

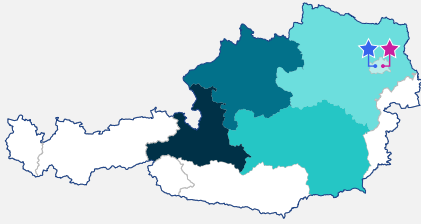


Digital Density in Europe Appendix

October 2022

ebay

Austria (AUT)



Digital density regional rank

1. Salzburg
2. Oberösterreich
3. Steiermark
4. Niederösterreich
5. Wien

99.9% 19 173 70%

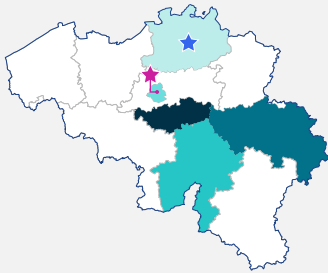
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Switzerland
4. China
5. Japan

Top 5 product categories exported

1. Home & Garden
2. Photography
3. Auto Parts
4. Business, Office & Industrial
5. Sporting Goods

Belgium (BEL)



Digital density regional rank

1. Prov. Brabant Wallon
2. Prov. Liège
3. Prov. Namur
4. Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest
5. Prov. Antwerpen

100% 24 172 85%

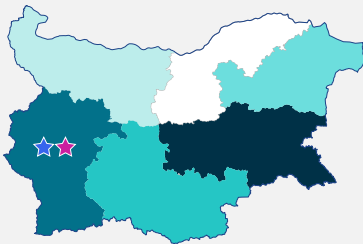
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. China
4. Canada
5. Australia

Top 5 product categories exported

1. Stamps
2. Auto Parts
3. Computing
4. Antiques
5. Collectibles

Bulgaria (BGR)



Digital density regional rank

1. Югоизточен (Yugoiztochen)
2. Югозападен (Yugozapaden)
3. Южен централен (Yuzhen tsentralen)
4. Североизточен (Severoiztochen)
5. Северозападен (Severozapaden)

100% 35 199 86%

Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Health & Beauty
3. Home & Garden
4. Clothes, Shoes & Accessories
5. Business, Office & Industrial

Croatia (HRV)



Digital density regional rank

1. Grad Zagreb
2. Sjeverna Hrvatska
3. Jadranska Hrvatska
4. Panonska Hrvatska

100% 39 137 83%

Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Israel
5. Australia

Top 5 product categories exported

1. Auto Parts
2. Sporting Goods
3. Business, Office & Industrial
4. Coins
5. Computing

Cyprus



Digital density regional rank

1. Κύπρος (Cyprus)

100% 39 174 93%

Top 5 extra-EU export markets

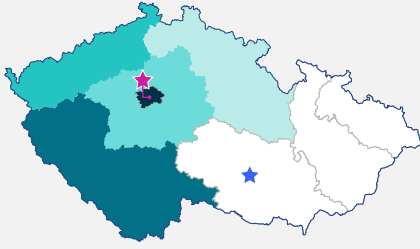
1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Health & Beauty
3. Home & Garden
4. Sporting Goods
5. Coins



Czech Republic (CZE)



Digital density regional rank

1. Praha
2. Jihozápad
3. Severozápad
4. Střední Čechy
5. Severovýchod



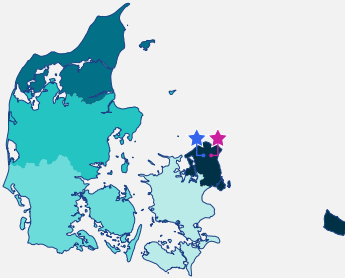
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Japan
5. China

Top 5 product categories exported

1. Auto Parts
2. Business, Office & Industrial
3. Photography
4. Home & Garden
5. Home Furnishing

Denmark (DNK)



Digital density regional rank

1. Hovedstaden
2. Nordjylland
3. Midtjylland
4. Syddanmark
5. Sjælland



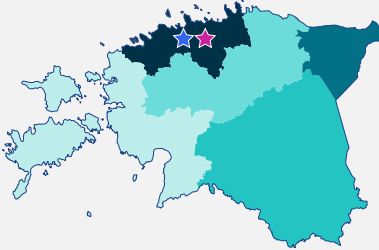
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Japan

Top 5 product categories exported

1. Auto Parts
2. Photography
3. Computing
4. Business, Office & Industrial
5. Jewellery & Watches

Estonia (EST)



Digital density regional rank

1. Põhja-Eesti (North Estonia)
2. Kirde-Eesti (Northeastern Estonia)
3. Lõuna-Eesti (South Estonia)
4. Kesk-Eesti (Central Estonia)
5. Lääne-Eesti (West Estonia)



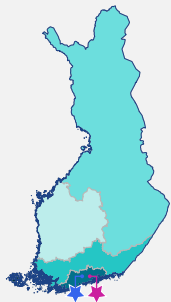
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Australia
5. China

Top 5 product categories exported

1. Auto Parts
2. Computing
3. Jewellery & Watches
4. Business, Office & Industrial
5. Coins

Finland (FIN)



Digital density regional rank

1. Åland
2. Helsinki-Uusimaa
3. Etelä-Suomi
4. Pohjois- ja Itä-Suomi
5. Länsi-Suomi



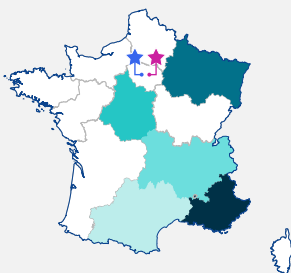
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Australia
5. Japan

Top 5 product categories exported

1. Business, Office & Industrial
2. Auto Parts
3. DVDs, Film & TV
4. Toys & Games
5. Collectibles

France (FRA)



Digital density regional rank

1. Provence-Alpes-Côte d'Azur
2. Grand Est
3. Centre – Val de Loire
4. Auvergne-Rhône-Alpes
5. Occitanie



Top 5 extra-EU export markets

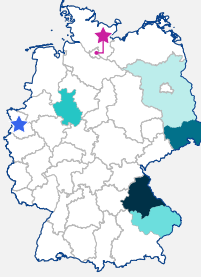
1. United States
2. United Kingdom
3. Switzerland
4. Canada
5. Australia

Top 5 product categories exported

1. Auto Parts
2. Antiques
3. Toys & Games
4. Collectibles
5. Clothes, Shoes & Accessories



Germany (DEU)



Digital density regional rank

1. Oberpfalz
2. Dresden
3. Detmold
4. Niederbayern
5. Brandenburg



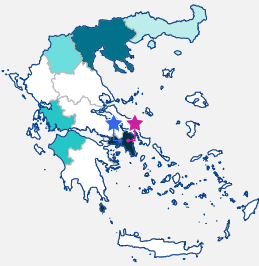
Top 5 extra-EU export markets

1. United Kingdom
2. United States
3. Switzerland
4. Australia
5. China

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Business, Office & Industrial
4. Computing
5. Sporting Goods

Greece (GRC)



Digital density regional rank

1. Αττική (Attiki)
2. Κεντρική Μακεδονία (Kentriki Makedonia)
3. Δυτική Ελλάδα (Dytiki Ellada)
4. Δυτική Μακεδονία (Dytiki Makedonia)
5. Ανατολική Μακεδονία, Θράκη (Anatoliki Makedonia, Thraki)



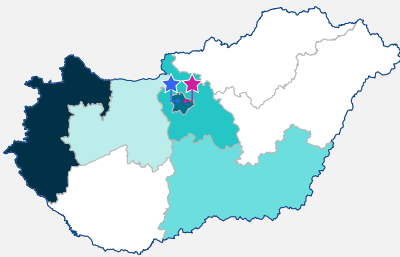
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Health & Beauty
3. Toys & Games
4. Collectibles
5. Home & Garden

Hungary (HUN)



Digital density regional rank

1. Nyugat-Dunántúl
2. Budapest
3. Pest
4. Dél-Alföld
5. Közép-Dunántúl



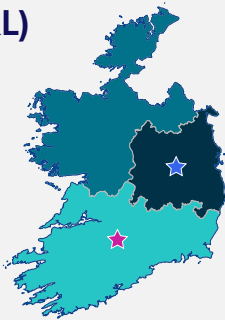
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Japan
5. South Korea

Top 5 product categories exported

1. Home & Garden
2. Auto Parts
3. Clothes, Shoes & Accessories
4. Sporting Goods
5. Home Furnishing

Ireland (IRL)



Digital density regional rank

1. Eastern and Midland
2. Northern and Western
3. Southern



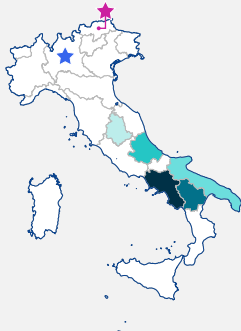
Top 5 extra-EU export markets

1. United Kingdom
2. United States
3. Australia
4. Canada
5. Norway

Top 5 product categories exported

1. Auto Parts
2. Health & Beauty
3. Home & Garden
4. Mobile & Home Phones
5. Business, Office & Industrial

Italy (ITA)



Digital density regional rank

1. Campania
2. Basilicata
3. Abruzzo
4. Puglia
5. Umbria



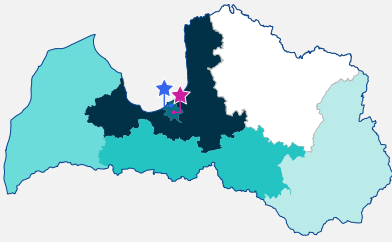
Top 5 extra-EU export markets

1. United Kingdom
2. United States
3. Australia
4. Switzerland
5. Canada

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Clothes, Shoes & Accessories
4. Home Appliances
5. Sporting Goods

Latvia (LVA)



Digital density regional rank

1. Pierīga
2. Rīga
3. Zemgale
4. Kurzeme
5. Latgale



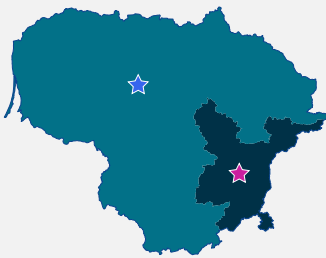
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Israel
5. Australia

Top 5 product categories exported

1. Auto Parts
2. Stamps
3. Computing
4. Business, Office & Industrial
5. Home & Garden

Lithuania (LTU)



Digital density regional rank

1. Sostinės regionas
2. Vidurio ir vakarų Lietuvos regionas



Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Canada
4. Israel
5. Australia

Top 5 product categories exported

1. Auto Parts
2. Clothes, Shoes & Accessories
3. Collectibles
4. Health & Beauty
5. Business, Office & Industrial

Luxembourg (LUX)



Digital density regional rank

1. Luxembourg



Top 5 extra-EU export markets

1. United Kingdom
2. United States
3. Switzerland
4. Japan
5. Canada

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Home Appliances
4. Business, Office & Industrial
5. Food & Gourmet

Malta (MLT)



Digital density regional rank

1. Malta
2. Gozo and Comino/ Ghawdex u Kemmuna



Top 5 extra-EU export markets

1. United Kingdom
2. United States
3. Australia
4. Hong Kong
5. Canada

Top 5 product categories exported

1. Computing
2. Musical Instruments
3. Toys & Games
4. Jewellery & Watches
5. Home & Garden

Netherlands (NLD)



Digital density regional rank

1. Limburg (NL)
2. Overijssel
3. Noord-Brabant
4. Friesland (NL)
5. Gelderland



Top 5 extra-EU export markets

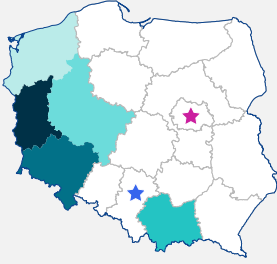
1. United Kingdom
2. United States
3. China
4. Australia
5. Canada

Top 5 product categories exported

1. Home & Garden
2. Auto Parts
3. Home Furnishing
4. Business, Office & Industrial
5. Sporting Goods



Poland (POL)



Digital density regional rank

1. Lubuskie
2. Dolnośląskie
3. Małopolskie
4. Wielkopolskie
5. Zachodniopomorskie

100% 28 207 79%

Top 5 extra-EU export markets

1. United Kingdom
2. United States
3. Switzerland
4. Australia
5. Canada

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Home Furnishing
4. Business, Office & Industrial
5. Clothes, Shoes & Accessories

Portugal (PRT)



Digital density regional rank

1. Algarve
2. Norte
3. Área Metropolitana de Lisboa
4. Região Autónoma da Madeira
5. Centro (PT)

100% 37 179 94%

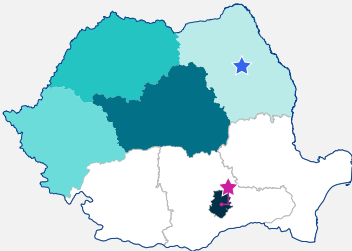
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. South Korea
4. Canada
5. Australia

Top 5 product categories exported

1. Auto Parts
2. Coins
3. Collectibles
4. Home & Garden
5. Clothes, Shoes & Accessories

Romania (ROU)



Digital density regional rank

1. București-Ilfov
2. Centru
3. Nord-Vest
4. Vest
5. Nord-Est

100% 25 164 73%

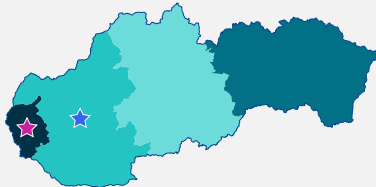
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Books, Comics & Magazines
3. Health & Beauty
4. Jewellery & Watches
5. Home & Garden

Slovakia (SVK)



Digital density regional rank

1. Bratislavský kraj
2. Východné Slovensko
3. Západné Slovensko
4. Stredné Slovensko

100% 30 145 83%

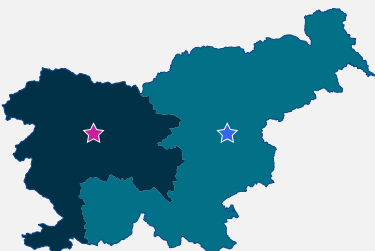
Top 5 extra-EU export markets

1. United Kingdom
2. United States
3. Australia
4. Canada
5. China

Top 5 product categories exported

1. Auto Parts
2. Photography
3. Health & Beauty
4. Business, Office & Industrial
5. Home & Garden

Slovenia (SVN)



Digital density regional rank

1. Zahodna Slovenija
2. Vzhodna Slovenija

100% 29 148 84%

Top 5 extra-EU export markets

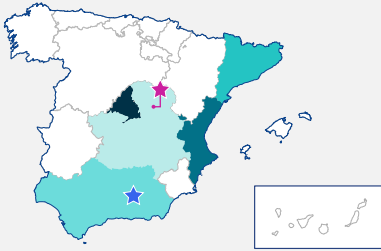
1. United States
2. United Kingdom
3. South Korea
4. Israel
5. Canada

Top 5 product categories exported

1. Sporting Goods
2. Auto Parts
3. Home & Garden
4. Coins
5. Home Appliances



Spain (ESP)



Digital density regional rank

1. Comunidad de Madrid
2. Comunitat Valenciana
3. Cataluña
4. Andalucía
5. Castilla-La Mancha

99% 26 210 74%

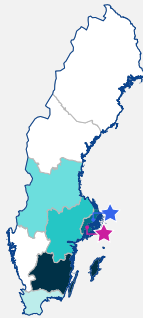
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. Australia
4. Canada
5. Israel

Top 5 product categories exported

1. Auto Parts
2. Home & Garden
3. Mobile & Home Phones
4. Computing
5. Sporting Goods

Sweden (SWE)



Digital density regional rank

1. Småland med öarna
2. Stockholm
3. Östra Mellansverige
4. Norra Mellansverige
5. Sydsverige

100% 28 142 78%

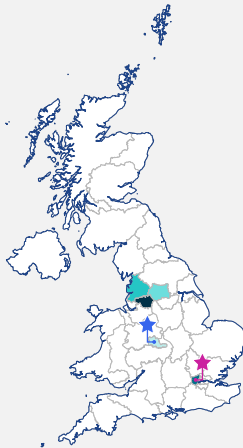
Top 5 extra-EU export markets

1. United States
2. United Kingdom
3. China
4. Canada
5. Australia

Top 5 product categories exported

1. Clothes, Shoes & Accessories
2. Auto Parts
3. Jewellery & Watches
4. Pottery & Glass
5. Computing

United Kingdom (GBR)



Digital density regional rank

1. Greater Manchester
2. Outer London – West and North West
3. Lancashire
4. West Yorkshire
5. West Midlands

97% 23 214 71%

Top 5 extra-EU export markets


1. United States
2. Australia
3. Canada
4. Norway
5. China

Top 5 product categories exported

1. Auto Parts
2. Clothes, Shoes & Accessories
3. Home & Garden
4. Computing
5. Sporting Goods

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