

EBAY'S 2023 SMALL BUSINESS REPORT

Small Business Optimism Powering the Economy



eBay empowers everyone, everywhere to build their brands, reach customers around the globe and find success on their own terms.

Our 2023 Small Business Report examines how our sellers start their businesses, the ways eBay supports their success and their optimistic outlook for the future, sharing insights from a survey of 4,334 sellers in the United States, United Kingdom, Germany, Canada, Japan and Australia.

The Future is Bright, Despite Macro Uncertainty

Our survey shows small business sellers are optimistic about their business' future – both on eBay and more broadly. This optimism does not extend, however, to their national or global economies, where a plurality of sellers expect declines.

90% of sellers say eBay wins when its sellers win.

68% expect their business on eBay to increase over the next five years.

55% of eBay sellers expect their overall business to grow in the next 12 months.

Success for us happens together. We don't compete with our sellers. This simple fact defines our relationship with small businesses and entrepreneurs – and sets us apart from other online marketplaces.

“eBay enables opportunities for SMBs and entrepreneurs”

86%

“eBay is a champion of SMBs and entrepreneurs”

76%

“eBay helps SMBs and entrepreneurs to thrive”

79%

eBay remains an important part of the success of small businesses.

94% of sellers see a strong connection between eBay and their success.

“My business would not be able to exist without eBay”

29%

“My business relies a lot on eBay”

36%

“My business is helped by eBay”

29%

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A SAFE AND TRUSTED MARKETPLACE

Sellers value the community that has been built on eBay over the past 28 years, with **55%** reporting that community is essential or very important to them. A critical factor of that community thriving is maintaining a safe and trusted marketplace – a top priority for eBay. Our annual [Transparency Report](#) details the technology, team and investments we make to protect the marketplace.

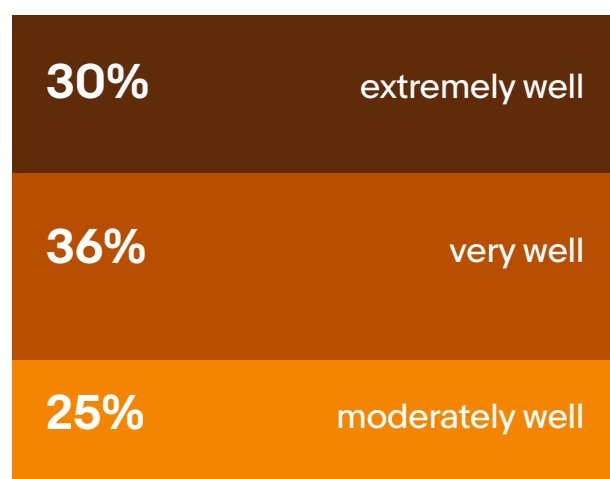
61% of sellers identify as “Accidental Entrepreneurs”

These accidental entrepreneurs – people who begin selling without the intention of starting a business – find eBay’s tools and support particularly beneficial.

More than six in ten sellers say that “accidental entrepreneur” describes them well. These self-reported accidental entrepreneurs told us that eBay...

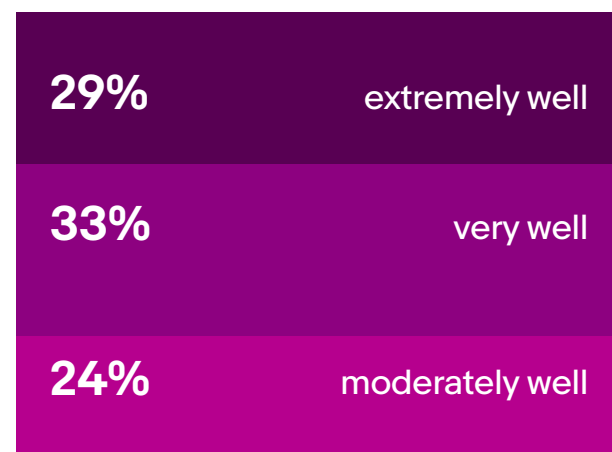
...makes it easy to turn a passion into a business

91%



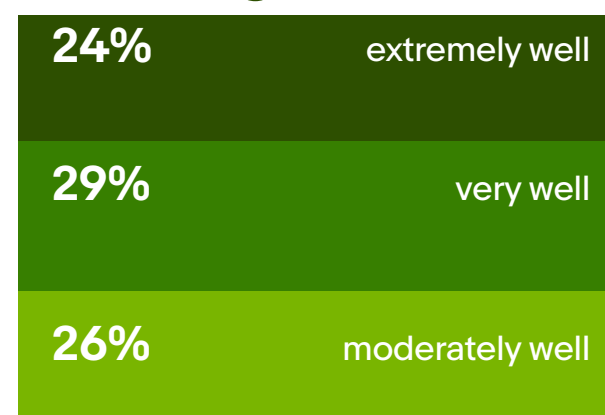
...is unique among online marketplaces

86%



...helps them connect with and sell to unique groups of customers

79%



eBay Pioneered Recommerce

Sellers realize there is value in pre-owned goods, and they come to eBay to find customers for those items. [Recommerce](#) is central to who we are, helps small businesses thrive and enables a more sustainable future for us all.

77%

of sellers reported selling pre-owned goods on eBay, and nearly half of them didn't think their preowned business could succeed without eBay.

"eBay gives a sparkle to my life, and I am very happy to be a seller."

-Yuuki Shishido, Japan



Read eBay's 2023 [Small Business Report](#)

Methodology

We partnered with [GlobeScan](#), a global insights and advisory consultancy, to conduct a survey of 4,334 eBay sellers in the United States, United Kingdom, Germany, Canada, Japan and Australia. Our goal was to assess small business seller sentiment and opinions toward eBay as they started and grew their business.

AUTHENTICITY GUARANTEE

Our Authenticity Guarantee helps you sell and buy items with confidence, from handbags to trading cards to streetwear. Millions of buyers have received exactly what they've ordered – and we've protected every seller on those sales to ensure when they offer returns, the item coming back is the same item they shipped.

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