percentage of respondents stating these motivations are either extremely important or very important

Financial Security

Selling online helps give small business owners peace of mind that they will earn enough to cover their expenses. And, in some cases, it helps them with pressing needs.

In fact, income from online business eases financial pressure on small business owners. For example, 45% of South Korean business owners have been able to rebuild their savings after an economic downturn - numbers in the UK (36%) and Germany (34%) are also strong. In the United States, 48% of the small business owners have been able to get out of debt using the money they make from marketplaces.

Marketplace Influence on Financial Security



Marketplaces allow people to be financially secure, even in disadvantaged areas where well-paid jobs are limited. In fact, about 20% of business owners (average across all five countries) say they would need to relocate to find a similarly paid job if they could no longer sell through marketplaces.

Table 3 Top pressing needs with which marketplace income has helped small business owners

	South Korea (%)	United Kindom (%)	Germany (%)	United States (%)	Australia (%)
Rebuild my savings after an economic downturn	45	36	34	37	32
Get out of debt	32	34	28	48	37
Pay my mortgage	39	31	17	30	41

#1 response in each nation

Percentage of respondents stating the income from marketplaces has helped them meet these needs



Jade Oliver
United Kingdom

While studying law at university in Bristol, Jade Oliver decided to turn to eBay to sell refurbished and re-upholstered furniture to help fund her student loan.

When Jade graduated, she landed a training contract at a law firm in Bristol where she became a qualified Corporate Lawyer. Alongside her demanding full-time job, Jade continued to grow her furniture and homeware business — Heavenly Homes and Gardens — in her spare time.

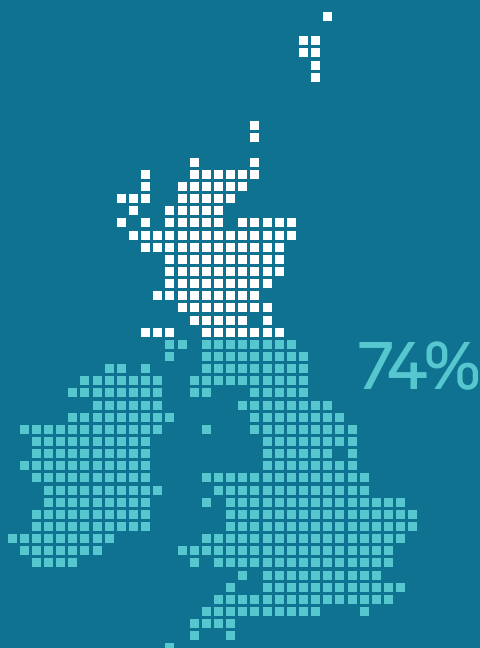
Three years ago, after 10 years in law, Jade decided to leave her career and run her home interiors business full time.

Within nine months she had increased her eBay turnover by 300% with the help and support of family and friends. Her

auntie acted as her stock room assistant and her younger brother helped with shipping deliveries.

By turning her back on writing contracts and corporate life, Jade now sells her products to high profile fashion designers and her products have even made an appearance on the Netflix Original TV drama *The Crown* as well as *Game of Thrones*. In her second year, she turned over more than £100,000 GBP.

In September 2019, the success of Jade's eBay shop meant that she was able to open her own bricks and mortar store in Ross-on-Wye.

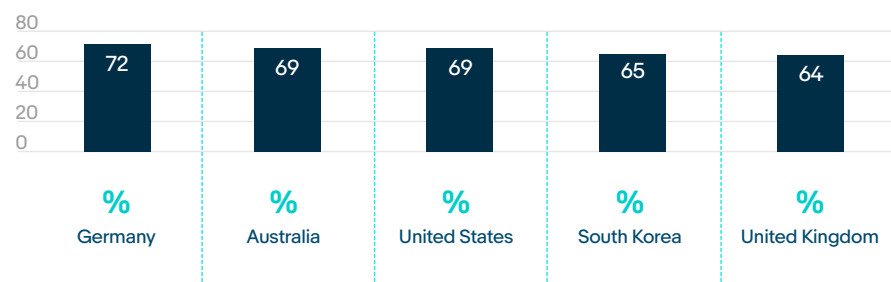


74% of British small business owners agree that income from their online business gives them financial security

Financial Growth

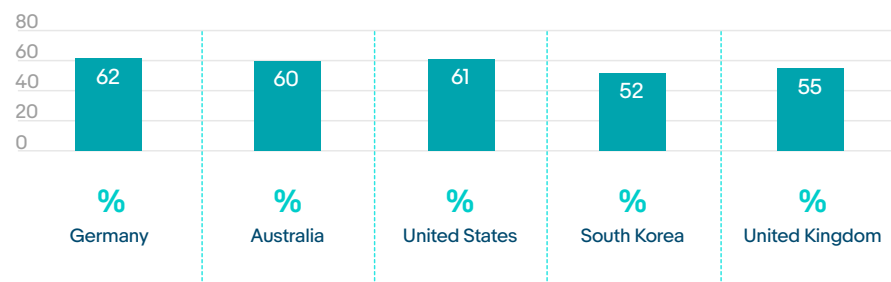
Revenue generation and annual sales growth are key components in measuring the success of any business. Across these five countries, at least 64% of small online business owners claim they have a higher income now than before they started selling through marketplaces, with German entrepreneurs showing the greatest success (72%). Also, more than 50% of small business owners claim their sales from marketplaces have increased this year compared to last year, with the strongest success in Germany (62%) and the US (61%).

Marketplaces Influence on Financial Growth: Income



■ % of business owners with higher income now vs. before selling through marketplaces

Marketplaces Influence on Financial Growth: Sales



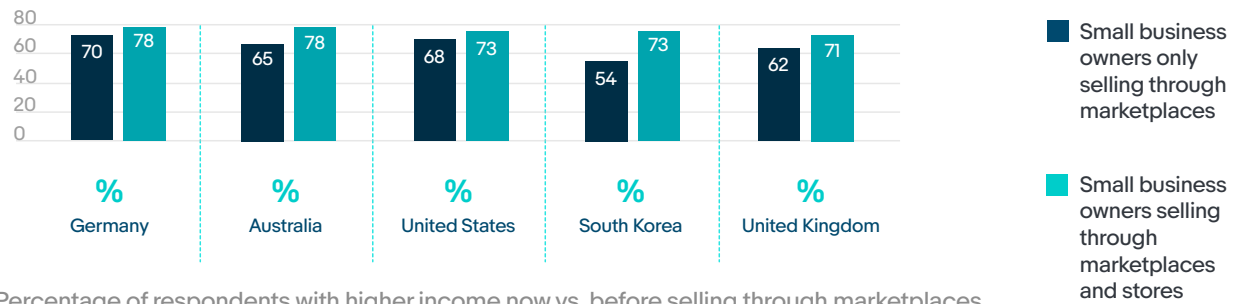
■ % of business with higher marketplace sales in 2019 vs. 2018

Online retailing can be an ally to physical store owners

Marketplace sellers with a physical store have been even more successful in improving their income than those without a store. For example, 65% of Australian small business owners without a store have greater income now compared to before selling through marketplaces, while 78% of sellers with a store make this same claim.

Income Improvement among Marketplace Sellers

Marketplace sellers with a physical store vs. those without



Selling through marketplaces is advantageous to physical store owners. Online marketplaces can help physical store owners improve their operations and target their customers more precisely, in addition to having a positive impact on the community by generating more jobs. Among the top benefits of marketplaces for physical store owners are expanding their reach, improving their pricing, and helping them keep the store open.

Table 4 Top benefits of selling through marketplaces for physical store owner

#1 response in each nation

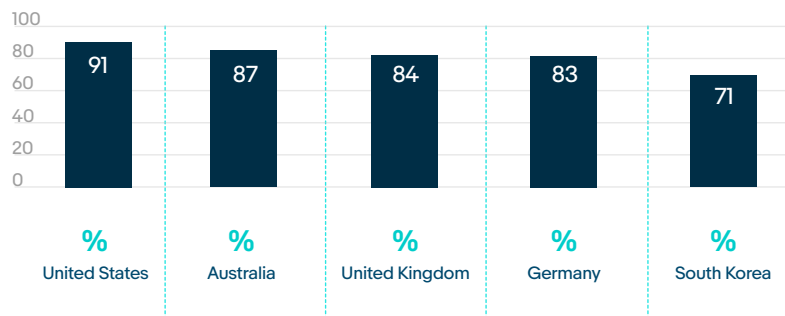
	Australia (%)	United States (%)	Germany (%)	South Korea (%)	United Kingdom (%)
Expands my reach, so a majority of my sales come from outside of my local community	51	52	44	43	32
Allows me to determine better pricing for products in my physical store	44	48	37	44	36
Expands my business by selling new products through online marketplace	42	46	38	35	41
Drives more customer traffic to my physical store	43	49	28	44	37
Allows me to keep my physical store open	42	44	24	45	37
Allows me to create more jobs that only through my physical store	40	36	32	32	28

Percentage of store owners stating marketplaces have benefitted their business in these ways

Marketplace Tools

Marketplaces are allies in helping small business owners grow and sustain their business. The vast majority of sellers agree that marketplaces are providing them with the tools and support they need to run a successful business.

Effectiveness of Marketplace Tools and Support



■ % of respondents that agree marketplaces offers the tools and support they need to run a successful business

“

We sell rare coins and I use eBay as a price indicator for my products. Before, I would offer a price and didn't know if it was below or above market price.

— COLLECTIBLES RETAILER IN GERMANY

Grassroots programs are making a big difference to small business owners. For example, eBay's Retail Revival initiative offers small businesses comprehensive training, personalized coaching, and promotional support. Having successfully helped small businesses and entrepreneurs start their online business and significantly increase sales in a number of markets in the US, Canada and UK, the company plans to expand soon to additional countries.



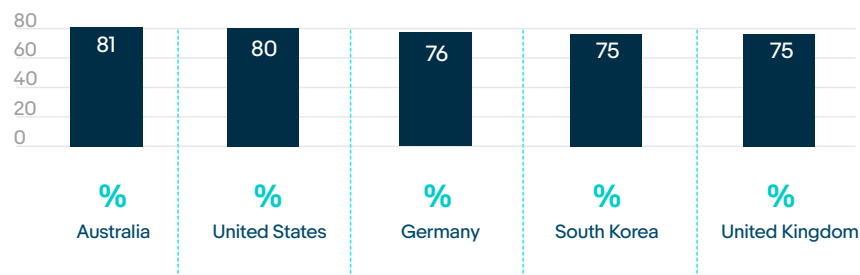
Cho Chung-kyung
South Korea

Before starting his offline operation Namdosumi in 2012, Cho Chung-kyung had worked as a marketing manager for a publishing company for 16 years. As his store gained popularity and he realized that ordering food online was no barrier to sales, he decided to launch on eBay Korea's platforms Gmarket and Auction.

“Joining the eBay marketplace is the best way to overcome the limitations and current stagnation of the traditional marketplace. An offline store has minimum exposure due to regional limitations, yet there are no barriers for my ecommerce business. As demonstrated by my Namdosumi store, eBay Korea is empowering people and enabling small businesses to trade at a previously unprecedented rate.”

45% of South Korean store owners say marketplaces allow them to keep their physical store open

Influence of eBay's Tools and Support on Small Business Sales



■ % of eBay sellers agreeing that eBay's tools and support significantly increases their sales and revenue

When asked specifically which tools and support are most important to them, small business owners prioritize those that help target their customers effectively. In four of the five countries surveyed, “the ability to target customers more precisely” is the most important support marketplaces can provide, followed by “insights for better product pricing.”

81% of Australian eBay sellers agree that eBay's tools and support significantly increases their sales and revenue

Table 5 Marketplace tools & support ranked in order of importance to small business owners' success

	United States	Australia	United Kingdom	Germany	South Korea
The ability to target customers more precisely	1	1	1	2	1
Insight to understand the best pricing for my products	1	2	2	1	2
Tools to manage my inventory to most effectively match demand	2	3	4	2	3
Data to assess my business performance	3	4	3	4	4

■ 1st Place

■ 2nd Place

■ 3rd Place

■ 4th Place

Rankings calculated by the percentage of respondents stating the marketplace tool is either extremely important or very important to the success of their business. Survey results are identical for top ranking in the US.

Business Environment

Regardless of the size of a company, the regulatory environment is important for all businesses to flourish – even more so for small players with limited resources to address these hurdles. The World Bank’s Ease of Doing Business Index quantifies indicators to assess the regulatory environment for small- and medium-sized companies. All countries in this study rank within the top 25 (out of 190 nations), with ranks ranging from South Korea in 5th place to Germany in 24th.

Another important indicator for small online businesses is the performance of internet retailing. Ecommerce sales are growing worldwide, yet not at the same rate in all countries. For example, in South Korea, internet retail sales grew by 20% in 2019, the highest of all the countries studied. South Korea is an increasingly developed and connected digital market that benefited most recently from becoming the first country in the world to launch a 5G network. Notably, all the countries studied are performing well with the lowest score belonging to the UK’s 9% internet retail sales growth.

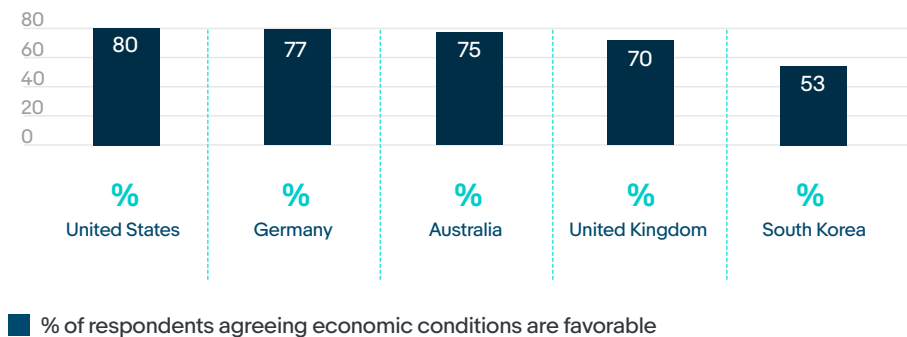
Table 6 External business environment indicators

	South Korea	United States	Australia	Germany	United Kingdom
2019 Internet Retail Sales Growth	20%	16%	12%	11%	9%
Ease of doing Business Index Rank	5	9	18	24	8

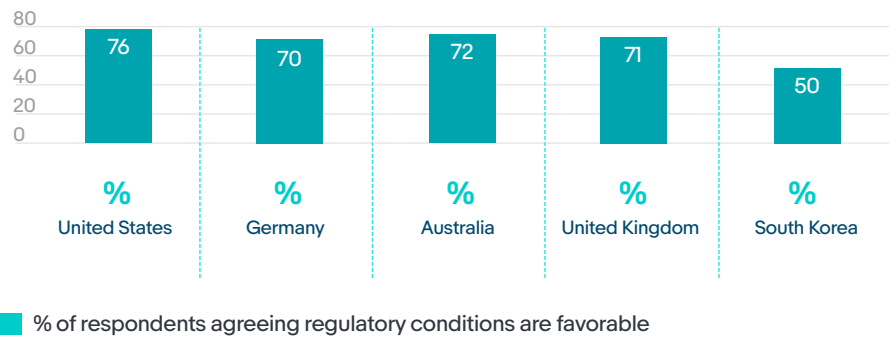
Sources: Euromonitor Passport; World Bank Ease of Doing Business Index 2019

Small online business owners concur that the overall external environment is favorable in their respective countries. At least half of respondents in all countries studied agree that economic and regulatory conditions are favorable to their business (as seen in the graph below). It’s important to note, American small online business owners have a more positive perception than other countries. Conversely, South Korean small business owners are the least positive. The intense competitive environment in South Korea may play a role in this perception.

Perception of Economic Conditions Being Favorable to Online Businesses



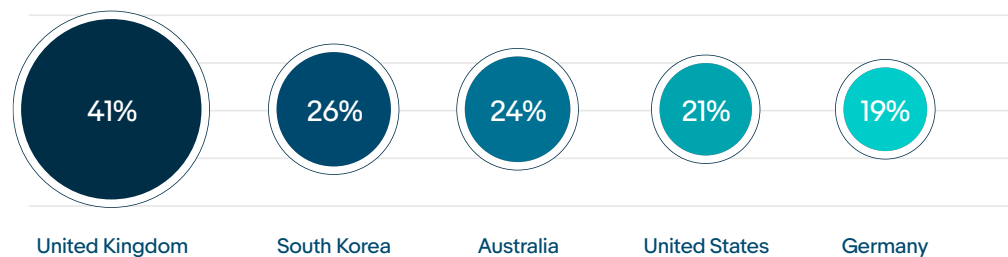
Perception of Regulatory Conditions Being Favorable to Online Businesses



Brexit uncertainty leads to pessimism about the UK's national economy

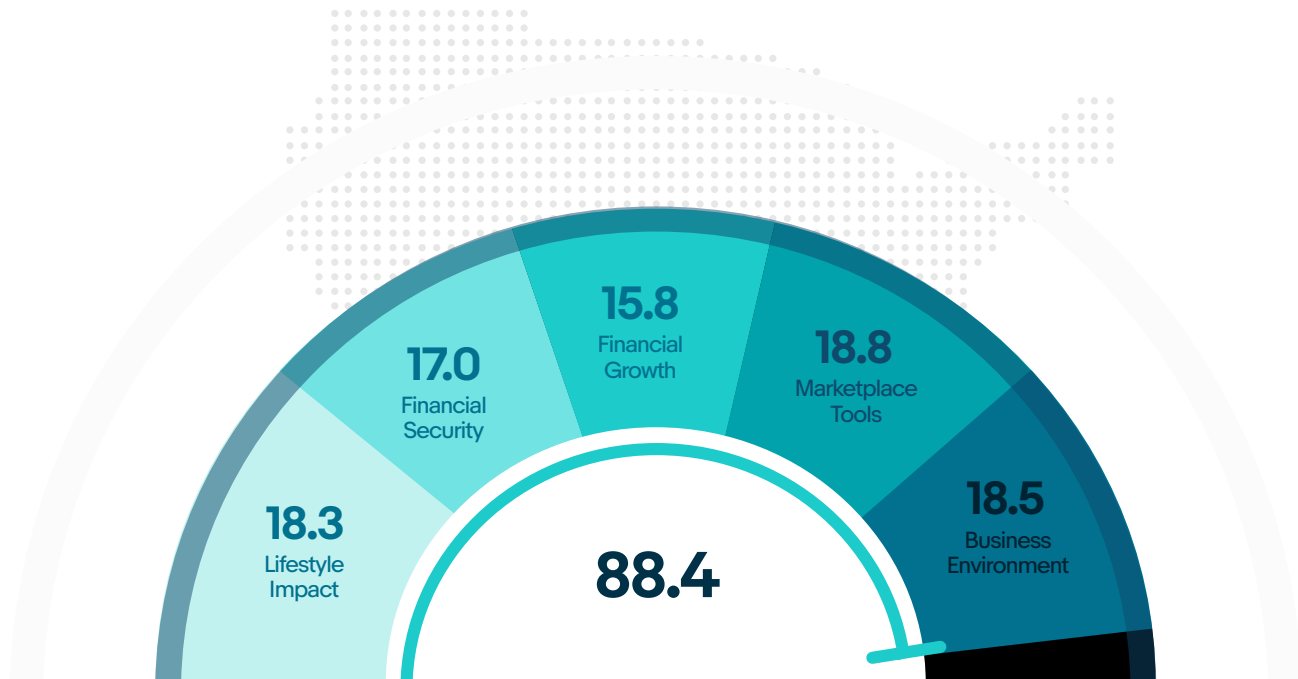
Compared to the other four nations, British entrepreneurs are significantly more pessimistic about how their national economy will perform over the next 12 months. Survey results show that 41% of British small business owners expect their national economy to weaken, which is over twice the level of Germany at 19%. One of the key underlying drivers is uncertainty around Brexit, which is likely to make the nation's regulatory landscape more volatile in the short term. However, this uncertainty did not significantly impact British marketplace sellers in 2019, with 70% agreeing that regulatory conditions are favorable to their online business.

Small business owners expectations that their national economy will weaken over the next 12 months



% of respondents that expect their national economy will weaken over the next 12 months

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



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.

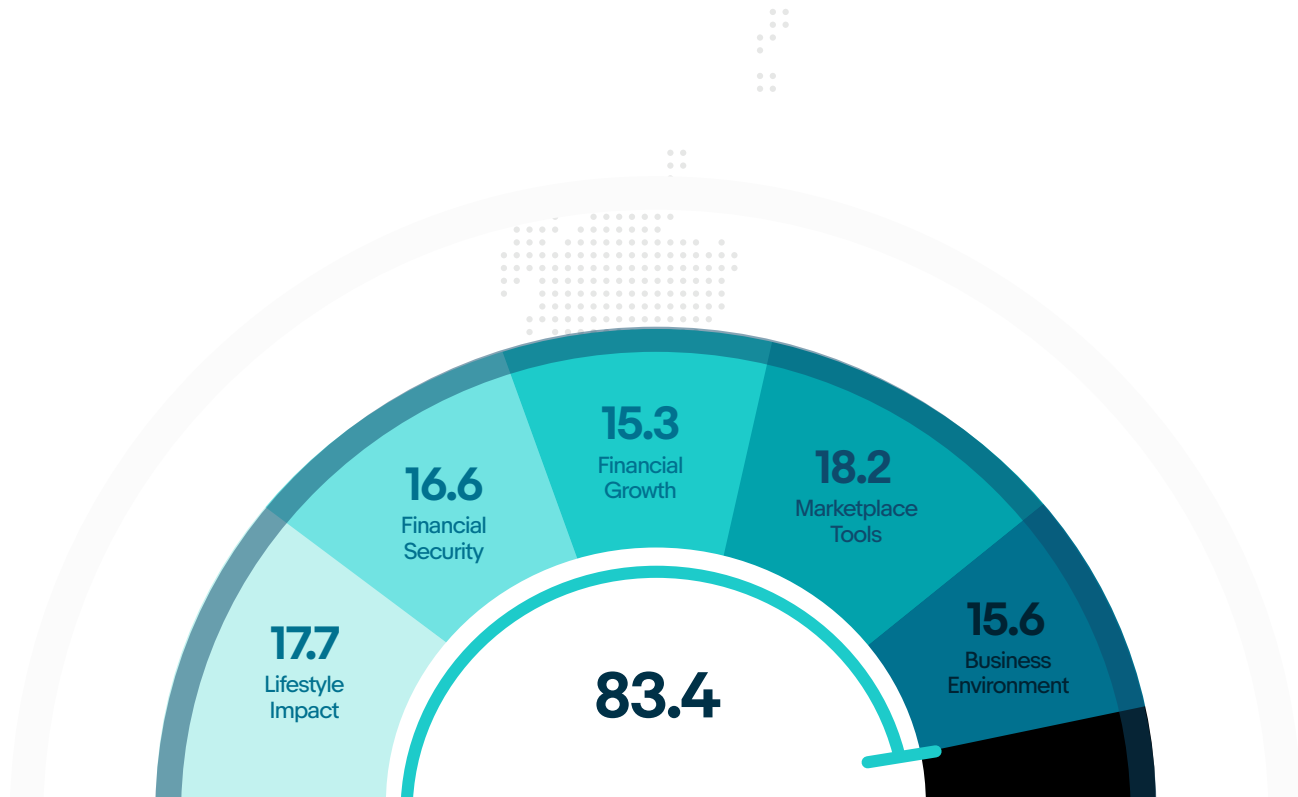


Thirty-three percent of small businesses with annual marketplace sales greater than \$200,000 USD use this income to reinvest in their community.



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.

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.



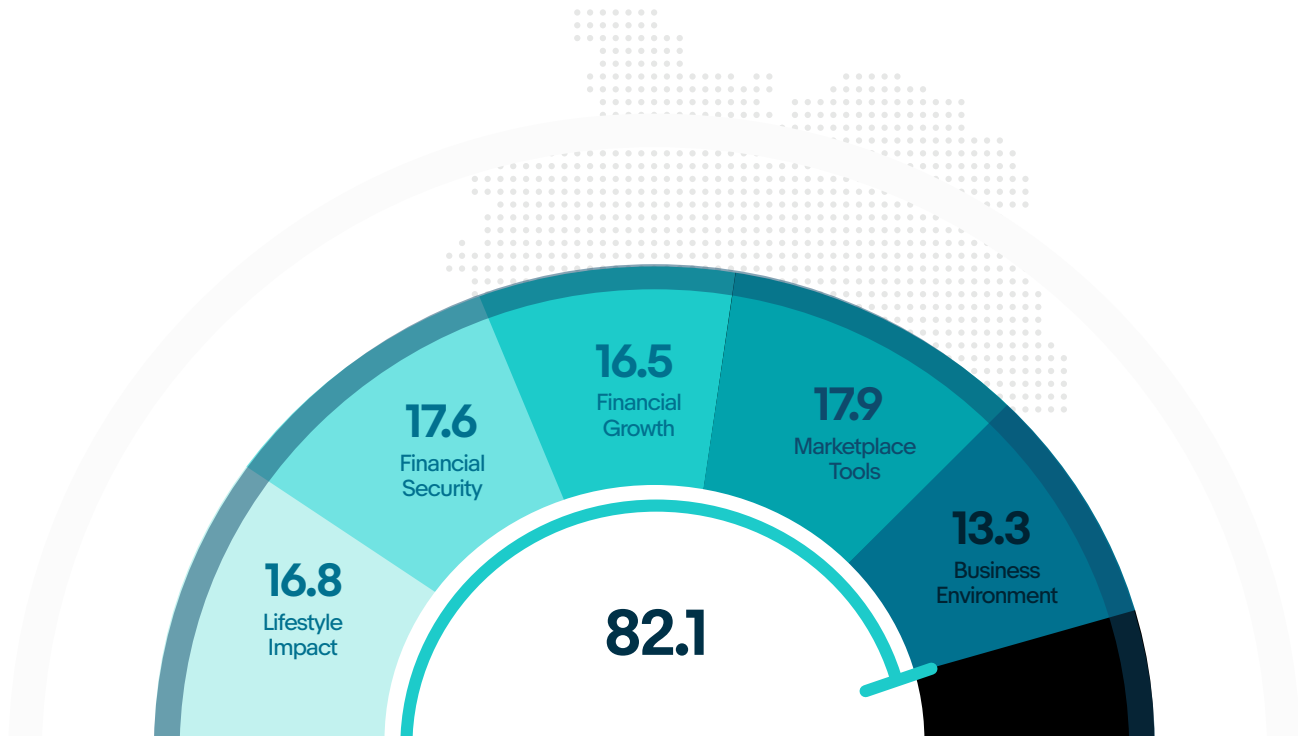
Twenty-four percent of small businesses with annual marketplace sales greater than £200,000 GBP, use this income to reinvest in their community.



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

Germany

Country Fact Sheet



Lifestyle Impact

92%

claim selling through online marketplaces gives them freedom or flexibility

77%

claim selling through online marketplaces gives them confidence or control

Financial Growth

72%

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

62%

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

Financial Security

80%

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

Marketplace Tools

83%

agree marketplaces provide tools and support they need to succeed

Business Environment

77%

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

70%

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

Germany: Highlights



Eighty-one percent of German small online businesses have employees, 64% operate a physical store, and nearly two out of three (65%) are male.



Without the possibility of selling online, 14% of small business owners would need to ask their family or friends for financial assistance.



Twenty percent of small businesses with annual marketplace sales greater than €200,000 EUR use this income to reinvest in their community.



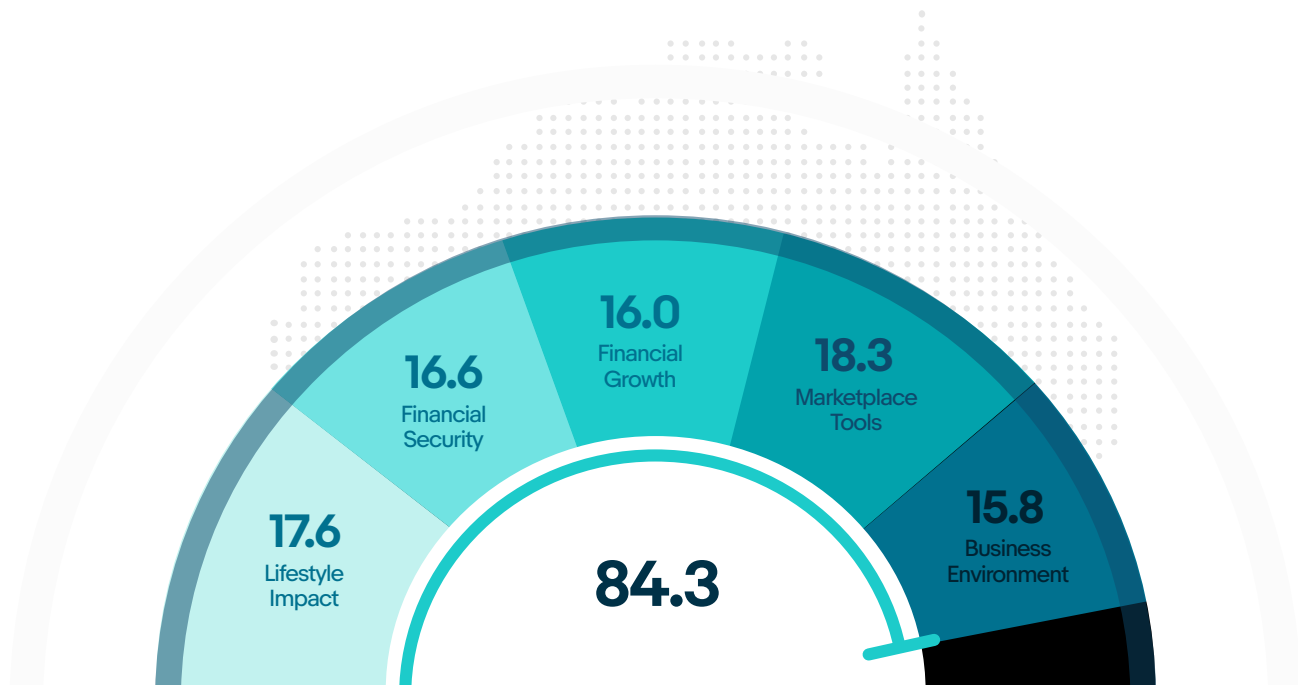
Thirty-four percent of German small business owners have rebuilt their savings after an economic downturn using the money they make from marketplaces.



The ability to set their own schedule is extremely important to 45% of online sellers 18 to 34 years old, compared to 40% of those 35 to 54 years old.

Australia

Country Fact Sheet



Lifestyle Impact

95%

claim selling through online marketplaces gives them freedom or flexibility

82%

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

60%

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

Financial Security

73%

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

Marketplace Tools

87%

agree marketplaces provide tools and support they need to succeed

Business Environment

75%

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

72%

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

Australia: Highlights



Sixty-seven percent of Australian marketplace sellers have employees, 56% operate a brick-and-mortar store, and 45% live in the suburbs.



Starting a business that does not require a large financial investment is the reason 47% of Australian small business owners began selling through online marketplaces.



Without the possibility of selling online, 18% of small business owners would need financial assistance from the government.

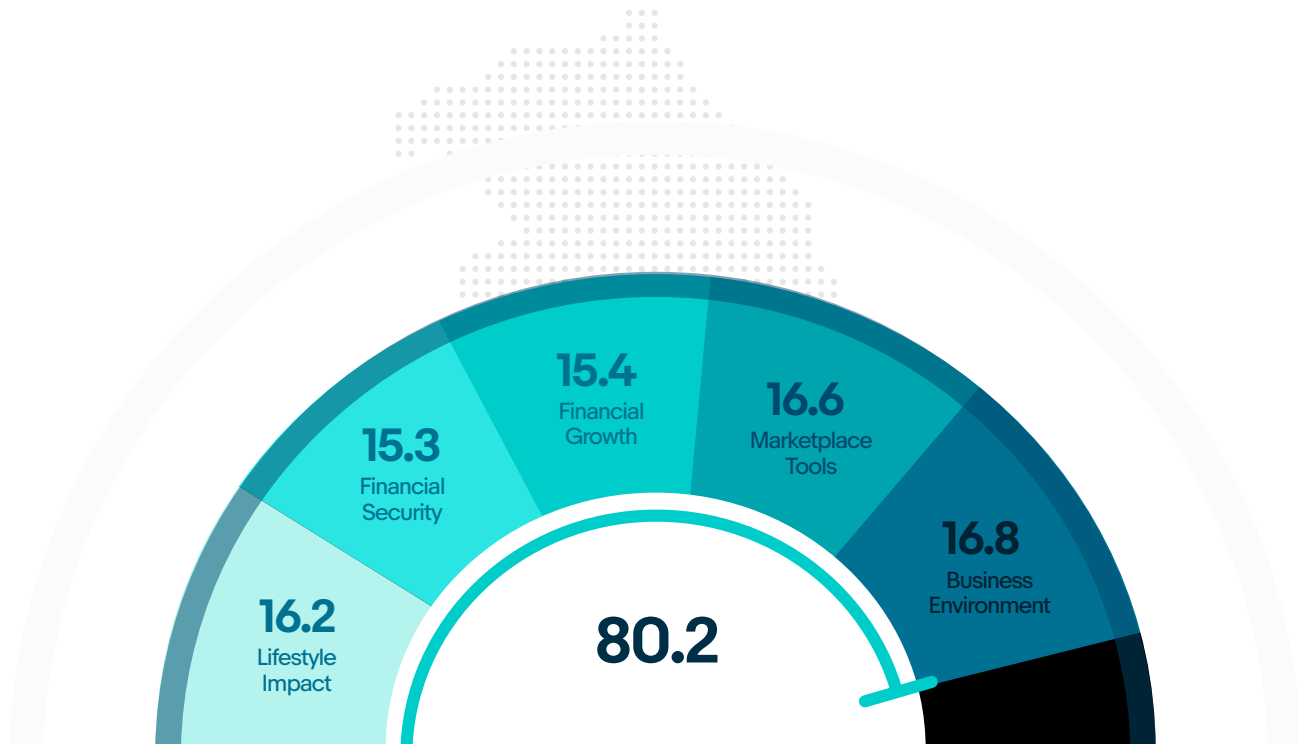


The ability to set their own schedule is extremely important to 72% of online sellers 35 to 54 years old, versus 61% of sellers 18 to 34.



Twenty-one percent of small businesses, with annual marketplace sales greater than \$200,000 AUD, use this income to reinvest in their community.

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



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.

Methodology

Euromonitor researched small business owner empowerment in Australia, Germany, South Korea, the United States, and the United Kingdom. These countries were selected to maximize geographical diversity, ensuring a more universal approach to empowerment evaluation.

The following approach was used:



Defining empowerment

Through in-depth interviews, Euromonitor found that small business owners universally responded that their drivers of empowerment are the positive impacts on their lifestyles and their wallets. Furthermore, marketplaces must provide the tools and support to enable these positive impacts. Lastly, small business owners emphasized that they could only feel empowered when economic and regulatory conditions in their countries were favorable to their online business success.

Global Marketplace Index scoring

The Global Marketplace Index is scored on a 100-point scale resulting from an aggregation of the total points achieved in the various dimensions. Each dimension accounts for 20 points and has one or more indicators, which quantify the country's performance in the area.

eBay sellers featured throughout this report were not interviewed or surveyed by Euromonitor International and are not included in the research data.



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