The survey showed our marketplace is empowering entrepreneurs and small businesses — and eBay is a crucial economic driver for many of our sellers.

At eBay, our purpose is to connect people and build communities to create opportunity for all. From the very first day when sellers open their virtual doors, we are there with them — to enable, support and encourage their success every step of the way. Whether they start businesses to support their families, create a new stream of income or turn a passion into a profession — entrepreneurs around the world succeed and flourish on eBay’s marketplace.

For our inaugural Small Business Report, we surveyed 2,607 sellers in the U.S., U.K., Canada and Australia. The findings demonstrate the key drivers of eBay’s small businesses and share how our marketplace has fueled their growth, enabled a global and community reach, and helped turn passions into professions.

Sellers come to eBay to find financial independence and success. That’s because our marketplace gives sellers something priceless — the opportunity to determine their own path forward.

“eBay helped me start my business”

71% of sellers say they rely heavily on eBay for their business

Almost 1/3 of those surveyed report their business could not exist without eBay

83% of sellers surveyed said “I have turned my passion into a business”

57% strongly feel eBay is unique among online marketplaces

75% of sellers strongly describe eBay as being accessible to all
ACHIEVING SUCCESS AND COMMUNITY ON A GLOBAL SCALE

United by shared values and interests, we empower the creation of communities through our marketplace. 79% of survey respondents say eBay helped them connect and sell to unique groups of customers.

Helped me connect with and sell to unique groups of customers 79%
- Extremely well: 29%
- Very well: 24%
- Moderately well: 16%

Helped me identify new customers 78%
- Extremely well: 25%
- Very well: 24%
- Moderately well: 22%

Helped me to create a community of customers 66%
- Extremely well: 25%
- Very well: 25%
- Moderately well: 22%

TURNING PASSIONS INTO PROFESSIONS

Some 45% of sellers surveyed identify as “accidental entrepreneurs.”* These entrepreneurs are doing what they love and building businesses along the way.

“I have turned my passion into a business” 83%
- Extremely well: 30%
- Very well: 27%
- Moderately well: 26%

RECOMMERCE

Recommerce, or the selling of pre-loved goods, provides a clear path forward. eBay pioneered recommerce. More than three-quarters of sellers surveyed are using eBay to sell pre-owned goods.

Between September 1 and September 12, 2022, we partnered with GlobeScan, a global insights and advisory consultancy, to conduct an online survey of 2,607 eBay sellers in the U.S., U.K., Canada and Australia. The goal was to assess small business seller sentiment and opinions towards eBay as they started and grew their business.

*Accidental entrepreneurs are defined as eBay sellers who self-identify as people who started their business for a specific reason(s) and who “never thought I would be running my own business,” or who “have turned my passion into a business,” and who state that “being their own boss is important to me.” Reasons for starting their business are “wanting to turn passion/hobby into a business,” “taking the opportunity for a career change,” “having a specific interest in a type of product,” “wanting to make use of a skill set,” or “seeing a specific business opportunity.”

**32% of total survey respondents were women.

Read our 2022 Small Business Report

Media contact:

Scott Overland
press@ebay.com