

Methodology and data sources

1.1 Global calculations

The world estimate for e-commerce value is derived from the GDP share of the top 10 e-commerce markets. Sources for the top ten are shown below. The world estimate for cross-border B2C e-commerce was derived from the merchandise export share of the top ten exporters.

1.2 Data sources

Sources for the proportion of online shoppers are from national surveys. 2017 data for countries without national surveys is sourced from the World Bank Global Findex database.¹ Estimates for cross border shoppers were based on the share of the top ten countries by merchandise exports to total online shoppers. GDP and exchange rates were sourced from the World Bank.² Merchandise exports were sourced from the World Trade Organization (WTO).³

Sources for key economies are shown below.

1.2.1 Canada

No recent official data on the value of e-commerce exist for Canada except for retail e-commerce sales. Data were estimated on the basis of the last official figures dating from 2013 using the ratios of retail e-commerce (i.e. retail e-commerce / B2C, retail e-commerce as % of total e-commerce, retail e-commerce overseas sales).⁴

1.2.2 China

Official statistics for B2C⁵ and total⁶ e-commerce are available from the Chinese Bureau of Statistics. There are no regularly published official data on the value of cross-border e-commerce. AliResearch has published such data in the past with the latest available data for cross-border purchases dating from 2016⁷ and for sales from 2015⁸. Cross-border sales for 2017 were estimated on the basis of these data.

¹ https://globalfindex.worldbank.org/#data_sec_focus

² <https://data.worldbank.org/indicator/ny.gdp.mktp.cd> and <https://data.worldbank.org/indicator/PA.NUS.ATLS?view=chart>

³ <http://stat.wto.org/StatisticalProgram/WSDStatProgramHome.aspx?Language=E>

⁴ Statistics Canada. "Table 22-10-0028-01 Characteristics of online sales by industry and size of enterprise" (<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2210002801>), "Table 22-10-0019-01 Online sales and purchases by industry and size of enterprise" (<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2210001901>)

⁵ Statistical Communiqué of the People's Republic of China on the 2017 National Economic and Social Development. http://www.stats.gov.cn/english/pressrelease/201802/t20180228_1585666.html

⁶ <http://www.stats.gov.cn/tjsj/ndsj/2018/indexeh.htm>

⁷ BRICS E-commerce Development Report 2017. <https://i.aliresearch.com/img/20170904/20170904154721.pdf>

⁸ <https://i.aliresearch.com/img/20160901/20160901171708.pdf>

1.2.3 France

Although e-commerce statistics in France are available from the national statistics office, figures for 2017 have not yet been published.⁹ Therefore, figures from the e-commerce industry association have been used for B2C for 2017,¹⁰ with total and B2B e-commerce estimated based on the ratio to B2C in 2016. Cross-border e-commerce sales have been estimated on the basis of exports by non-store online retailers in 2015.¹¹

1.2.4 Germany

In Germany, official data consist of only percentage data (i.e., e-commerce as a percentage of turnover). B2C data are sourced from the industry association (BEVH)¹² and overall e-commerce and B2B based on the percentage of B2C turnover from e-commerce (table 3). Cross-border e-commerce is estimated on reported cross-border sales from the second and third largest B2C companies in the country.¹³

Table 3: Total e-commerce estimate for Germany, 2017

	Percentage of turnover from e-commerce	Source
Enterprises' turnover from EDI-type sales	68	Eurostat
Enterprises' turnover from web sales - B2B and B2G	19	
Enterprises' turnover from web sales - B2C	13	
	€ billion	
B2C	78.1	BEVH
Total e-commerce (based on share of B2C)	601	Estimate
B2B	523	

Note: All enterprises, without financial sector (10 persons employed or more).

1.2.5 India

There are no official statistics compiled on e-commerce in India. The India Brand Equity Association publishes B2C value data¹⁴ which was cited in the National E-Commerce Policy draft.¹⁵ The size of the B2B market for 2015 was reported in a news article and sourced to a

⁹ Although the title of the data set says it is for 2017 ("Les TIC et le commerce électronique dans les entreprises en 2017") the actual data is for 2016. See: <https://www.insee.fr/fr/statistiques/3535964?sommaire=3535969&q=TIC>

¹⁰ <https://www.fevad.com/wp-content/uploads/2018/06/Chiffres-Cles-2018.pdf>

¹¹ https://lekiosque.finances.gouv.fr/fichiers/etudes/tableaux/ee_70.pdf

¹²

https://www.bevh.org/fileadmin/content/05_presse/Pressemitteilungen_2019/190122_PK_Praesentation_FINAL.pdf

¹³ According to EHI Retail Institute, Amazon, Otto and Zalando are the three top e-commerce sites by sales (<https://www.ehi.org/de/top-100-umsatzstaerkste-onlineshops-in-deutschland/>). See company reports on their cross-border e-commerce sales: Otto (<https://www.ottogroup.com/en/newsroom/meldungen/Otto-Group-global-e-commerce-revenues-grow-by-760-million-to-around-7.76-billion-euros.php>) and Zalando (<https://corporate.zalando.com/en/investor-relations/en/press-releases/zalando-continue-strong-growth-after-successful-finish-2018>).

¹⁴ <https://www.ibef.org/industry/ecommerce.aspx>

¹⁵ https://dipp.gov.in/sites/default/files/DraftNational_e-commerce_Policy_23February2019.pdf

consulting firm.¹⁶ The ratio of B2C to B2B in 2015 was used to estimate total e-commerce and B2B for 2017.

1.2.6 Italy

B2C value including cross-border sales and purchases is compiled by the School of Management Politecnico di Milano.¹⁷ B2B and total e-commerce were derived from the B2C ratio based on EUROSTAT percentages.

1.2.7 Japan

Official statistics for both B2C and B2B are available from METI.¹⁸ Cross-border sales and purchases are also available from METI but only for China and the United States.

1.2.8 Republic of Korea

B2C value data including cross-border sales and purchases are available from the national statistical office.¹⁹ It stopped publishing B2B statistics several years ago (last available data from 2013); therefore total e-commerce was estimated based on the ratio to GDP in 2013 (84%).

1.2.9 Netherlands

The Netherlands is not among the top ten in e-commerce sales but is in the top ten in merchandise trade. Therefore cross-border data were estimated. The national statistics office estimates online purchases by Dutch consumers from EU web sites.²⁰ Total overseas online consumer purchases are estimated based on the average annual spend from EU sites using data on the number of shoppers to EU sites and to the rest of the world.

1.2.10 United Kingdom

Official statistics for B2C and B2B are available from the Office of National Statistics.²¹ Cross border data were estimated on the basis of SME online export sales.²²

¹⁶ https://www.business-standard.com/article/companies/b2b-e-commerce-to-touch-rs-45-lakh-cr-by-2020-in-india-115090400770_1.html

¹⁷ <http://www.intermediachannel.it/wp-content/uploads/2017/05/eCommerce-B2c-in-Italia-Sintesi-prime-evidenze-2017.pdf>

¹⁸ Ministry of Economy, Trade and Industry (METI). 2018. "Internet Buying Boom: METI Releases Results of FY2017 E-Commerce Market Survey." *News Release*, 25 April. https://www.meti.go.jp/english/press/2018/0425_002.html

¹⁹ Statistics Korea. 2018. *Online Shopping in December and 2017 (Including Overseas Direct Online Sales and Purchases in the Fourth Quarter and 2017)*. <http://kostat.go.kr/portal/eng/pressReleases/3/1/index.board?bmode=read&bSeq=&aSeq=367359&pageNo=5&rowNum=10&navCount=10&currPg=&sTarget=title&sTxt=>

²⁰ CBS. 2019. "EU webshops earn over €400 million in the Netherlands." <https://www.cbs.nl/en-gb/news/2019/04/eu-webshops-earn-over-400-million-in-the-netherlands>

²¹ ONS. 2018. "E-commerce and ICT activity, UK: 2017." <https://www.ons.gov.uk/businessindustryandtrade/itandinternetindustry/bulletins/ecommerceandictactivity/2017>

²² https://www.worldfirst.com/downloads/rise_of_the_global_istreet.pdf

1.2.11 United States

Overall figures for e-commerce in key industries are published by US Census Bureau (latest available 2016).²³ These are added together for total e-commerce. B2C is estimated on the basis that retail e-commerce is equivalent to 60% of total B2C (the average of other countries). This ratio appears high compared to countries such as France and the United Kingdom and therefore B2C estimates for the United States are likely underestimated. Cross border data are estimates based on available bilateral data reported by other countries (i.e., China, Japan and Republic of Korea).

²³ United States Census Bureau. 2018. *E-Stats 2016: Measuring the Electronic Economy*. <https://www.census.gov/library/publications/2018/econ/2016-e-stats.html>