



UNCTAD B2C E-COMMERCE INDEX 2017

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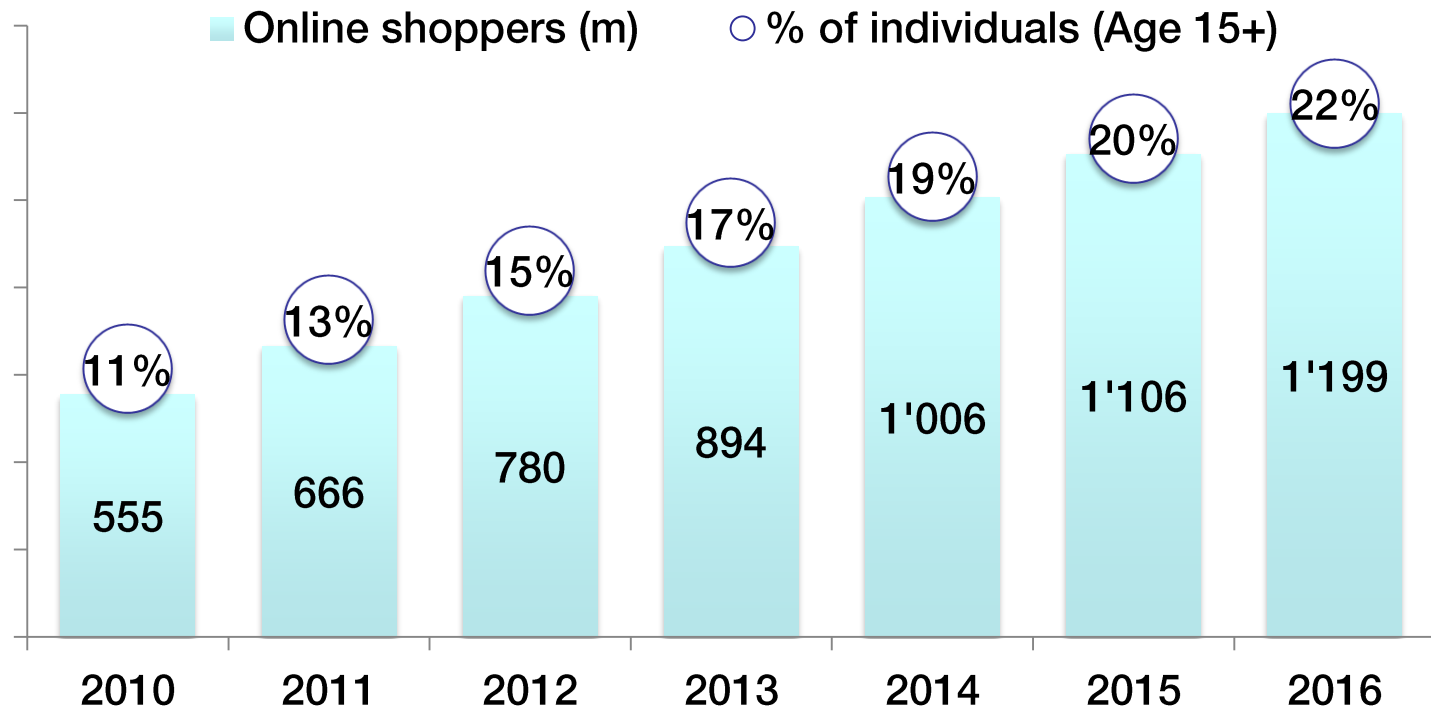
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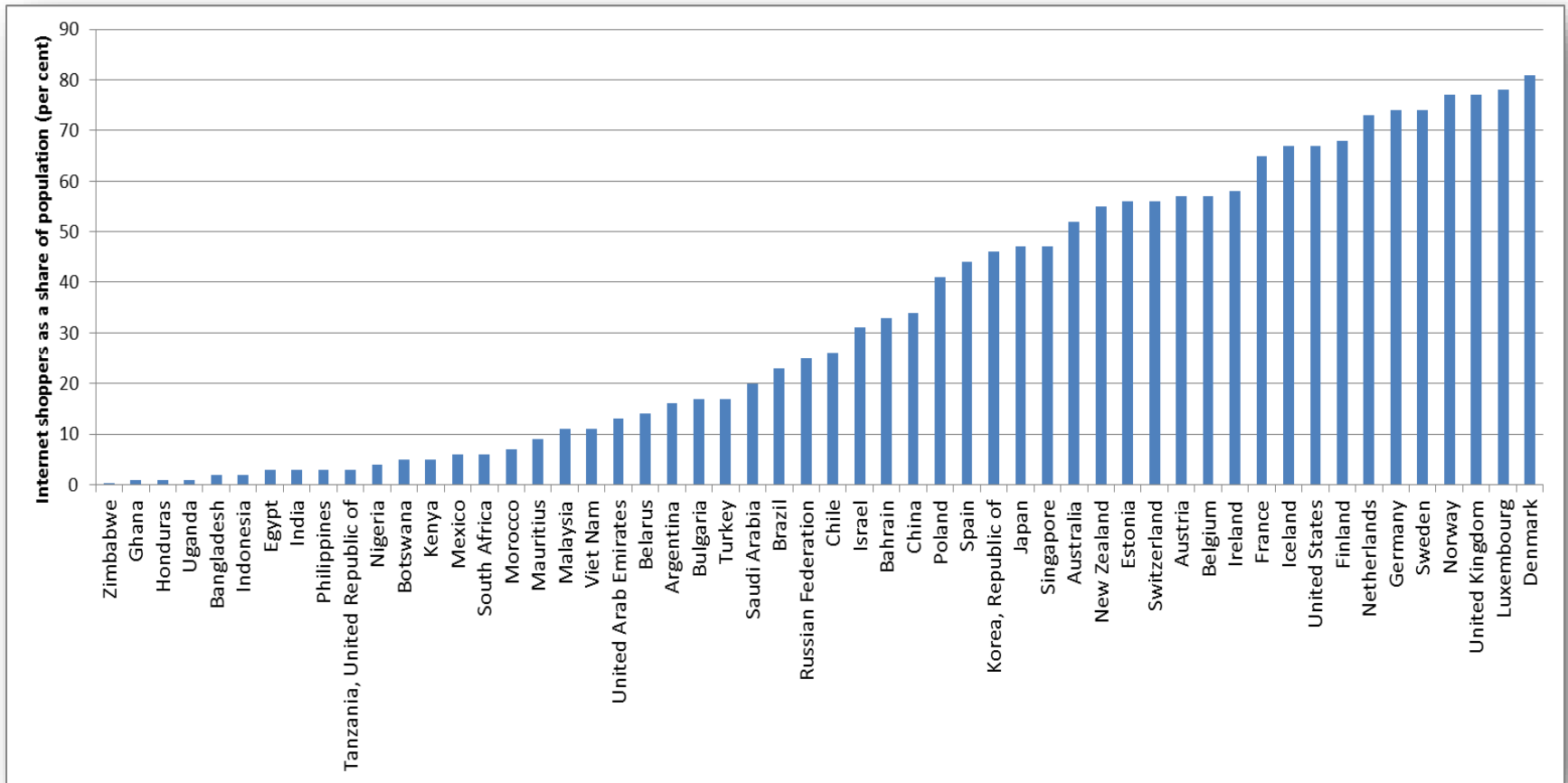


GLOBAL ONLINE SHOPPERS



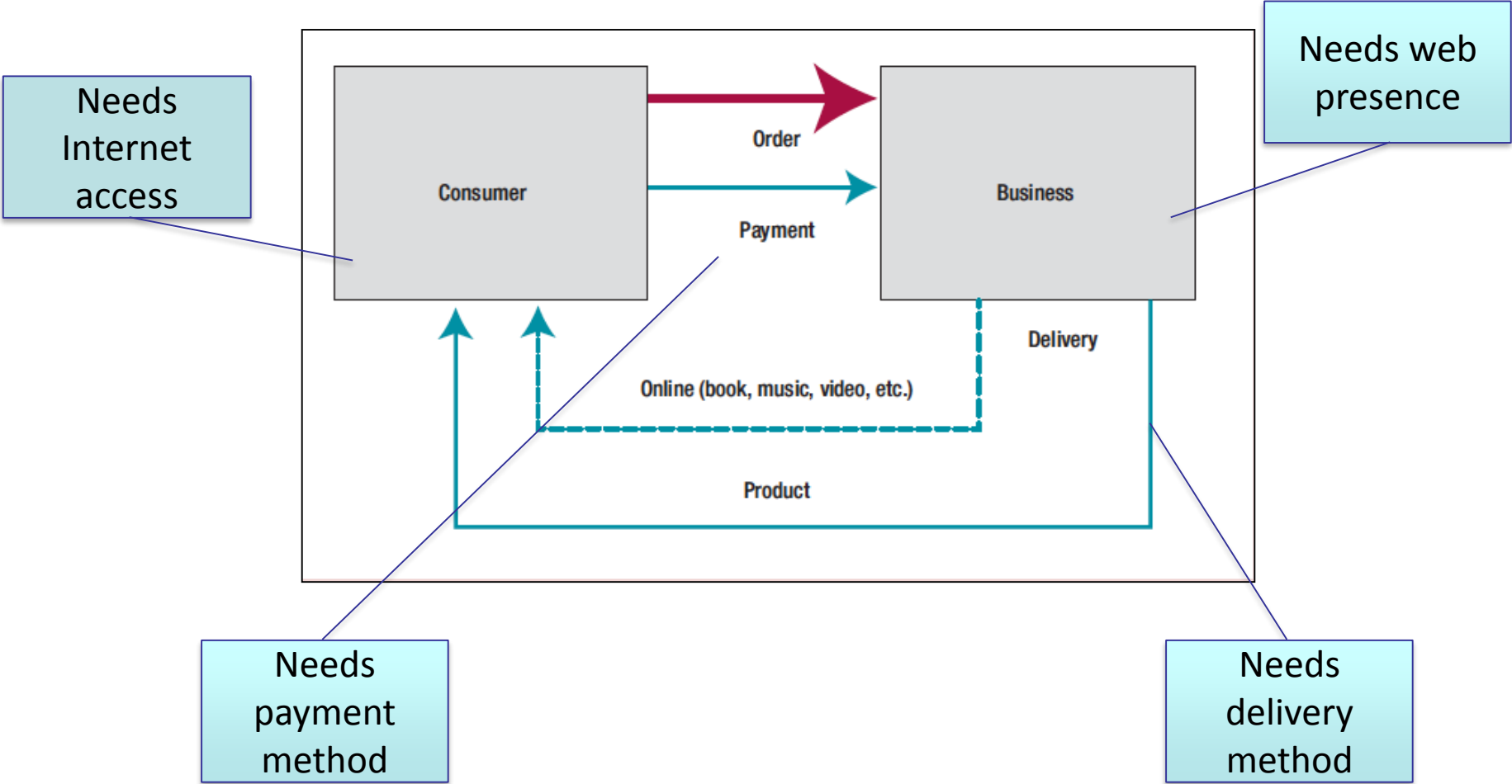


THE E-COMMERCE DIVIDE IS HUGE





THE ONLINE PURCHASE PROCESS



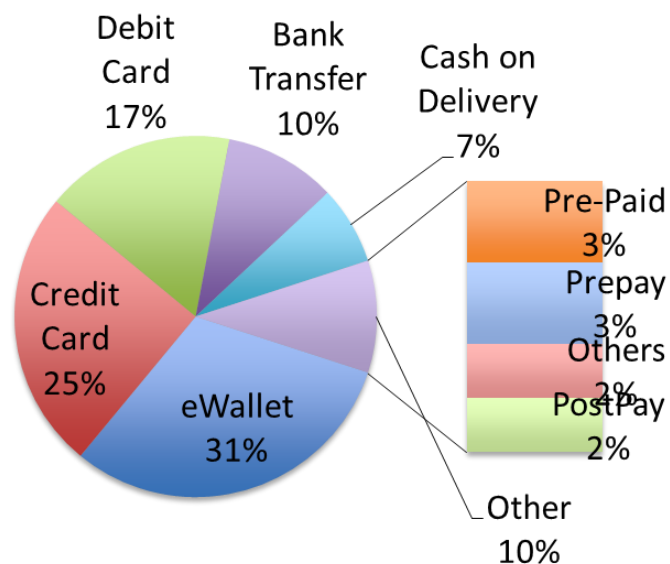
INDICATORS USED AS PROXIES

Indicator	Number of economies with data, 2016	Source
Internet use (% of individuals)	205	International Telecommunication Union (ITU) https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx
Secure Servers per 1 million inhabitants	252	World Bank http://data.worldbank.org/indicator/IT.NET.SECR.P6)
Account (% of population 15+) (2015)	140	World Bank Global FINDEX Database http://datatopics.worldbank.org/financialinclusion
Postal Reliability Score	182	Universal Postal Union (UPU)



REVISITING PAYMENTS

Global payment methods, 2015



	Mobile money account (% age 15+)	Account at a financial institution (% age 15+)	Credit card (% age 15+)
High income economies	..	90.6	48.9
<u>Developing economies</u>			
East Asia & Pacific	0.4	68.8	12.5
Europe & Central Asia	0.3	51.4	18.5
LAC	1.7	51.1	21.6
Middle East	0.7	14.0	2.1
South Asia	2.6	45.5	3.3
Sub-Saharan Africa	11.5	28.9	2.7
World	2.0	60.7	17.6



ONGOING IMPROVEMENTS

Better fit & more country coverage

2015

- Internet users
- Secure servers
- Credit card penetration
- Postal delivery at home
- 130 economies
- $R^2 = 0.73$

2016

- Internet users
- Secure servers
- Credit card penetration
- **Postal reliability score**
- 137 Economies
- $R^2 = 0.73$

2017

- Internet users
- Secure servers
- **Account penetration**
- Postal reliability score
- 143 economies
- $R^2 = 0.79$



TOP 10 ECONOMIES IN 2017 INDEX

2017 Rank	Economy	Share of individuals using Internet	Share of individuals with an account	Secure Internet servers per 1 million people (normalized)	UPU postal reliability score	Index value	Index Rank (2015 data)
1	Luxembourg	97	96	98	94	96.5	1
2	Switzerland	89	98	100	99	96.43	8
3	Norway	97	100	96	93	96.39	3
4	Netherlands	90	99	99	95	95.9	2
5	Rep. of Korea	93	94	96	99	95.5	4
6	United Kingdom	95	99	92	95	95.1	10
7	Sweden	92	100	94	93	94.6	7
8	Japan	92	97	89	97	93.8	9
9	Germany	90	99	93	92	93.5	14
10	New Zealand	88	100	90	95	93.3	11



TOP 10 DEVELOPING ECONOMIES

2017 Rank	Economy	Share of individuals using Internet	Share of individuals with an account	Secure Internet servers per 1 million people	UPU postal reliability score	Index value	Index Rank (2015, data)
5	Rep. of Korea	93	94	96	99	96	4
16	Hong Kong (China)	87	96	88	92	91	15
18	Singapore	81	96	87	97	90	18
23	United Arab Emirates	91	84	79	96	87	26
38	Malaysia	79	81	66	82	77	40
39	Mauritius	53	82	71	96	76	57
42	Trinidad and Tobago	73	76	67	75	73	59
45	Saudi Arabia	74	69	59	75	69	46
46	Islamic Rep. of Iran	53	92	45	86	69	52
48	Thailand	48	78	54	93	68	50



TOP 10 BY REGION

East, South and Southeast Asia	West Asia and North Africa	Sub-Saharan Africa	Latin America and the Caribbean	Transition economies
Republic of Korea	United Arab Emirates	Mauritius	Trinidad & Tobago	Serbia
Hong Kong (China)	Saudi Arabia	South Africa	Jamaica	Russian Fed.
Singapore	Islamic Rep. of Iran	Nigeria	Chile	Belarus
Malaysia	Lebanon	Kenya	Costa Rica	Kazakhstan
Thailand	Kuwait	Uganda	Brazil	Bosnia and Herzegovina
Mongolia	Qatar	Botswana	Uruguay	Albania
China	Turkey	Namibia	Colombia	Ukraine
Sri Lanka	Oman	Rwanda	El Salvador	Rep. of Moldova
Viet Nam	Jordan	Côte d'Ivoire	Belize	Azerbaijan
India	Tunisia	Ghana	Argentina	Montenegro



REGIONAL AVERAGES

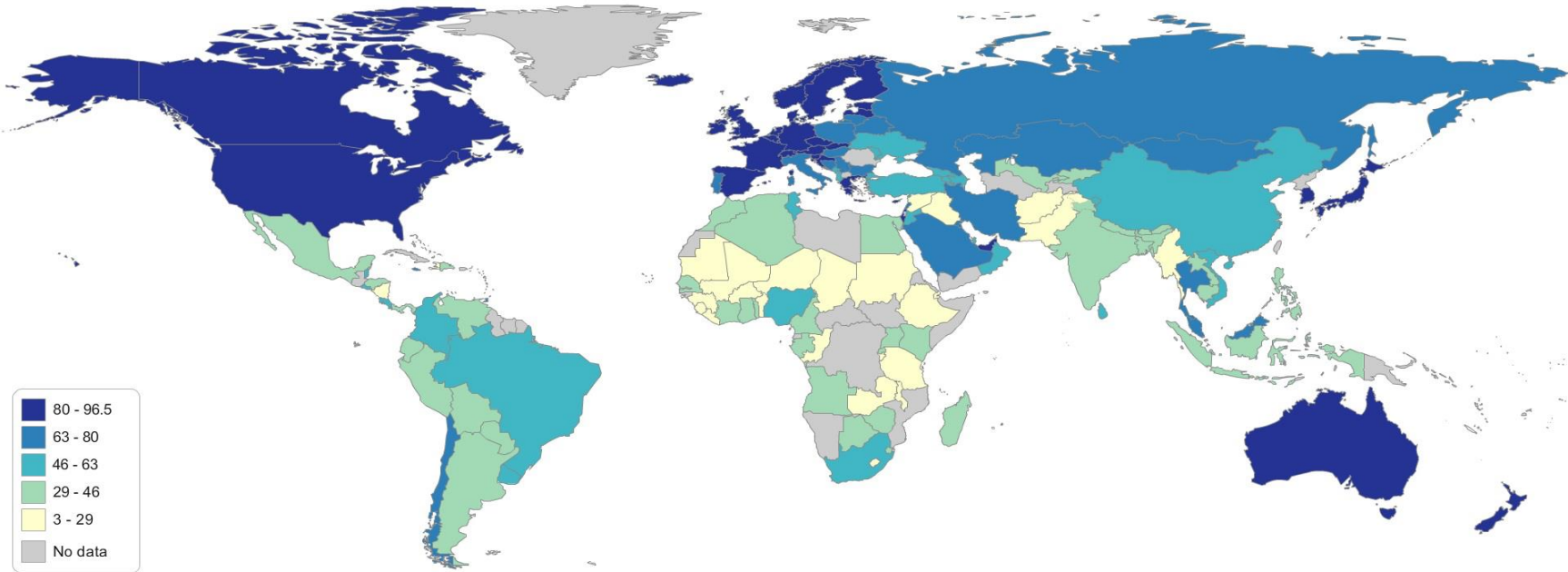
Region	Share of individuals using Internet (2016)	Secure Internet servers per 1 million people (normalized, 2016)	UPU postal reliability score (2016)	Share of individuals with an account (15+, 2014 or latest)	UNCTAD B2C e-commerce Index value
Africa	23	31	31	29	28
East, South and Southeast Asia	46	51	63	58	54
Latin America and the Caribbean	51	57	34	46	47
Transition economies	64	59	66	49	59
Western Asia	67	59	50	56	58
Developed	83	88	86	92	87
World	52	56	54	55	54



E-COMMERCE READINESS

Based on UNCTAD B2C E-commerce Index 2017

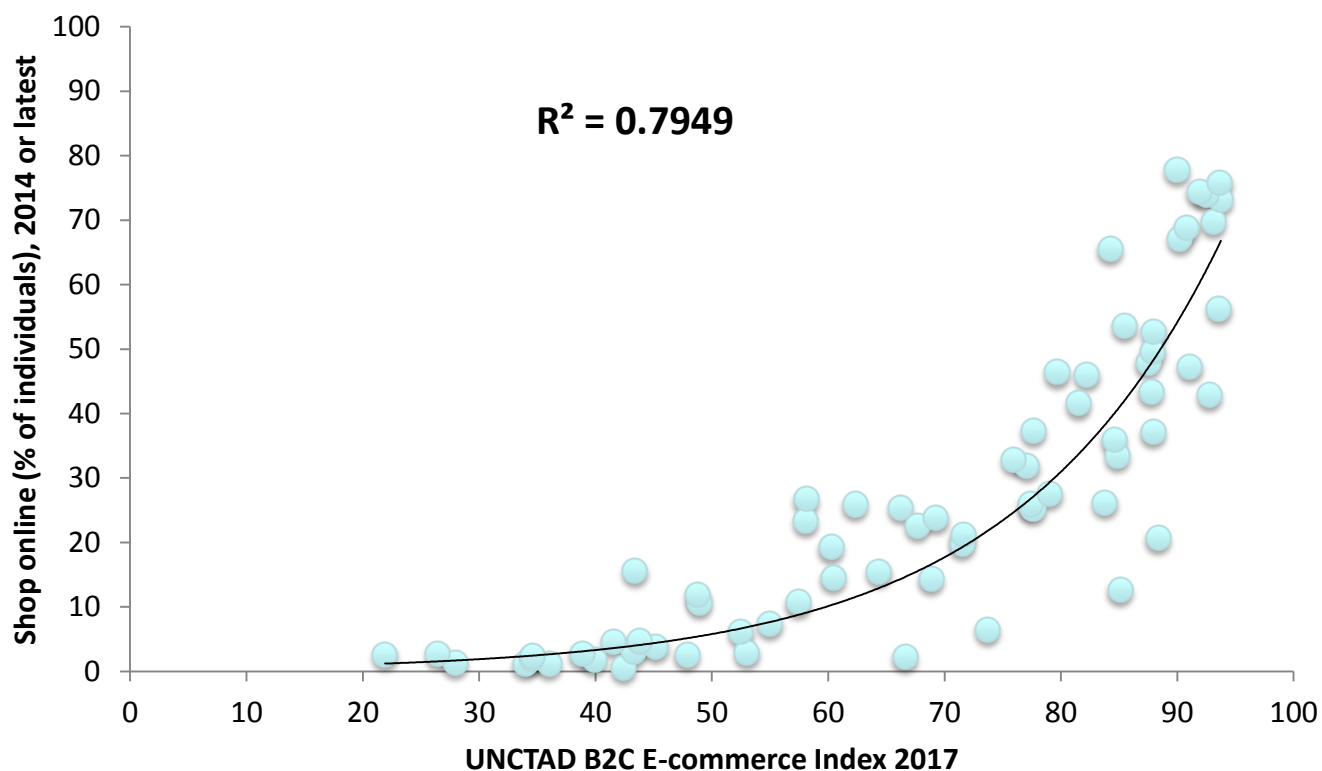
UNCTAD B2C E-commerce Index 2017





UNCTAD B2C E-COMMERCE INDEX

Correlation with share of individuals shopping online



Source: UNCTAD.



CONCLUSIONS

- UNCTAD B2C E-Commerce Index gradually improved
 - Last year, UPU Reliability Index was introduced.
 - This year, new payment indicator
- The 2017 edition: higher predictive capability as well as greater country coverage.
- Changes in the composition imply a break in the time series.
- Good starting point for assessment of readiness...
- ...but does not capture all differences between countries