

EBAY'S 2022 SMALL BUSINESS REPORT

Creating Economic Opportunity For All

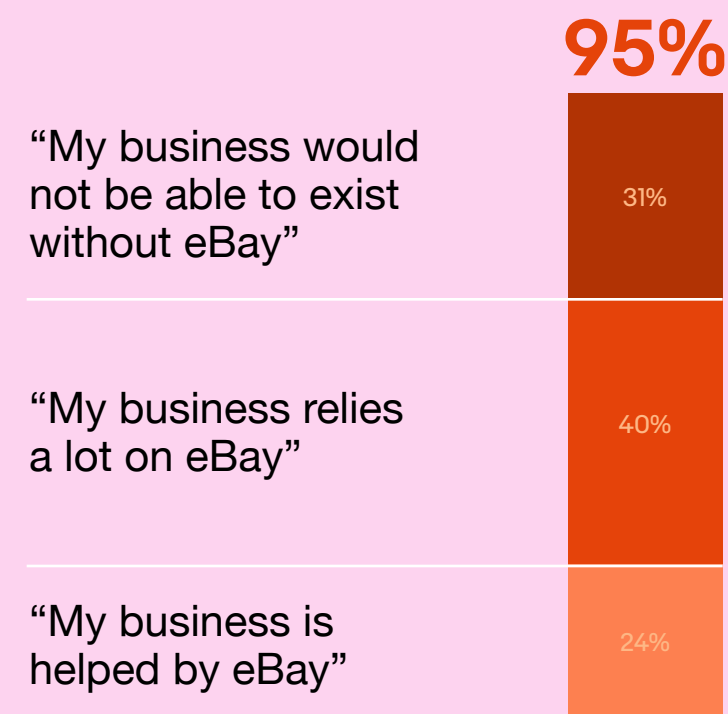


The survey showed our marketplace is empowering entrepreneurs and small businesses — and **eBay is a crucial economic driver for many of our sellers.**

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.

KEY REPORT FINDINGS



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**

ECONOMIC EMPOWERMENT

How well, if at all, do each of the following statements describe you?

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”

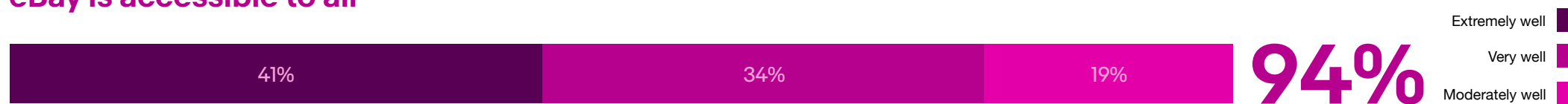


CREATING ECONOMIC OPPORTUNITY FOR ALL

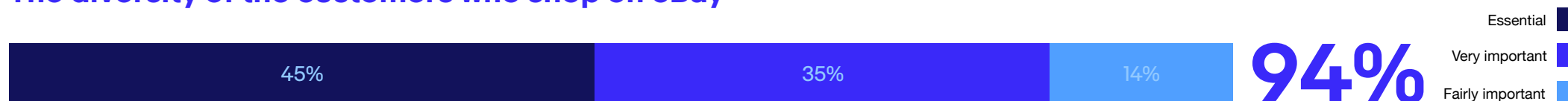
How much, if at all, do each of the following statements describe eBay from your experience?
How important, if at all, are each of the following to you as a seller on eBay?

We welcome sellers from different geographic areas, from all backgrounds and with a variety of passions to our marketplace. Women surveyed were 13 percentage points more likely to say that eBay is essential to their business, and also 7 percentage points more likely than men to say that eBay played a big role in starting their business.**

eBay is accessible to all



The diversity of the customers who shop on eBay



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ACHIEVING SUCCESS AND COMMUNITY ON A GLOBAL SCALE

How much, if at all, do each of the following statements describe eBay from your experience?

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.

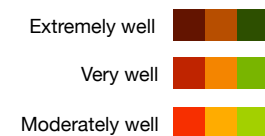
Helped me connect with and sell to unique groups of customers



Helped me identify new customers



Helped me to create a community of customers

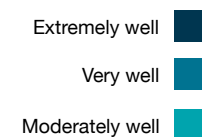


TURNING PASSIONS INTO PROFESSIONS

How well, if at all, do each of the following statements describe you?

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”



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 their 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](#)

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