

4th meeting of the Working group on measuring
e-commerce and the digital economy

Non-survey methods for measuring the e-commerce and the digital economy in Mexico



SISTEMA DE CUENTAS
NACIONALES DE MÉXICO
**CAMBIO
AÑO BASE
2018**

December 1st, 2023



Measuring the digital economy in Mexico

Gross Value Added of E-commerce (VABCOEL)



Supply and Use Tables of the Digital Economy (COUD)



Indicator of the Digital Economy





Gross Value Added of E-commerce



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Definition

E-commerce

Process of purchasing, selling or exchanging goods, services and information **over computer networks**

* **Payment and delivery can be done online or offline.**



<https://www.inegi.org.mx/temas/vabcoel/>

OBJECTIVE

To present, from a supply approach, **the participation of the gross value added of the e-commerce in the GDP**; as well as to show a breakdown of **wholesale and retail online sales of goods, and other online services.**

CHANGES IN THE METHODOLOGY

Base year 2013

Information sources:

- Economic Census
- Wholesale and retail trade survey (annual)
- Information on **total sales carried out online (through internet)**
- Includes **email**

Base year 2018

Information sources:

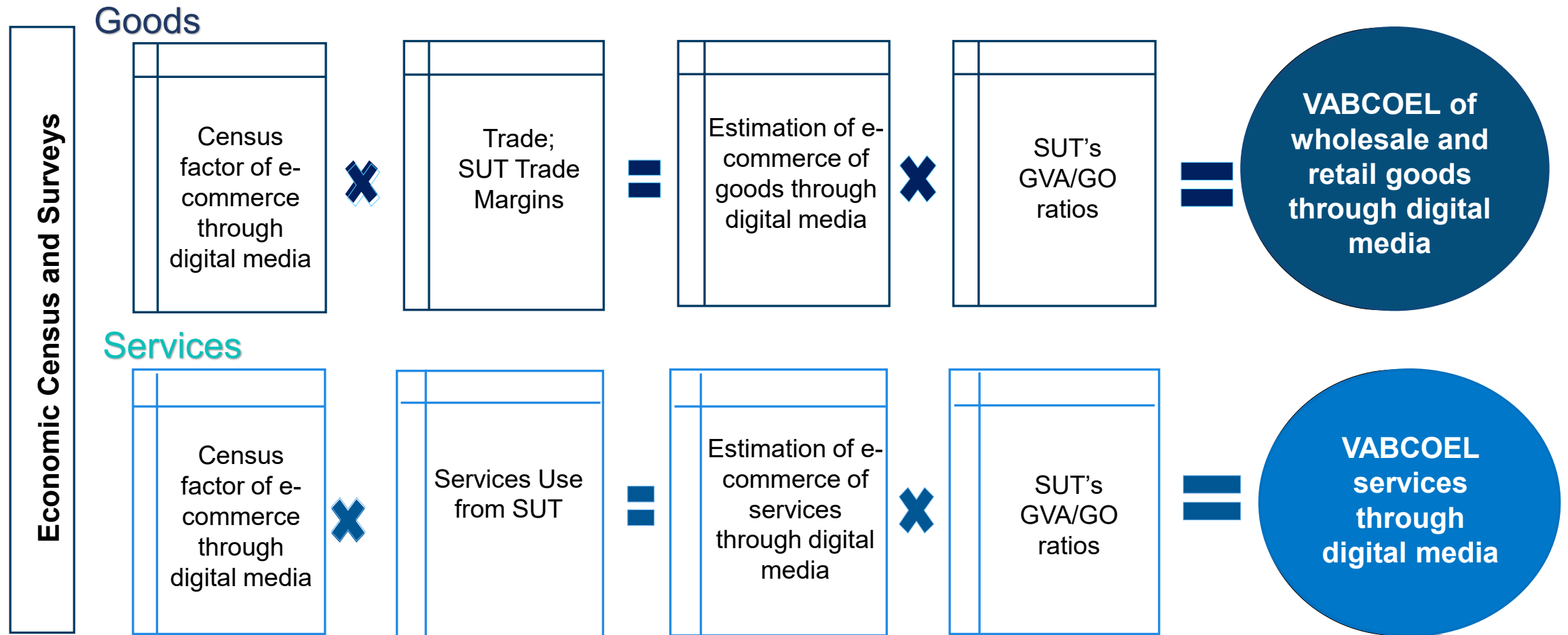
- Economic Census
- **All surveys** that contain information on e-commerce
- **Breakdown of sales and purchases through digital media**
- **E-mail is not included**

E-mail



The **order is placed by a person directly to the seller, including online**; The commercial process is the same as a physical order. This differs from automated systems, where the order is placed by the person indirectly, **simply by pressing buttons on some digital media**

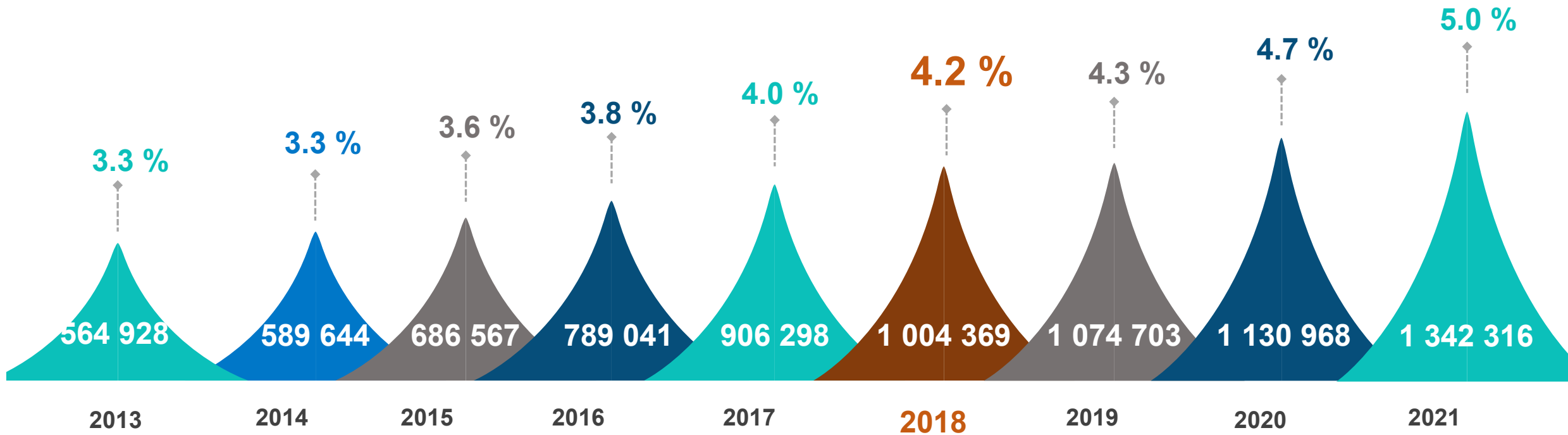
ESTIMATION PROCESS



SUT.- Supply and Use Tables
GVA.- Gross Value Added
GO.- Gross Output

GROSS VALUE ADDED OF E-COMMERCE

Total and Share (%) of GDP



Millions of pesos at current prices

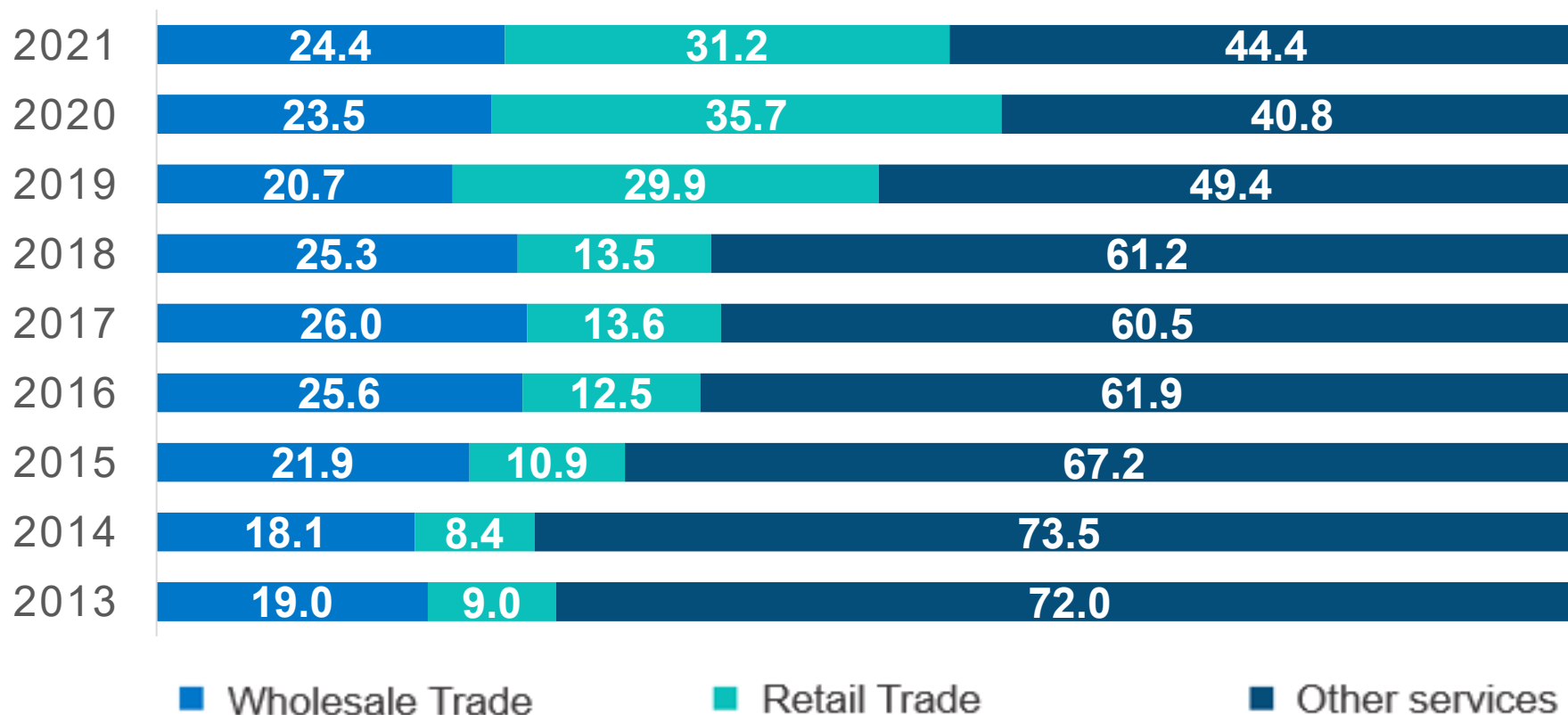
In 2021 VABCOEL participated (through Email) with 2.0% in GDP

Next publication: February 16, 2024



GROSS VALUE ADDED OF E-COMMERCE

Share (%) of GDP by type of trade



In 2021, **VABCOEL** (of **E-mail**) for **Wholesale Trade** was 4.7%

Supply and Use Tables of the Digital Economy



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BACKGROUND

In 2021 INEGI and the IMF collaborated to estimate an experimental statistic of the **Gross Value Added of Digital Products** to direct efforts to measure the Digital Economy in Mexico





<https://www.inegi.org.mx/programas/edi>

DEFINITION

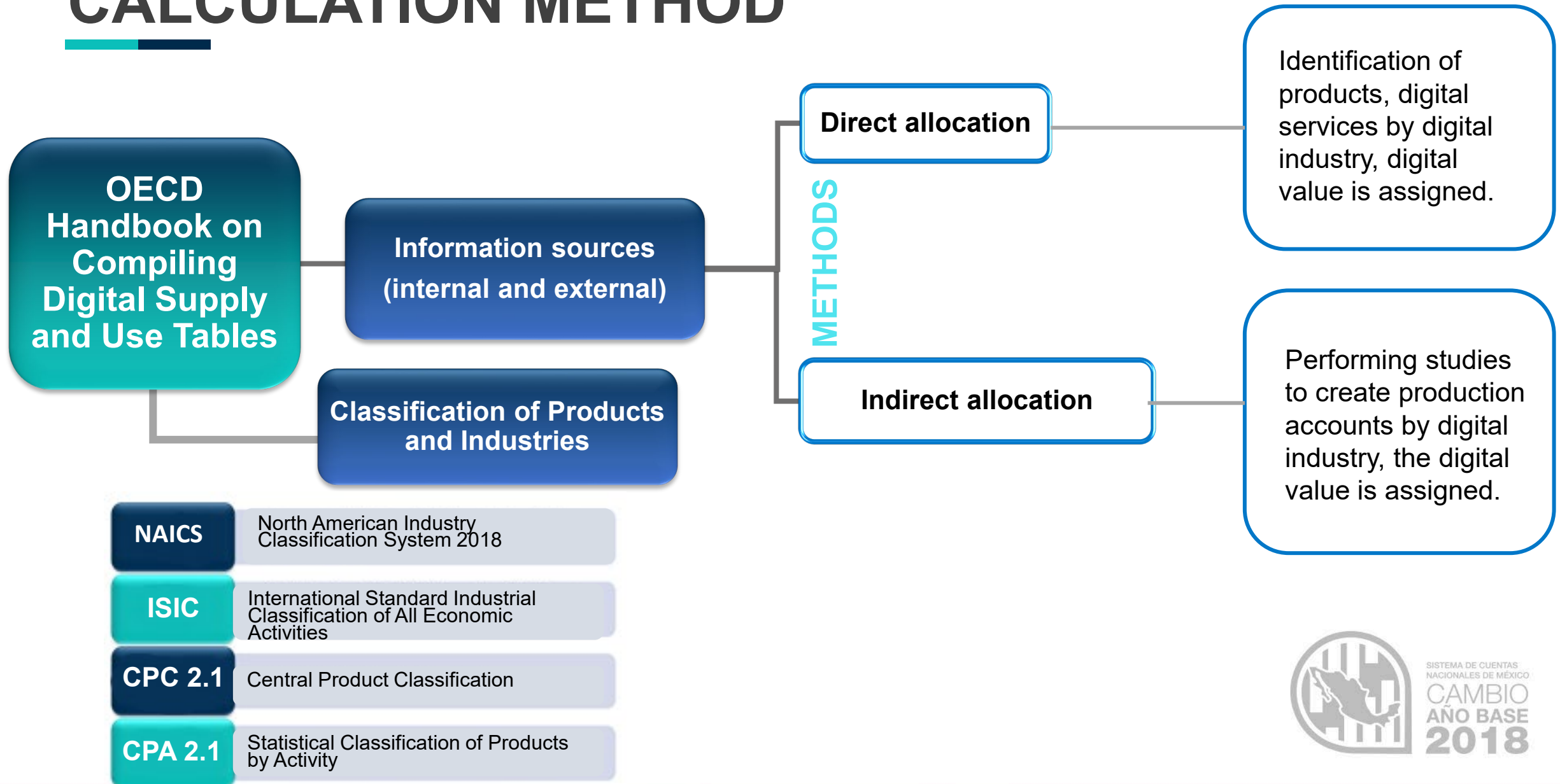
Figures with experimental statistical information showing the **OUTPUT (availability)**, **consumption (intermediate and final uses)** and **digital commerce (purchases and sales transactions)** of digital and non-digital goods and services in terms of **monetary value**

OBJECTIVE

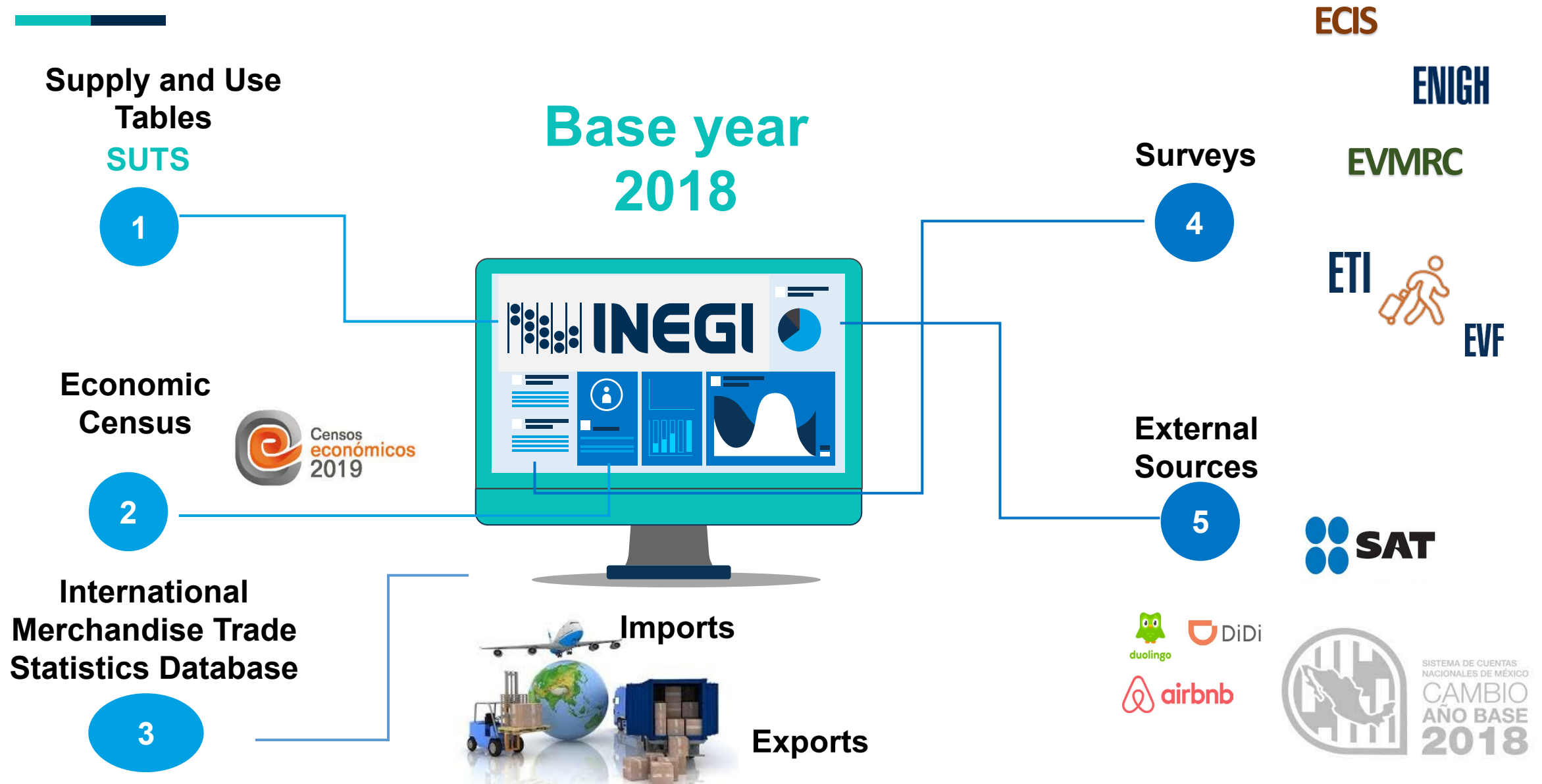
Make visible in the macroeconomic statistics of the **System of National Accounts of Mexico** the magnitude of the **digital economy** and its **contribution to GDP**



CALCULATION METHOD



INFORMATION SOURCES



DIGITAL ECONOMY RESULTS 2018

Publication

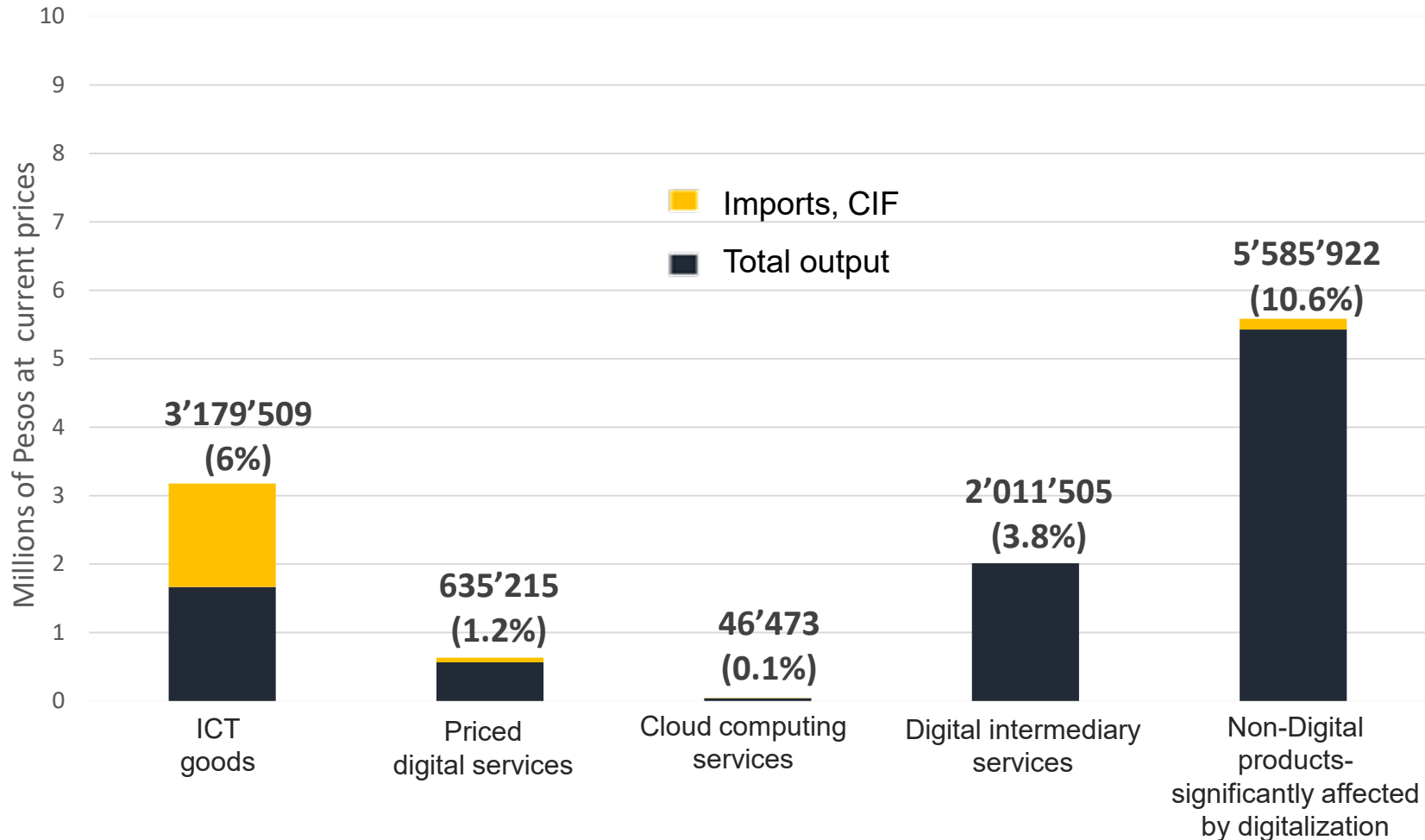
<https://www.inegi.org.mx/programas/edi>

The tables are presented as follows:

- ✓ Amounts in millions of pesos
- ✓ Level of aggregation of activities: sector and subsector
- ✓ Values at basic prices and producer prices
- ✓ Total Supply
- ✓ Total Use
- ✓ Production
- ✓ Intermediate Consumption
- ✓ Publication frequency: Quinquennial basis

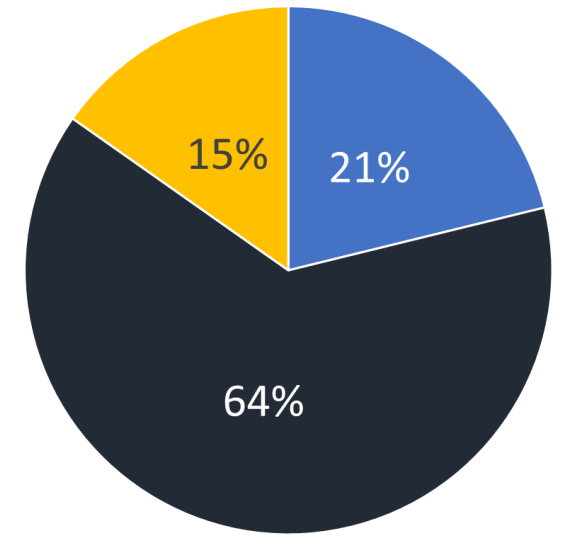
SUPPLY AT BASIC PRICES 2018

**Total products and digital services:
11,458,265 millions of pesos at current prices (22%)**



Total Supply = 52,932,938

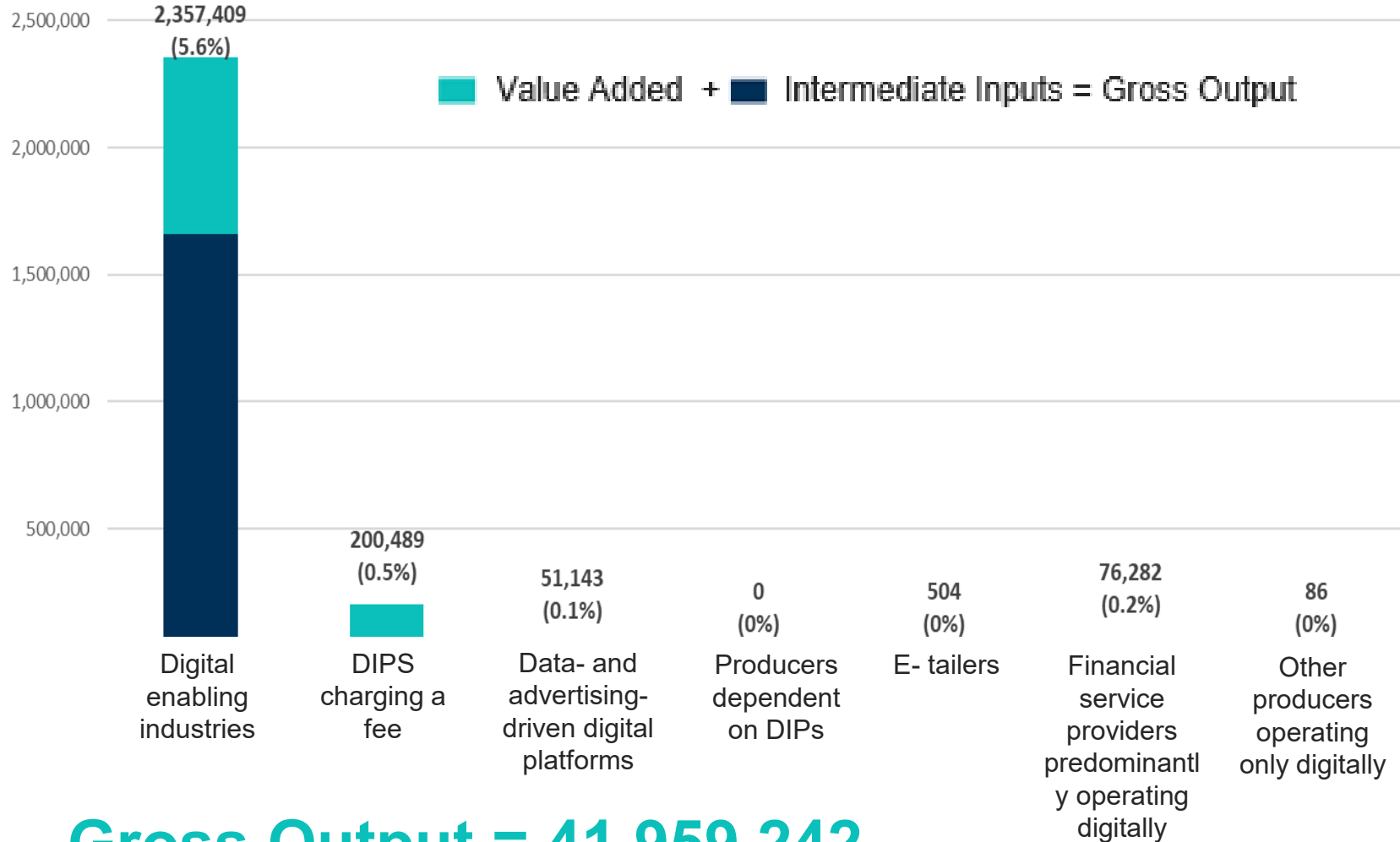
Share of total supply by origin



- Total output (digital industries)
- Total output (other industries)
- Imports, C.I.F.

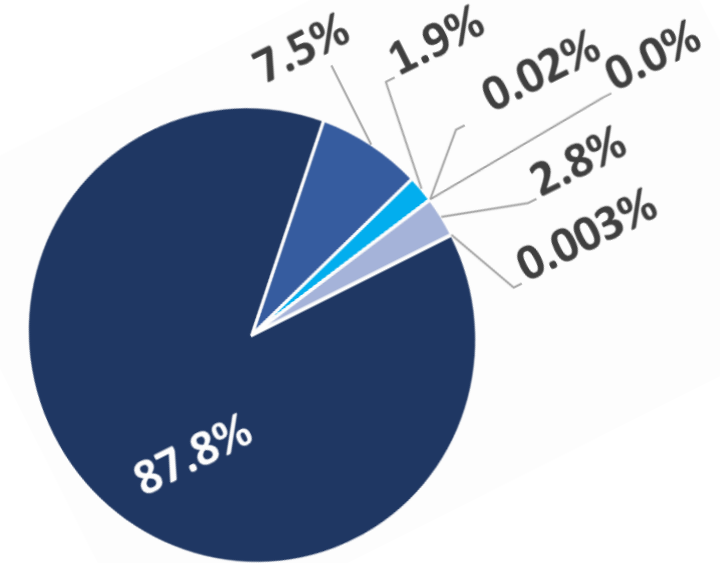
PRODUCTION BY COMPONENTS

Total digital industries:
2,685,913 millions of pesos (6%)



Gross Output = 41,959,242

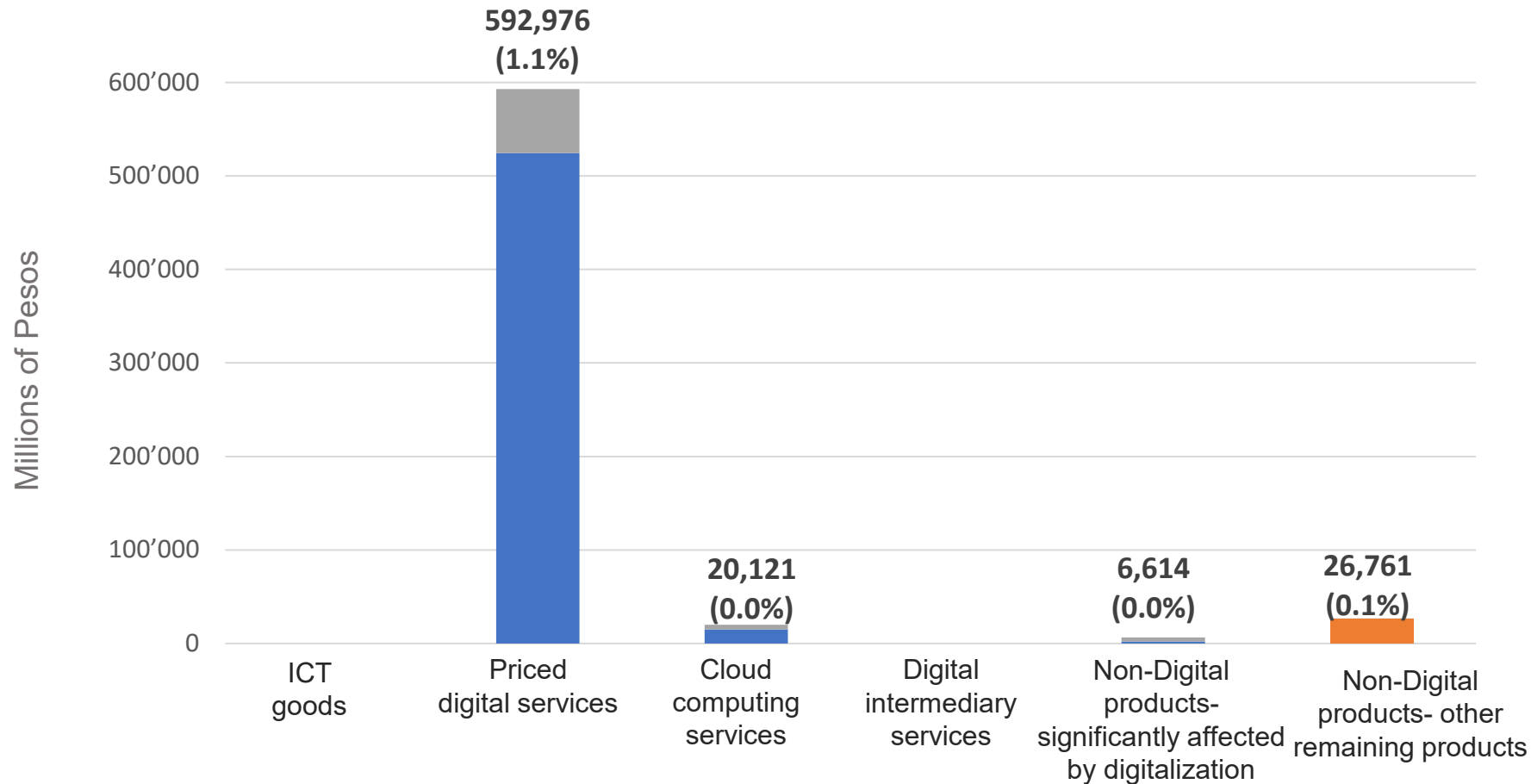
Share by industry



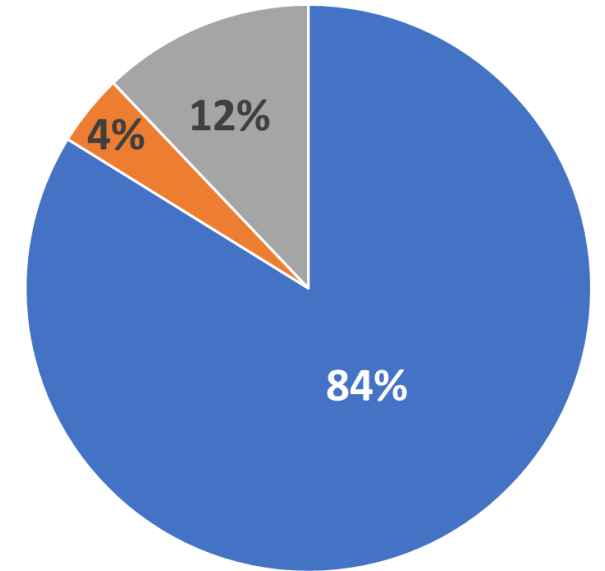
- Digital enabling industries
- DIPS charging a fee
- Data- and advertising-driven digital platforms
- Producers dependent on DIPS
- E-tailers
- Financial service providers predominantly operating digitally
- Other producers operating only digitally

Supply 2018. Digitally delivered

Total products and digital services:
646,472 millions of pesos (1.2%)



Share of total supply by origin



- Total output (digital industries)
- Total output (other industries)
- Imports, C.I.F.

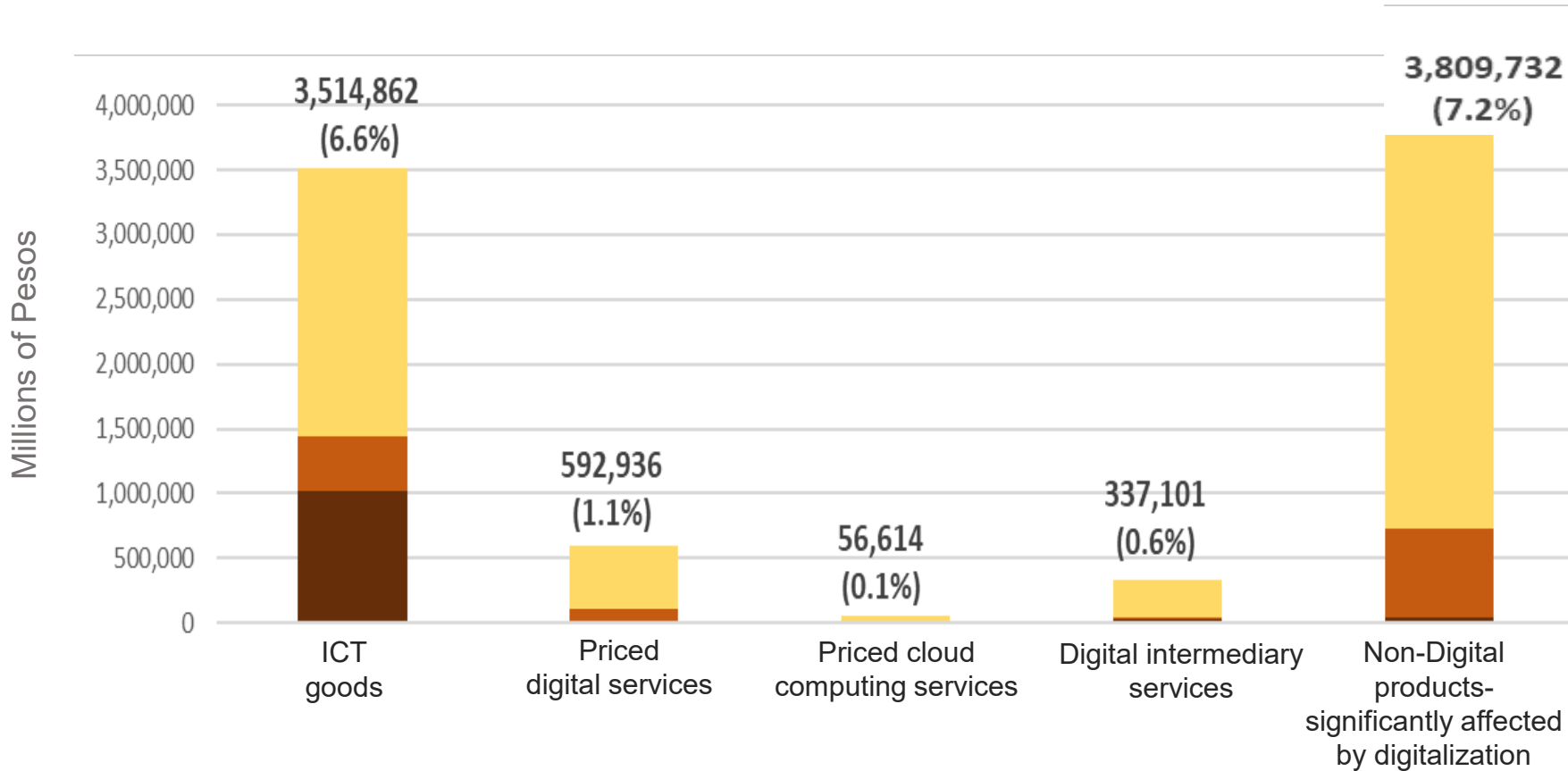


Supply = 52,932,938

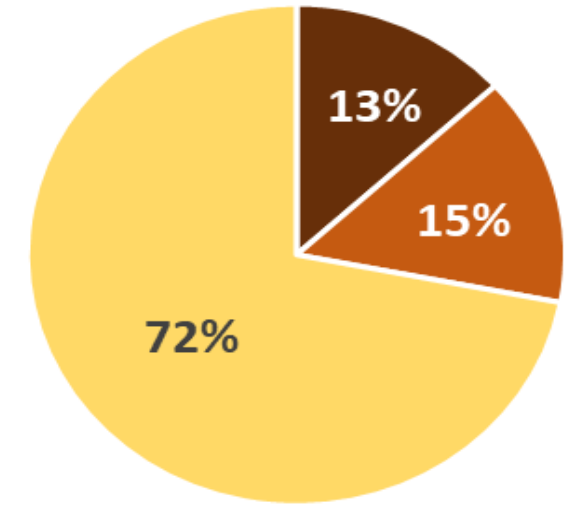
USE 2018

Total products and digital services:
8,311,245 millions of pesos

(16%)



Share of total use

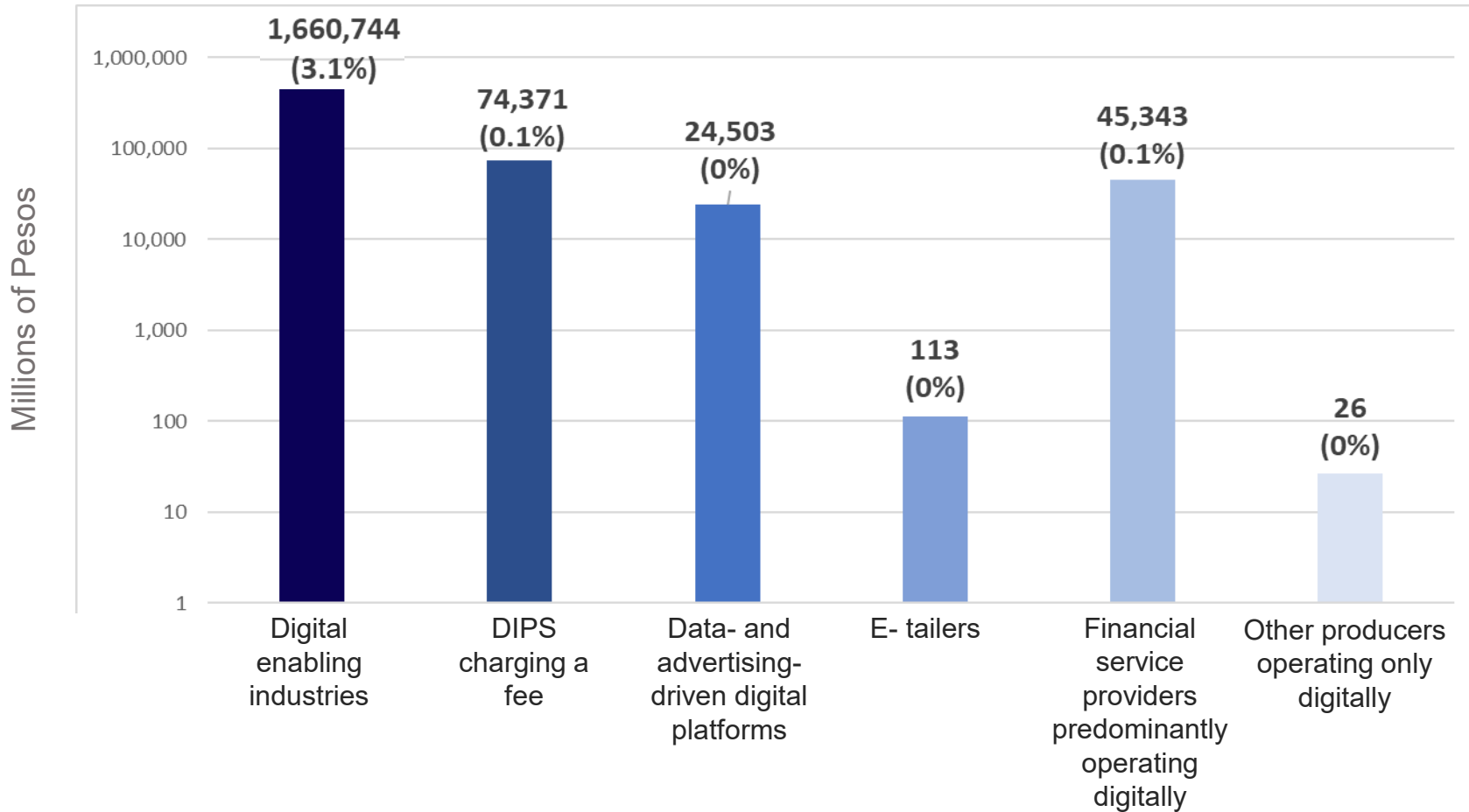


- Final Demand
- Intermediate Demand (other industries)
- Intermediate Demand (digital industries)

Total Use = 52,932,938

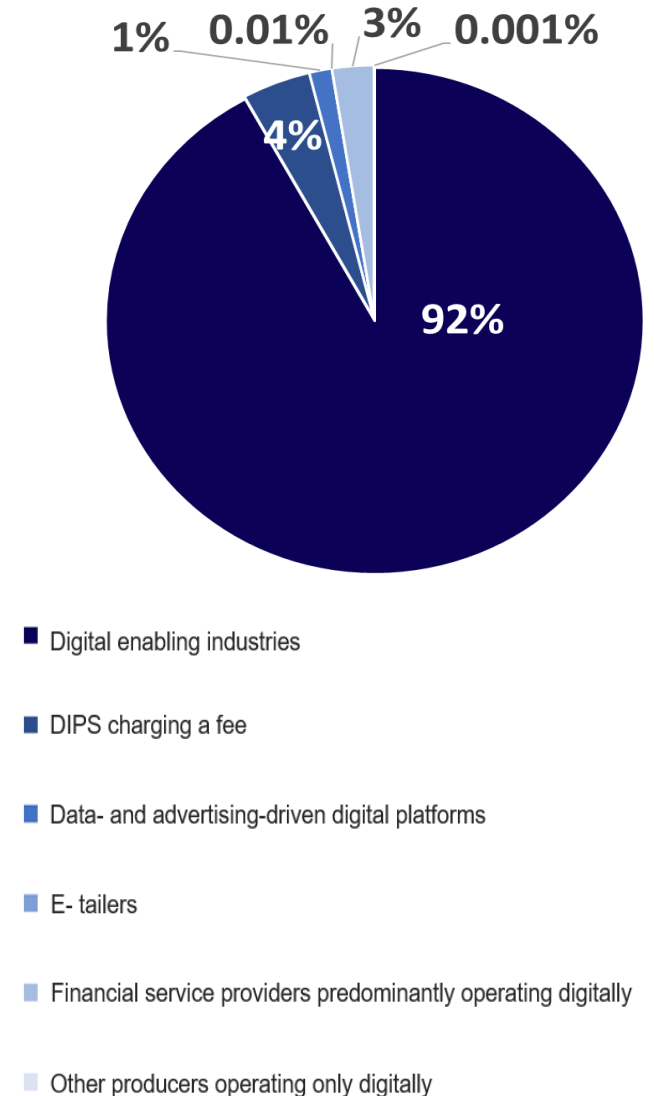
USE 2018

Total of digital industries:
1,805,101 millions of pesos (3.4%)



* The graph is displayed on a logarithmic scale

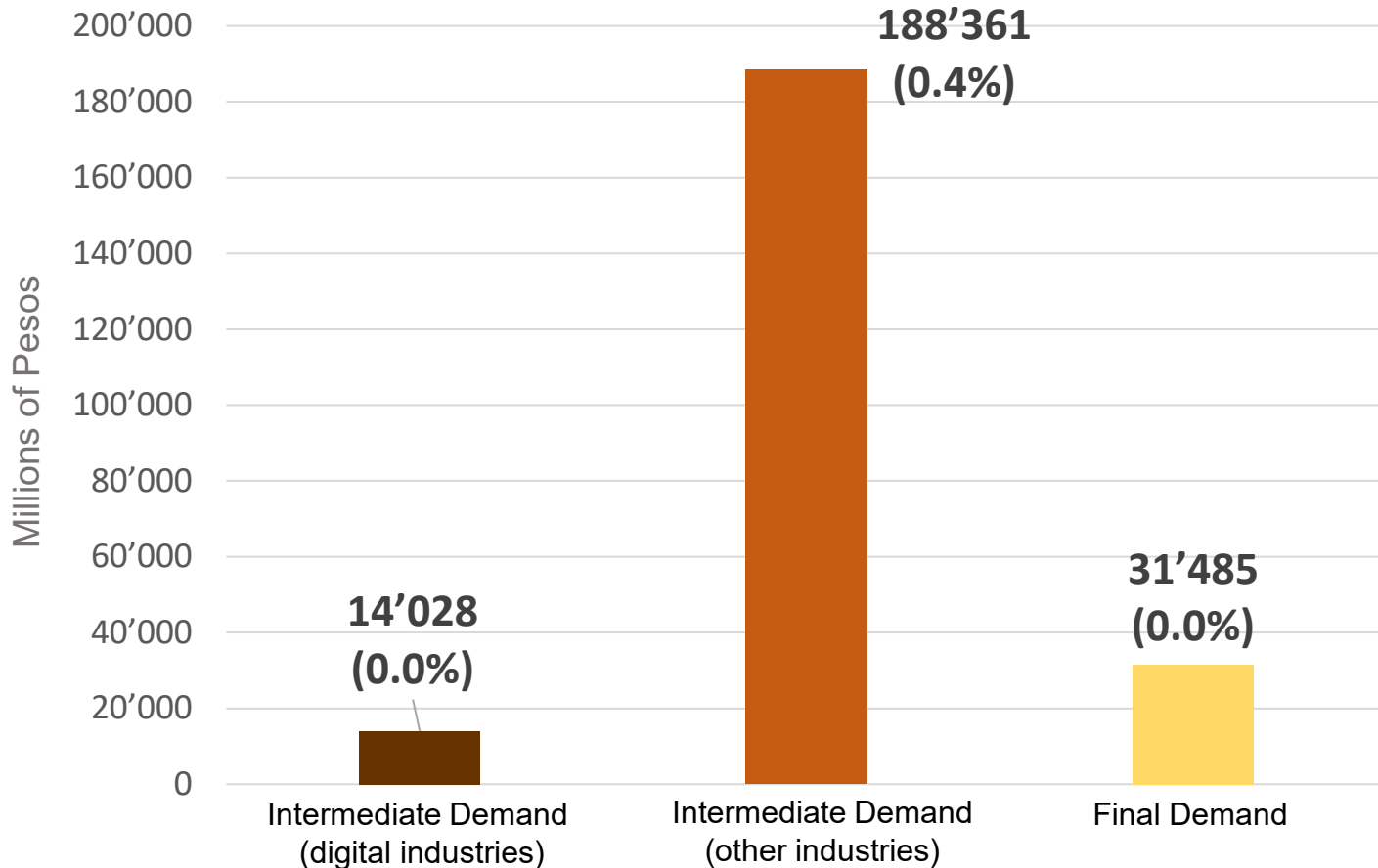
Share by industry



Total Use = 52,932,938

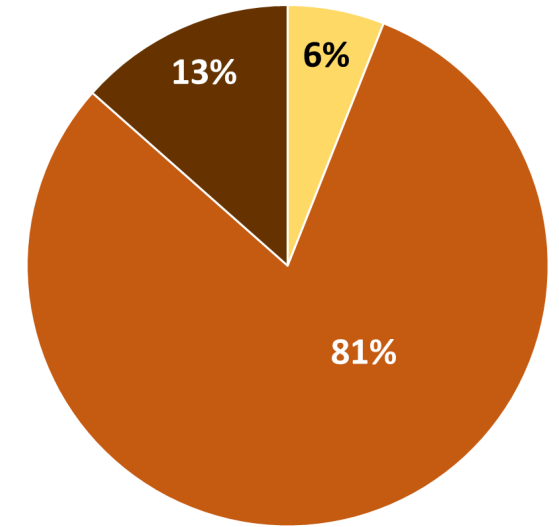
Use 2018. Digitally delivered

By destination of the digital products:
233,873 millions of pesos (0.4%)



Total Use= 52,932,938

Share of total use

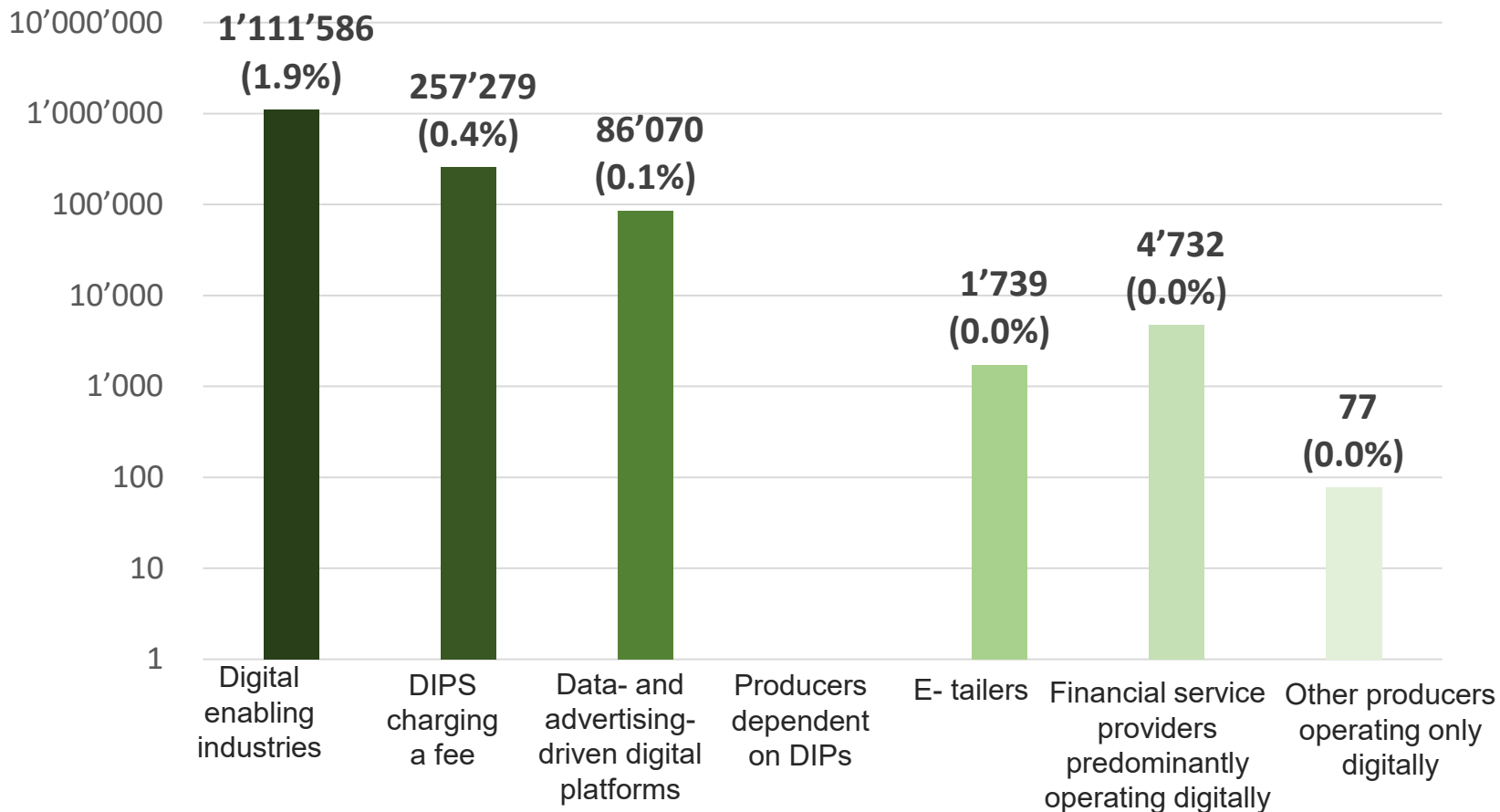


- Final Demand
- Intermediate Demand (other industries)
- Intermediate Demand (digital industries)

Employment by industry

Total of digital industries: 1,461,483
(2%)

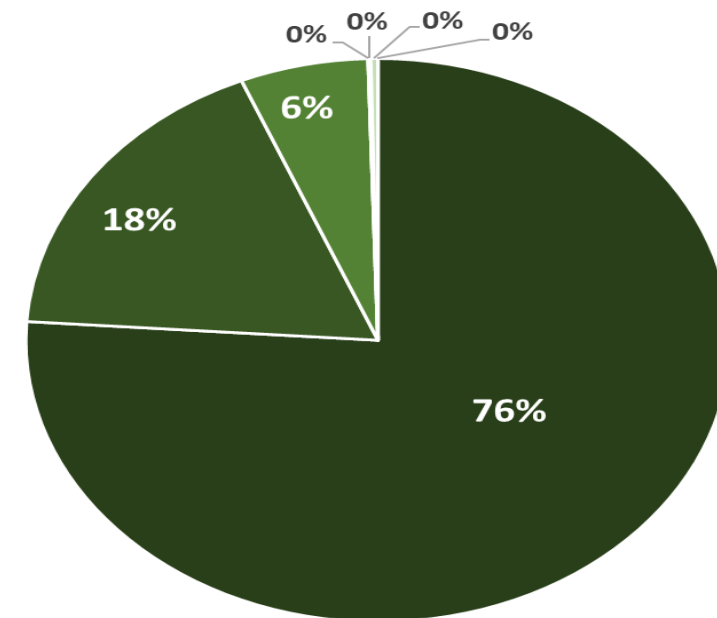
Number of positions



* The graph is displayed on a logarithmic scale

Number of positions = 59,505,022

Share by industry

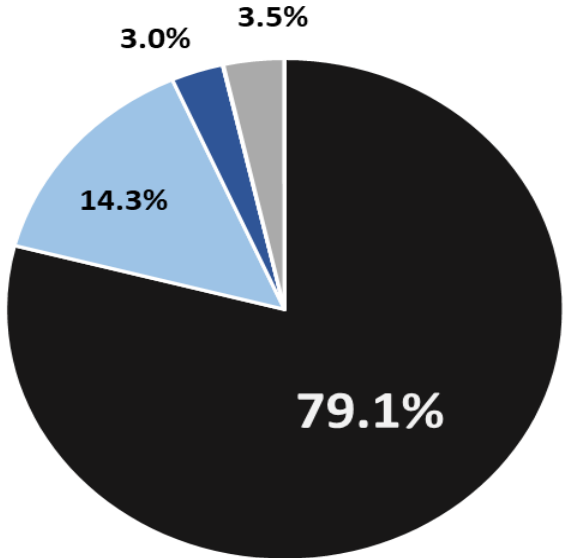
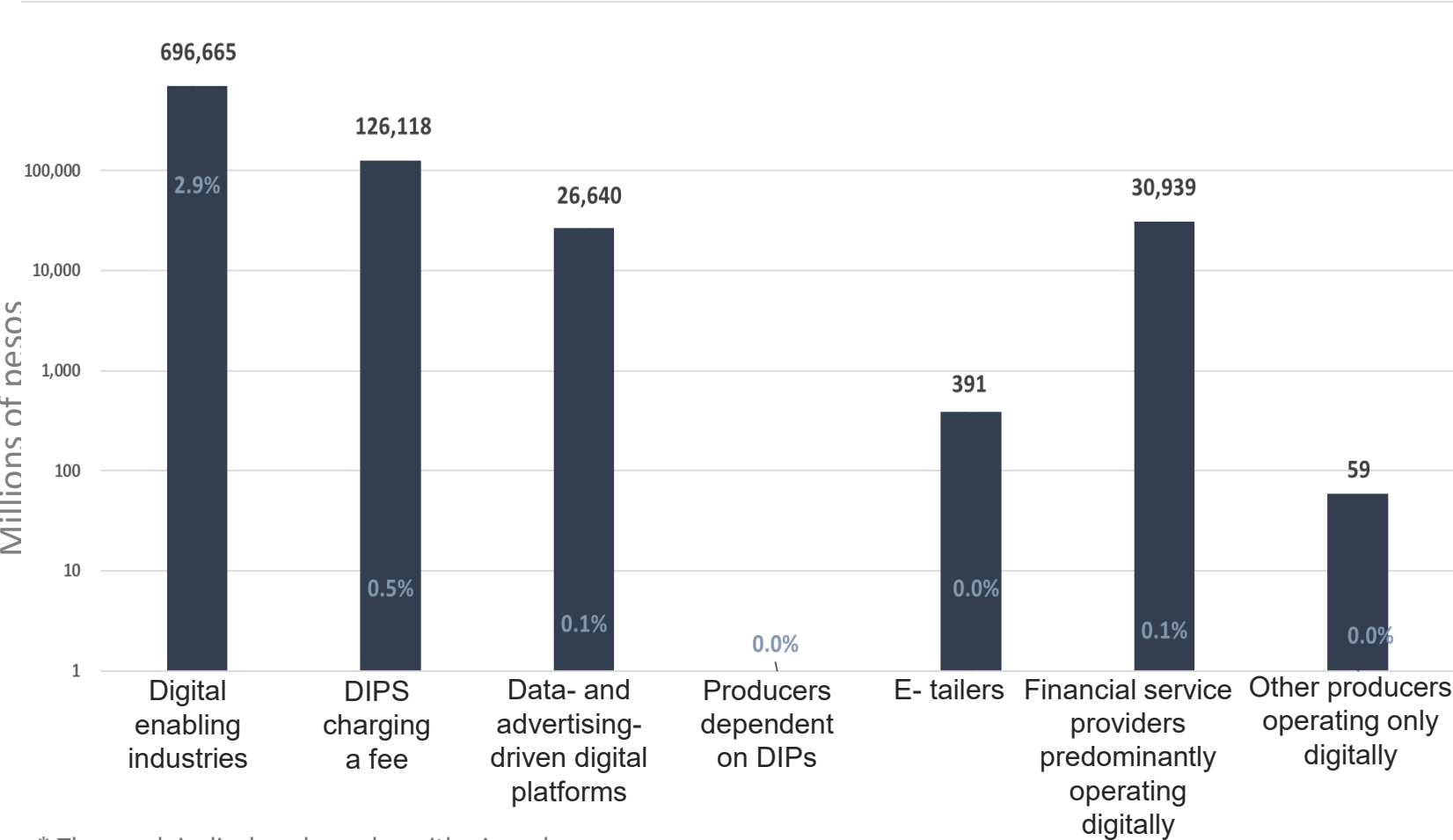


- Digital enabling industries
- DIPS charging a fee
- Data- and advertising-driven digital platforms
- Producers dependent on DIPs
- E- tailers
- Financial service providers predominantly operating digitally
- Other producers operating only digitally

GROSS VALUE ADDED AND ITS SHARE (%) IN GDP

Total of digital industries:
880, 811 millions of pesos (3.6%)

Share by industry



- Digital enabling industries
- DIPS charging a fee
- Data- and advertising-driven digital platforms
- Producers dependent on DIPs
- E-tailers
- Financial service providers predominantly operating digitally

* The graph is displayed on a logarithmic scale

GDP = 24, 176, 670 millions of pesos



INDICATOR OF THE DIGITAL ECONOMY 2018



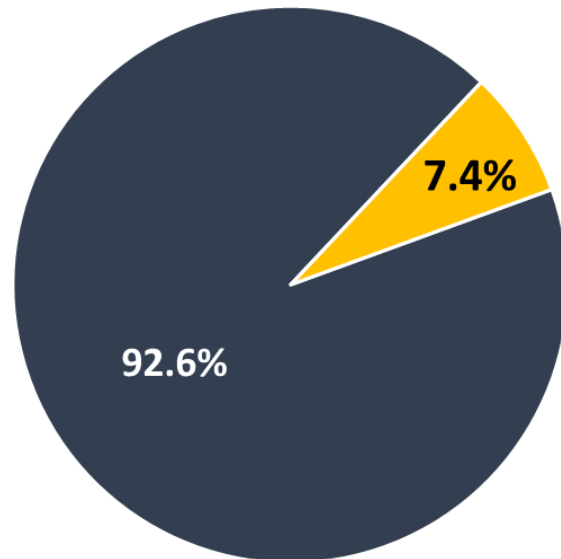
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INDICATOR OF THE DIGITAL ECONOMY

In 2018, the **Gross Value Added** represented **7.4%** of the **GDP**

Share (%) of
GDP



- GVA (No Digital Economy)
- GVA (Digital economy)



INDICATOR OF THE DIGITAL ECONOMY: COVERAGE

VABCOEL

- Considers **wholesale and Retail Trade industries** (NAICS 43-46) that **commercialize** through **digital media** and other services industries
- **Includes** social networks and instant messaging, **excludes** email
- Does not classify **digital** or non-digital products and services

Digital SUTS (COUD)

- Identifies industries that **produce and provide ICT**
- Identifies industries by the **digital technology** they use to **commercialize** products and services
- Identify **digital products and services** and those **that are not**
- **Excludes** social networks, instant messaging and email

Estimation method of the Indicator of the Digital Economy

Digital Industries	GVA	% GVA	% GDP
Digital SUTS	880,810,995	48.9%	3.6%
(VABCOEL ∩ DIGITAL SUTS)	26,061	0.0%	0.0%
(VABCOEL ∪ DIGITAL SUTS)	918,686,052	51.1%	3.8%
Total Digital Economy	1,799,523,108	100.0%	7.4%
VABCOEL-(VABCOEL ∪ Digital SUTS)	85,682,705		0.4%
Total VABCOEL	1,004,368,757		4.2%
GDP			24,176,670,374



THANK YOU!

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